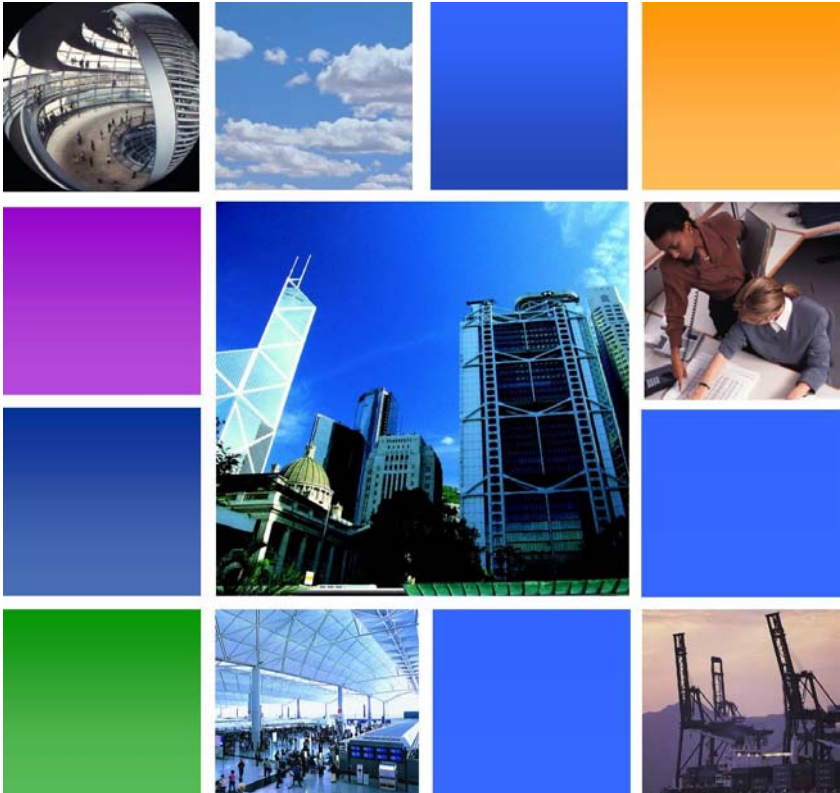




Insignia Brooke



Insignia Asia Pacific



Insignia Asia Pacific provides a comprehensive range of commercial and residential real estate services throughout the Asia Pacific region. With operations in Japan, Hong Kong, China, India, the Philippines and Thailand, augmented by long-standing relationships with service providers in other major Asian countries, Insignia provides real estate services to clients seeking to develop, occupy or invest in office, residential, industrial, retail and hotel facilities throughout the region. Insignia benefits from multi-lingual professionals who are not only familiar with local market conditions, professional practices and local cultures but who also provide clients with superior knowledge of each marketplace.

Insignia's Asia Pacific operations are fully integrated with the firm's premier commercial real estate operations in the United States, United Kingdom, Europe and Latin America. No other company in the world can match Insignia's depth and breadth of real estate-related consultancy and transactional services.

Services and Capabilities

1. Strategic Consulting

Insignia advises major multi-national corporations on the most appropriate strategy for short and long-term real estate requirements in a specific location or throughout a region. The firm's multi-lingual, multi-cultural organization stretches across Asia and its in-depth understanding of the various markets and regulatory frameworks enables Insignia to assess the viability of real estate opportunities and investments.

Strategic services include detailed analysis of existing premises, future requirements, corporate business plans, relevant markets, business strategies, regulations / licenses and all available options. Insignia's role extends to include the implementation of real estate strategies through lease negotiation, acquisition and/or development propositions in order to secure a client's best option.

2. Market Research and Feasibility Studies

Insignia places a great deal of emphasis on compiling sound market intelligence and conducting extensive analysis of the data collected. It has established a reputation for high quality, accurate and timely market research, particularly in the emerging China and India real estate markets.

Insignia regularly prepares market surveys, supply and demand analyses, macro-economic and demographic profile studies, economic assessments, investment analyses, cost studies, site identification and locational analyses. In addition to compiling market research on behalf of private sector clients, Insignia also conducts market surveys and specialist studies on behalf of various governments, including those of the U.S., Canada, Hong Kong, United Kingdom and Australia.

3. Development Services

The conversion of land to completed and occupied real estate requires in-depth knowledge of the development process from evaluation of an initial concept, detailed design, planning, governmental approval and construction management, to the commissioning of a project for eventual occupation.

Insignia provides development services by identifying and evaluating development opportunities and conducting feasibility studies, cash flow and land use analysis, ground lease modifications, governmental negotiations, development briefs, programming and design and layout reviews. Clients include private corporations, developers, and government agencies throughout the Asia Pacific region.

4. Corporate Asset Management

Commercial real estate is a significant asset for many organizations which need to focus attention on the maximization of revenues, the realization of market potential and the cost effectiveness of occupation. Through quality research, appraisal, development, marketing and management consultancy, Insignia provides strategic and economic advice to ensure that corporate real estate portfolios maximize their potential as occupational facilities and investments. Clients include major U.S. Fortune 500 companies as well as U.S., British, Hong Kong and French governments.

5. Project Appraisal and Valuation

Insignia provides single asset and portfolio appraisals for acquisition, mortgage, insurance and accounting purposes. Insignia has considerable experience in government building and land appraisals and offers specialist services relating to valuation of infrastructure projects, plant and machinery and tax assessments.

Appraisals are provided on a regional basis and clients include multi-national corporations, international banks, utility companies, government agencies and charities.

Insignia undertakes the appraisal of all types of real estate, including plant and machinery for financing, public listing, stock exchange controlled transactions, joint ventures, redevelopment, investment, corporate accounting, mortgages and dispute settlements.

6. Transaction / Tenant Representation Services

Insignia provides Tenant Representation services for commercial office, retail, residential and industrial requirements. The firm acts as advisor and negotiator in the process of identifying and acquiring premises, renegotiating existing leases and settling rent reviews.

Insignia helps clients identify and align real estate requirements with strategic business, financial and operational objectives. Services for relocations, consolidations, acquisitions and dispositions include:

- Current situation and business plan analysis
- Space planning/programming
- Market analysis and alternatives identification
- Strategic site selection
- Municipal incentives identification and negotiation
- Comparative property, infrastructure and financial analysis
- Transaction negotiation
- Build-out and post-occupancy services

7. Owner Representation Services

Insignia's Owner Representation division serves the increasingly complex marketing and asset management needs of corporate, institutional and entrepreneurial property owners. In-house experts offer strong analytical capabilities and a full understanding of the relationship between investment criteria, leasing objectives, tenant retention and building operations. Insignia's Owner Representation professionals are skilled in the marketing and positioning of properties, leasing, property management and accounting, construction supervision and fee development.

Serving as the owner's agent, Insignia evaluates a single property or an entire portfolio and creates a comprehensive strategy to maximize its value within the owner's investment and operational objectives as well as its budgetary and business constraints.

8. Retail Services

Insignia has established a reputation for Retail Consultancy and its expertise enables the firm to assess the viability of individual retail opportunities through the analysis of demographic profiles, site strengths and weaknesses, project design analysis, potential competition, consumer spending levels, shopper preferences, potential rentals, tenant mix and the myriad other issues which contribute to a successful retail development.

Adopting a systematic, research-based approach and utilizing computer modeling software, Insignia examines shopping trends, spending patterns, merchandising mix and theming for each possible location. This information is then transformed, in both quantitative and qualitative terms, into an analysis relating to the type of retail center that should be developed, the size best suited to meet current and future demand, tenant mix and mall layout and design. Services may also include identification of potential joint venture partners and a review of their experience and previous performance.

9. Hotel Services

Insignia Hotels is the world's leading real estate services group with a division focused exclusively on the hospitality sector. With an unmatched record of investment sales and financing for hotels and resort properties, Insignia Hotels arranges debt and equity financing as well as investor sales and acquisitions for hotel companies, individual properties, portfolios and development sites.

Insignia Hotels professionals handle the full spectrum of hospitality real estate, from limited service and extended stay hotels, motels and chains, to high profile properties, resorts and conference centers. Insignia Hotels assists its clients in achieving their investment goals through the following services:

- Providing access to the hospitality industry's most active international buyers, owners and operators.
- Identifying and securing favourable debt and equity financing from traditional and alternative sources.
- Analyzing financial alternatives and operating issues as well as determining the tactical needs of hotel properties and companies.
- Developing and executing plans for the positioning and value enhancement of hotel assets, portfolios and companies.
- Providing asset management to enhance the value of ownership interests.

The global reach of Insignia Hotels allows the company to service the capital needs of more hotel properties annually than any other competitor serving a client base of institutional, corporate and entrepreneurial investors, owners and operators.

10. Project Coordination and Administration

Insignia coordinates property development or tenant improvements from the initial planning stage through to the completion of construction, the commission of a project or occupation of facilities. Insignia has successfully undertaken project management assignments throughout the region. The firm's approach to each assignment is a systematic process ranging from the establishment of control procedures appropriate to the project, assistance in the selection of the professional team and contractors, detailed cost reporting, progress monitoring and overall project control. Insignia's skill, experience and involvement translates into the completion of a project on time and within budget.

Geographic Coverage

Asia Pacific Region

Insignia has extensive coverage throughout Asia Pacific with operations in Hong Kong, Mainland China, Thailand, India and the Philippines. Insignia's full range of real estate services are provided in connection with projects including commercial, residential, industrial, retail, hotel and trade centres, in addition to major mixed-use land and infrastructure developments.

Hong Kong

Originally established in 1988, Insignia's Hong Kong office is the group's Asia Pacific headquarters.

China

Insignia has offices in Beijing and Shanghai and assignments covering all property sectors have been undertaken in more than 25 major cities and provinces throughout China.

India

In India, Insignia has undertaken assignments in 37 cities. Projects include tenant representation for commercial, industrial and residential usage; feasibility studies for commercial, industrial, residential and hotel development and valuations for commercial, industrial, and resort facilities. Clients include multi-national corporations, major Indian companies and various government agencies.

Five offices operate in Mumbai (India Headquarters), Bangalore, Delhi, Hyderabad and Chennai.

Japan

Recognizing that changing business practices and relaxed regulation have increasingly attracted foreign firms to Japan, Insignia opened its Tokyo office in 2000. Staffed with seasoned professionals with decades of collective experience in Japanese real estate and intimate knowledge of Japanese culture, business practices and laws, Insignia's Tokyo office offers clients full-service real estate capabilities, including tenant representation, investment sales and financing, financial services and hotel services. Insignia's specialism is serving foreign companies investing and operating in Japan.

Thailand

Established in 1991, Insignia's Bangkok office has 70 staff, providing full service capabilities throughout Thailand, across commercial and residential sectors.

The Philippines

The Philippines is a key market for many US and foreign organizations. Insignia provides asset management and valuation services in addition to tenant representation.

Asia Pacific Associations

Insignia provides Asia Pacific-wide geographical coverage to clients through established associations with leading real estate services providers in Korea, Malaysia, Taiwan and Singapore.

Asia Pacific Office Locations



China

Beijing
Shanghai

Hong Kong

Thailand

Bangkok

Philippines

Manila

India

Bangalore
Chennai
Hyderabad
Mumbai
New Delhi

Japan

Tokyo

Associations: Korea, Malaysia, Taiwan and Singapore

Asia Pacific Office Addresses

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Selected Client List

- Bank of America
- British Airways plc
- Cheung Kong
- CISCO Systems Inc.
- Citigroup
- Commerzbank
- Daimler Chrysler
- DHL
- Disney
- GE Capital
- Goldman Sachs
- Henderson Land
- Hilton International
- Hong Kong Government
- Hong Kong Land
- HSBC
- Hutchison Whampoa
- Jardine Group
- Kowloon-Canton Railway Corp.
- Lehman Brothers
- Lend Lease Corporation
- Lonestar
- Manulife
- Mass Transit Railway Corporation
- New World Development
- PCCW
- Pricewaterhouse Coopers
- Shangri-La Hotels
- Shell Oil
- Siemens
- Standard Chartered Bank
- Sun Hung Kai Properties
- Swire Group
- Tellabs
- Toyota
- United States Government
- Urban Renewal Authority

