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GLOBAL REAL ESTATE STRATEGY



This significant new BCA research offering is currently in development with an official launch scheduled for January 2013. The new service will include a comprehensive monthly report, supported by topical *Special Reports* throughout the year. Clients can also expect quarterly webcasts as well as potential opportunity for direct meetings and/or conference calls with BCA Chief Real Estate Strategist, Anthony (Tony) McGough.

Competitive Advantage

- Monthly analysis will focus on medium-term strategic risks and trends in global real estate markets.
- Coverage will have a primary focus on Corporate Real Estate, but will address residential coverage where significant residential investment markets exist (e.g. Germany/China/U.S.A.).
- Monthly reports will be segmented into three geographies, Americas, Europe, Asia; in-depth coverage of each will rotate every month – to the extent that full coverage of each geographic segment is covered at least annually.
- Focus will be on direct real estate, but will cover REITS – from a macro perspective – in specific reports throughout the year.
- Each monthly report will highlight a specific real estate market/country/city as to fundamentals, medium term opportunities and risks.
- Last page of monthly report will be a general view on value in direct and indirect real estate around the globe, segmented by region, country and sector.

Chief Strategist: Tony McGough

Anthony (Tony) McGough joined BCA Research in August 2012 as Chief Global Real Estate Strategist. His new BCA service, Global Real Estate Strategy, will launch January 2013 and will cover investment opportunities and risks in world real estate markets. Prior to joining BCA, Tony worked at DTZ as Global Head of Forecasting and Strategy Research. His past career includes employment at JLL, PruPIM, CB Hillier Parker and the Bank of England, as well as six years as a Senior Lecturer and Director of MSc Real Estate courses at Cass Business School, City University London.

Tony is a member of the European Real Estate Society, the Society of Property Researchers and the Investment Property Forum. He is presently on the Board of Editors of the Journal of Property Research, is a Visiting Professor at The University of Ulster and a Visiting Fellow at the University of Reading. Tony has a BSc (Hons) Economics, from the University of Bath, and a MSc Economics from Birkbeck, University of London.