

PROPERTY MANAGEMENT

Savills Commercialisation

Developing targeted solutions
that deliver for our clients and
their retail schemes.





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Why Savills?



For over 160 years, we've been helping people thrive through places and spaces. With more than 40,000 professionals dedicated to commercial and prime residential real estate across 70 countries, no matter where you are, we have the expertise to bring your vision to life.

Making a positive impact is at the heart of our partnerships. From the way we advise you to the work we do directly, we're committed to adding value while always honouring our responsibility to protect the environment, support local communities and foster an inclusive culture.

Whether you're a corporate looking to expand, an investor seeking sustainably to optimise your portfolio or a family trying to find a new home, we bring a truly personal approach to every project, delivering best-in-class insights and advice to help you make better property decisions.

At Savills Ireland, we are the largest firm of chartered surveyors and valuers by turnover, employing 270 people in Ireland through our offices in Dublin, Cork and Belfast. We are the market leaders in many sectors of the Irish property industry, with bespoke teams for every sector, specifically tailored to our client's requirements. Our scale gives us wide-ranging specialist and local knowledge, and we take pride in providing best-in-class advice to help people thrive.



About Commercialisation

Commercialisation is a highly successful Savills service which offers a best-in-class solution for our clients. Our goal is to generate additional revenue streams, increase footfall & add to the customer experience.

Savills Commercialisation has a proven track record of developing targeted solutions that deliver for our clients and their retail schemes.

€4m+

ADDITIONAL REVENUE
EXCL. TENANT RENT
ROLL IN LAST 5 YEARS

250

WE PLACED OVER 250
INDIVIDUAL BOOKINGS
ACROSS 7 RETAIL SITES
IN 2023

7

WE ARE ACTIVELY
MANAGING 7 RETAIL
SCHEMES

15 years

SAVILLS
COMMERCIALISATION
HAS BEEN ACTIVE IN
NATIONAL SHOPPING
CENTRES SINCE 2009



“ Retail kiosks, car placements and pop-up shops are all activities that Savills Commercialisation bring to Mahon Point on a regular basis. We work with the team to bring new and exciting ideas to the centre to drive footfall and to use vacant space to add interest for our customers. The additional revenue helps with funding other projects on site and adds to the overall marketing budget on an annual basis. ”

JUSTIN YOUNG
CENTRE MANAGER, MAHON POINT

Our **services**

We offer a full commercialisation management service, from vendor procurement through to quarterly revenue reporting. We aim to add value to our client properties and work alongside management teams to deliver excellent results.



BRAND PARTNERSHIPS



DIGITAL ADVERTISING LICENCES



POP-UP RETAIL SHOPS



SEASONAL RMU'S



MALL PROMOTIONS



SPECIALTY LICENSING



Who we **work with**

Our mission is to represent our clients diligently, and through that commitment, achieve superior results.

The logo for Hines, featuring the word "Hines" in a red, serif font.The logo for Wirefox, featuring the word "WIREFOX" in a black, sans-serif font with wide letter spacing.The logo for Liffey Valley, featuring the words "Liffey Valley" in a red, cursive script font.The logo for Deka, featuring the word "Deka" in a red, sans-serif font with a stylized red dot to the left of the 'D'.The logo for The Canopy, featuring the words "THE CANOPY" in a blue, sans-serif font with wide letter spacing.The logo for CastleCourt Shopping Centre, featuring the words "CastleCourt" in a bold, black, sans-serif font with "SHOPPING CENTRE" in a smaller, blue, sans-serif font below it.

W I R E F O X



CastleCourt
SHOPPING CENTRE

LANDLORD:
Wirefox

LOCATION:
Belfast

INSTRUCTION:
Full commercialisation management service

BACKGROUND:
Internal referral from Belfast PM team to take over commercialisation management from previous agency provider

Case study

CASTLECOURT SHOPPING CENTRE, BELFAST



CHALLENGE

- First NI centre for Savills Commercialisation - different jurisdiction meant rules and regulations relating to licensing had to be reviewed with legal team
- Establishing a new contact list of brands based in NI to promote centre space to
- Working with new landlord entity in line with their operational protocols



SOLUTION

- Assessed and updated our licence template with our legal team to reflect NI and UK laws, legislations, and protocols for short term mall activity
- Extensive market and sales research carried out for appropriate brands and vendors to contact for mall bookings across the Northern Ireland market
- Investigated similar schemes to compare mall rate cards and adjusted rates accordingly to be in line with competitors
- Reviewed and updated operational guidelines to reflect the landlord and centre operational teams protocols



RESULTS

- Over £100,000 net mall revenue generated for Wirefox in first 12 months of commercialisation contract
- Extensive contact list generated for e-campaigns and marketing purposes



Hines

LANDLORD:

Hines

LOCATION:

Dublin

INSTRUCTION:

Full commercialisation management service

BACKGROUND:

Savills Commercialisation have managed space at Liffey Valley since 2009. The centre underwent extensive upgrades in 2019 and as a result, commercialisation activity was reviewed in order to reflect the new tenant mix and high-end surroundings of the centre.

Case study

LIFFEY VALLEY, DUBLIN

**CHALLENGE**

- Re-establishing Liffey Valley as a key location for brand activity after upgrades
- Improving the quality and type of centre activity to align with overall marketing
- Maintaining mall income with a view to growth in the coming years

**SOLUTION**

- Reviewing marketing material and ensuring all up to date and aligned with in-house marketing department material
- Extensive email campaign launched to reach out to new and existing brand and retailer contacts
- Closer working relationship established with centre management, marketing team and Hines

**RESULTS**

- A 30% uplift in mall income achieved in 2023 versus 2022
- Space in-demand from key brands and established businesses

“ Being able to partner with and build relationships with these businesses via mall commercialisation is really important for Liffey Valley. ”

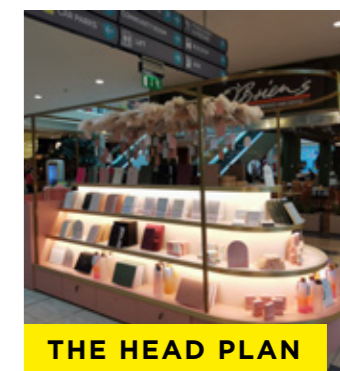
MAEVE FOLEY
DIRECTOR, ASSET MANAGEMENT, HINES



RITUALS



CROIA JEWELLERY



THE HEAD PLAN



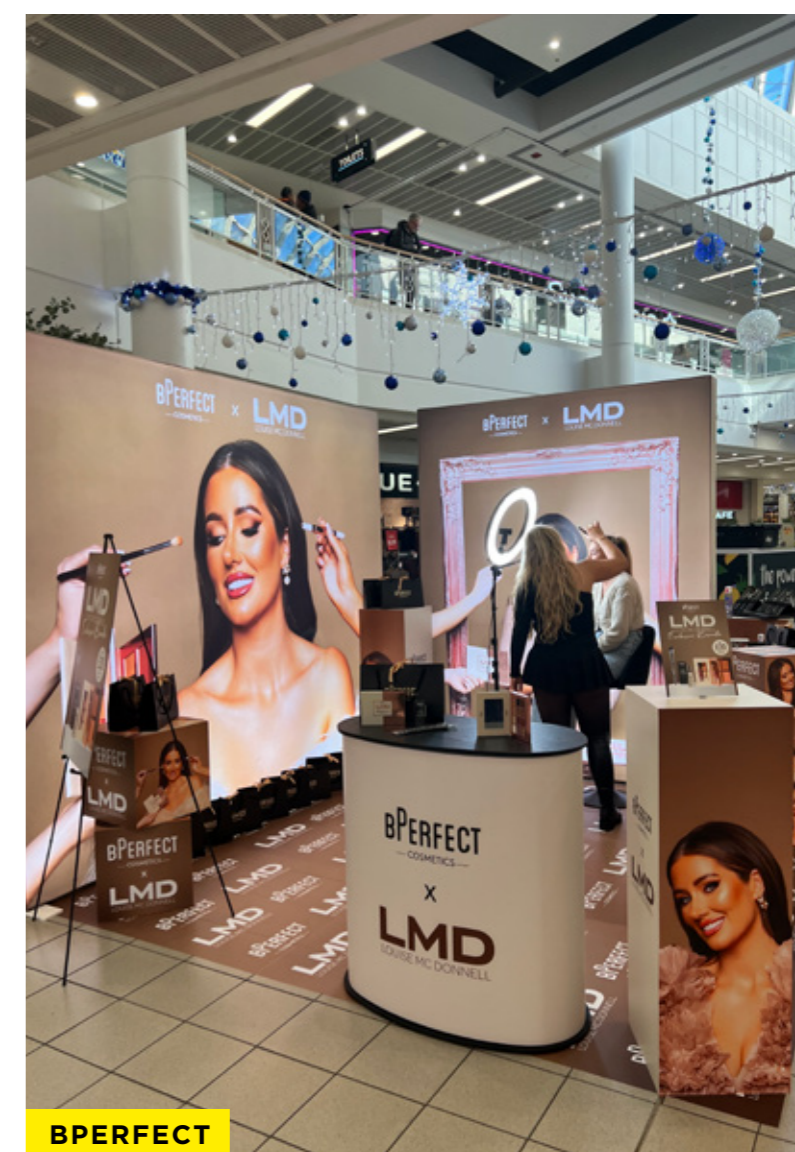
KERRYGOLD



CALVIN KLEIN



NESPRESSO



BPERFECT



MEET

Aine Hussey

Head of Commercialisation
Commercialisation
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+353 21 235 5026

PROFILE

Commercialisation management for schemes across the Savills portfolio. Aine manages all commercialisation activity for a number of schemes across the country. Mall promotions, kiosk hire and advertising licences are some key services that Commercialisation offer to our clients. An overall management service, it includes vendor procurement, management of licencing and revenue. Additional revenue streams can be achieved through key established relationships across Ireland and the UK.

CAREER HISTORY

Aine joined the Savills Cork office in April 2022. She was an events manager for the previous 3 years and has worked in business operations, marketing and events since graduating from DCU in 2009.

RECENT PROJECTS

- **Liffey Valley Shopping Centre:** Over €100,000 mall revenue generated in last 6 months through kiosks and mall promotions. Compilation of Strategy for Centre Commercialisation Report June 2022
- **Mahon Point Shopping Centre:** In excess of €300,000 revenue generated for 2022 through seasonal kiosks, mall activity and key brand activity.
- **Savills RISE Program:** Working in conjunction with the Savills Property Management team to create unique tenant experiences nationwide across our portfolio of commercial and office buildings
- **CastleCourt, Shopping Centre, Belfast:** secured as a new client after submission of proposal February 2023 for all Commercialisation activity

MEET

John McGuire

Team Administrator
Commercialisation
john.mcguire@savills.ie
+353 21 422 4028

PROFILE

John assists with all commercialisation activity for a number of schemes across the country. Mall promotions, kiosk hire and advertising licences are some key services that Commercialisation offer to our clients. An overall management service, it includes vendor procurement, management of licencing and revenue. Additional revenue streams can be achieved through key established relationships across Ireland and the UK.

CAREER HISTORY

John joined the Savills Cork office in November 2023. He has over fifteen years administrative, office and facilities management experience. John has worked in a variety of sectors, from film and television, entertainment production, education and recruitment.

RECENT PROJECTS

- **Liffey Valley Shopping Centre:** Over €100,000 mall revenue generated in last 6 months through mall bookings. Over €6,000 mall revenue generated in Q1 2024 through electric vehicle placements alone.
- **Mahon Point Shopping Centre & Whitewater Shopping Centre:** In excess of €45,000 revenue generated for Q1 in 2024 through local business mall activity, kiosk bookings and brand promotions.
- **CastleCourt, Shopping Centre, Belfast:** Revenue and licence management of a portfolio of long-term kiosk operators with an annual value of over £80,000. Delivery of innovative commercialisation events alongside centre marketing team.

Meet the **team**

We are committed to providing our clients with a high-quality service and creating long-term relationships.



Karen Nolan

Director,
Property Management



Roy Deller

Director,
Property Management



Samantha Kedward

Director,
Property Management



Orla Coyle

Director, Head of Energy &
Sustainability



John Sexton

Divisional Director,
Property Management



Aine Hussey

Head of Commercialisation



Paudi Malone

Associate Director,
Property Management



Marina Curto

Associate Director,
Energy & Sustainability



Carrie McEntee

Senior Property Manager,
Property Management



Christina Gormley

Property Manager,
Property Management



John McGuire

Team Administrator,
Commercialisation

