

Savills Vietnam

savills

Capability Statement

Jan 2022



Global Network

UK, Ireland & Channel Islands

131
offices

Europe
123
offices

Asia Pacific
61
offices

Americas Caribbean
68
offices

Middle East & Africa
227
offices

Countries

70

Offices

610

Employees

39,000+



A powerful combination of global connections and deep local knowledge provides Savills with an unparalleled ability to connect people and property.

Savills extensive Asia Pacific network spans offices throughout Australia, New Zealand, China, Hong Kong, India, Indonesia, Japan, Korea, Macao, Malaysia, Myanmar, Philippines, Singapore, Taiwan, Thailand and Vietnam.

Savills Vietnam

Our innovative full service agency delivers best in class

ADVISORY SERVICES

- Conceptual Development Recommendations
- Market Research
- Economic and Demographic studies
- Interactive reporting and Map-based service
- Feasibility Studies
- Highest and Best Use
- Valuation
- Development Review

PROPERTY MANAGEMENT

- Pre-Operations Management Consultancy
- Property & Asset Management
- Facility Management
- Residential - Commercial - Industrial
- Property Management Training
- Vacation home: Common facility management, unit services, letting support.

AGENCY

- Retail
- Commercial leasing
- Residential leasing

INDUSTRIAL

- Landlord Advisory
- Development Consultancy
- Market Research
- Sale Leaseback
- Tenant Representation
- Investment Brokerage

RESIDENTIAL & INTERNATIONAL SALES

- Project Sales and Marketing Strategy
- Residential Sales
- International Sales
- Landlord Representative

INVESTMENT

- Stakeholder Engagement Structuring
- Strategic Project Positioning
- Acquisition and Sales

HOTEL & LEISURE

- Development Planning
- Hotel Operator Selection
- Acquisition/ Disposal

PLACE MARKETING


- Placemaking
- Brand Creation & Management
- Creative
- Digital
- Production
- Event & Experiential
- Sale Centre & Show Units
- PR & Corporate Branding

Savills Vietnam



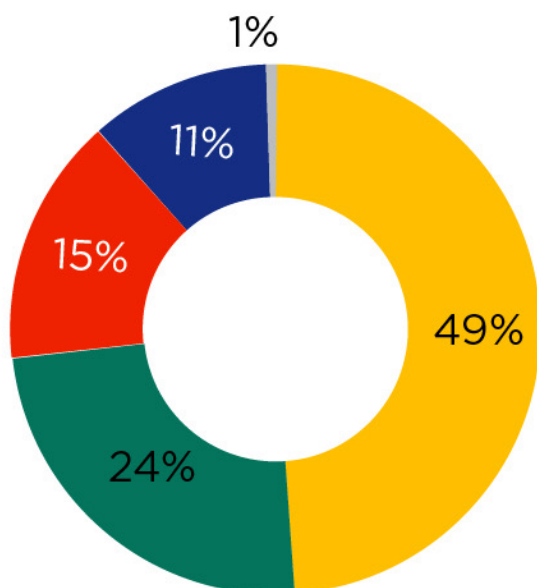
EMPLOYEES

With strong resourcing then operating continuity is guaranteed.

~2,500⁺ 

MEDIA PERFORMANCE

Maintaining a commanding media presence across all channels means Savills can market our clients interests most effectively.



-  Savills Vietnam
-  Colliers International
-  CBRE
-  Jones Lang LaSalle
-  Cushman & Wakefield

Savills Vietnam has the largest exposure on major and high commercial value channel such as VTV1, HTV7, HTV9

Source: Isentia - Media Report , October 2021

Advisory Services

Refined knowledge delivers inspired solutions

32⁺

years of experience across all asset classes

40

researchers and analysts

MOST RELIABLE AND DIVERSE

property databases in Vietnam

STRICT COMPLIANCE

with MOF, RICS and International Valuation standards



**RESEARCH AND
CONSULTANCY**

**VALUATION
AND ADVISORY**

**BANKING AND
CORPORATE
SERVICES**

S22M

By Advisory Services



The world's leading property service provider

We will free you from the challenge of data collecting, processing, analyzing and visualizing data in relation with map-based services to bring you the most advanced interactive reports that help you make informed decisions. With S22M, businesses can overcome their most critical challenges.

Features

- Multiple layers of diverse data sets
- Flexibility and integrity.
- Interactive capability based on specific interest.
- Dashboard and report design based on client request
- Short form of report with insightful visualization.
- Access anywhere, anytime.
- Queries at your interest.
- Killer fish charts



Leasing

RETAIL

COMMERCIAL
LEASING

RESIDENTIAL
LEASING

—
**COMPREHENSIVE
SERVICE LINES**

30⁺

staff across
all asset classes

Development
Consultancy

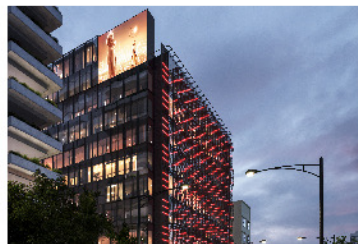
Landlord
Advisory

Leasing &
Brokerage

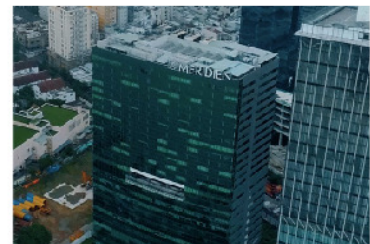
Tenant
Representation

EXCLUSIVE PROJECTS

OFFICE



ALPHA TOWER



RIVERBANK PLACE

RETAIL



SOCAR MALL

Property Management

MANAGED

7,870,791⁺
m²

EMPLOYEES

2,000⁺

60⁺

Senior team
at head office

—
VIETNAM'S LEADING
PROPERTY
MANAGEMENT TEAM

BUILDING
MANAGEMENT

FACILITIES
MANAGEMENT

TECHNICAL
SERVICES

FINANCIAL
MANAGEMENT

PRE-MANAGEMENT
CONSULTANCY

Investment Brokerage & Advisory

UNRIVALED
EXPERIENCE

Extensive dealings with institutions, investment funds and state-owned/commercial banks

Established relationships with developers, high-net-worth families and local investors

Widespread regional and global network maximizing cross-border deal flow

Provide a broad range of services for investment properties and developments

STRATEGIC PROJECT
POSITIONING

SALES AND
ACQUISITION

STAKEHOLDER
ENGAGEMENT STRUCTURING



Saigon Tower,
HCMC



Saigon South
Residences,
HCMC



Pacific Place,
Hanoi



Duxton Saigon
Hotel, HCMC



SunWah Pearl,
HCMC



Riverbank Place,
HCMC

Residential Sales

—
**ONE-STOP FOR ALL
RESIDENTIAL SERVICES**

01

Professional, multi-language sales team with in-depth market knowledge, especially in luxury segmentation.

02

Working across all Vietnam and in the Savills global networks in UK, Asia, Europe, North America and Australia.

03

The first international residential sales team in Vietnam with a full suite of services.

04

Promote Vietnam properties successfully in Hongkong, Korea, China, Singapore and Taiwan.

Industrial

FULL SERVICE PLATFORM

01 LANDLORD ADVISORY

Full range of consultancy services to maximize returns.

02 DEVELOPMENT CONSULTANCY

Market entry and expansion.

03 MARKET RESEARCH

Refined research to ensure all unknown variables are quantified to maximise success.

04 TENANT REPRESENTATION

Formulate systematic transaction strategies, avoid expensive property pitfalls, and add tangible value.

05 SALE LEASEBACK

We guide property owners through tailored re-financing opportunities to help free up capital and improve cash flow while avoiding operational disruption.

06 INVESTMENT BROKERAGE

Acquisition, disposal and consultancy of investment properties and developments.

Hospitality

ACQUISITION/
DISPOSAL

DEVELOPMENT
PLANNING

HOTEL
OPERATOR
SELECTION

A FULL SERVICE
HOSPITALITY PLATFORM

01

PLANNING

- Market Study
- Cashflow Analysis
- Development
- Recommendation
- Feasibility Study
- Master Plan Review
- Operator Selection

02

CONSTRUCTION/ PRE-OPENING

- Rental Pool Advisory
- Pre-opening Budget Review

03

OPERATION

- Operational Review Improvement
- Recommendation Owner Representation
- Annual Budget Review

04

DISPOSAL

- Brokerage Services

Place Marketing

A FULL SERVICE BRANDING AND MARKETING PLATFORM

01

PLACEMAKING

- Discovery & Strategy
- Delivery & Destination Marketing
- Place Activation

02

BRAND CREATION & MANAGEMENT

- Discovery Workshop
- Brand Audit
- Brand Positioning & Naming
- Brand Story & Identity
- Brand Visuals
- Brand Applications

03

CREATIVE

- Visual Identity
- Content & Copy
- Advertising Creative
- Collaterals Design

04

DIGITAL

- Website Development
- Social Media Management
- App Development
- Email Marketing
- Virtual Tour
- 3D Rendering & Animations

05

PRODUCTION

- Videography Production
- Photography Production
- Placement Production
- Print Management

06

EVENT & EXPERIENTIAL

- Launch Events
- Press Conferences
- Sale Events
- Activations
- Exhibitions
- Online Events

07

SALE CENTRE & SHOW UNITS

- Concept Design & Consultancy
- Customer Journey
- Technology
- Staging
- Operation

08

PR & CORPORATE BRANDING

- Awards
- Developer Branding
- Media Relation
- Annual Reports



Savills Cares

Industry award fees are being redirected to help local people. Charities for underprivileged around the country will receive donations.

Savills is committed to caring for the community

savills

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