

# THE AMERICAS

BRANDED RESIDENCES 2023/24



# Key players and trends

The concept of a branded residence was conceived in the late 1920s, however, the sector did not truly emerge as a subset for the residential market until the 1980s. Historically centred in North America, today branded residential schemes can be found in almost every corner of the globe. Once accounting for significantly all of the schemes in existence, today North America accounts for only one-third of the total supply.

Parent companies and parent groups, with large numbers of brands in their portfolios, continue to compete for market share and brand recognition. For the Americas region, Marriott remains comfortably in first place with the highest number of completed schemes for hotel operators across the Americas. YOO and Four Seasons rank second and third place, respectively, for parent companies with the highest numbers of completed schemes. However, by the end of the pipeline period, Four Seasons will surpass YOO for second place for parent companies.

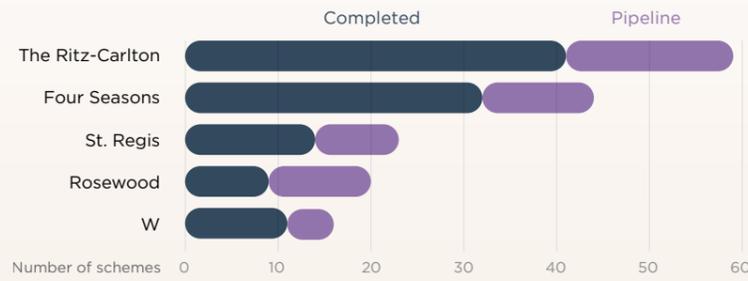
Just as the parent companies must differentiate themselves while maintaining growth in an increasingly crowded landscape, so too must individual brands in order to attract buyers. For hotel brands, the top three spots are claimed by Four Seasons, The Ritz-Carlton, and St. Regis. In contrast to global trends, the Americas – and particularly North America – remain dominated by schemes from luxury hotel brands. In fact, all of the top five hotel brands for the Americas are classified as luxury brands.

By contrast to the hotel brands, most

non-hotel brands have fewer than ten schemes in operation. YOO and Trump, the latter considered a non-hotel brand for the purpose of this report, are the exceptions to this trend, however, as they have long histories of activity in the branded

residential sector. In terms of pipeline growth, Pininfarina and Nobu each have pipeline growth of over 300% to 2030, demonstrating their commitment to growth across the Americas.

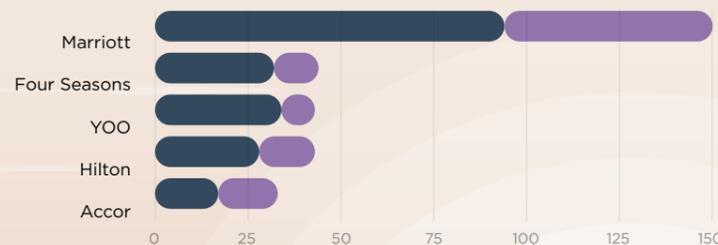
Top hotel brands - by number of schemes



Top non-hotel brands - by number of schemes



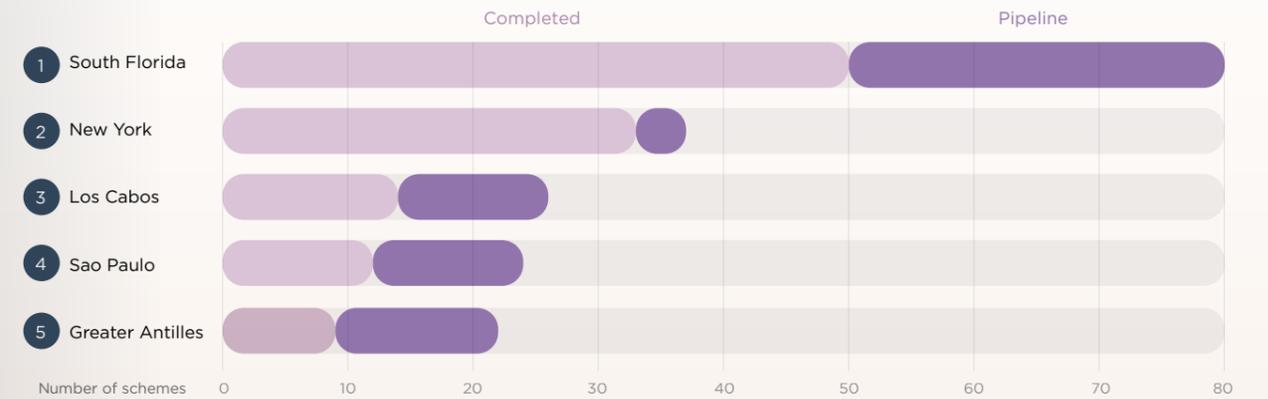
Top parent companies - by number of schemes



Source: Savills Research and Savills Global Residential Development Consultancy

# Branded residences hotspots

Top five markets in the Americas by completed and pipeline schemes



As the sector continues to grow, the locations where branded residential schemes can be found are growing too. The Americas feature branded residential schemes in both city and resort locations. For city locations, such branded residences tend to form part of larger property portfolios for residence owners. In many resort locations, these residences are used as second homes for shorter periods during peak seasons. South Florida is the regional leader, with 42 completed schemes while other top clusters of branded residences schemes are located in New York City, Los Cabos, São Paulo, and the Caribbean.



Source: Savills Research and Savills Global Residential Development Consultancy

# Price premiums

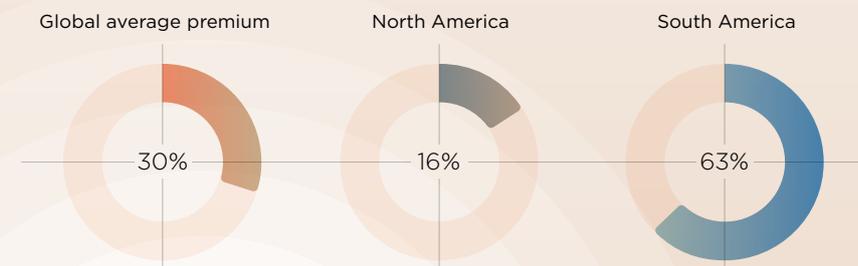
**B**randed residences operate predominantly within the prime end of residential markets. Associations of quality, luxury, and service which accompany brand affiliation can encourage premium pricing compared to other comparable non-branded stock in the market. Our analysis of a sample of markets demonstrates that the global premium stands at an average of 30% on an unweighted basis; however, premiums do vary significantly depending on location, brand, and type of branded residential scheme.

North America, with its high concentration of schemes in established global cities, exhibits average price premiums moderately below the global average. Major global cities tend to report a

lower average premium than other markets considering higher levels of competition from non-branded stock with similar provision of amenities and similar quality. For Central and South America, on the other

hand, premiums tend to be higher than the global average as branded residences typically will exceed the standards of other non-branded stock through their provisions of quality, security, amenities, and lifestyle.

## Branded residence price premiums – The Americas and global averages



Source: Savills Research and Savills Global Residential Consultancy

# Outlook

**A**s the global economy continues to produce increasing numbers of high-net-worth individuals with international lifestyles, there will be an ever-growing demand for branded residences around the world. Demand for luxury branded residences from domestic buyers is likely

to grow faster in emerging cities, such as São Paulo, Cartagena, and Mexico City where the quality of the existing stock may not meet the requirements for high-quality fit-out and services by new HNWIs.

The diversity of branded residential schemes in terms of location, type, brand,

and design, continues to be a strong selling point for this unique property type. This diversity, along with the trust and confidence associated with quality-assurance, exclusivity, and security will all contribute to sustaining and maintaining the impressive branded residential trajectory.

## Contacts

### World Research

**Kelcie Sellers**  
Associate Director  
+44 (0) 20 3618 3524  
kelcie.sellers@savills.com

### Global Residential Development Consultancy

**Rico Picononi**  
Director  
+44 (0) 20 3618 3541  
rico.picononi@savills.com

**Peter Grmek**  
Director  
+44 (0) 7414 846 946  
peter.grmek@savills.com

**William Hudson**  
Associate  
+44 (0) 20 7123 6344  
william.hudson@savills.com

Savills plc is a global real estate services provider listed on the London Stock Exchange. We have an international network of more than 700 offices and associates throughout the Americas, UK, Europe, Asia Pacific, Africa, India and the Middle East, offering a broad range of specialist advisory, management and transactional services to clients all over the world. This report is for general informative purposes only. It may not be published, reproduced or quoted in part or in whole, nor may it be used as a basis for any contract, prospectus, agreement or other document without prior consent. Whilst every effort has been made to ensure its accuracy, Savills accepts no liability whatsoever for any direct or consequential loss arising from its use. The content is strictly copyright and reproduction of the whole or part of it in any form is prohibited without written permission from Savills Research.