Introduction

Consulting & Research is a specialised department within DTZ active in the earliest stages of the real estate development process. In-depth knowledge of real estate market is at the core of everything we do and this is highlighted by the research reports we produce regularly. It is the way we use our knowledge of the market that makes us unique, however. Real estate supply maps are being produced in-house and sophisticated econometric analyses are used to expose the determinants of the market.

The Prague team currently consists of 4 highly qualified professionals and is led by Martijn Kanters. Economist by education, Martijn has been working in the Czech Republic since 2000 and can be regarded as one of the most experienced development consultants in the country.

„DTZ Consulting & Research...... If you want the best!“

Services

Research and Market Reports

Research is at the heart of everything we do and we maintain databases on market indicators in the Czech Republic and Slovakia, covering all sectors, i.e.:

- Offices;
- Retail;
- Industrial;
- Residential;
- Leisure: hotels and related functions.

On the basis of our market knowledge, reports are regularly produced, the best-known of which is the Commercial Property Markets Overview (CPMO), which is released each Spring and Autumn. In addition to that, new reports are continuously developed. The latest addition was the first Urban Regeneration in the Czech Republic Brochure released in December 2008.

DTZ is also a founding member of the Prague Research Forum (PRF), a consortium of the leading

Selected References

- RPG Land portfolio strategy

Design of a strategy for a portfolio of 1,600 hectares of former mining land in and around Ostrava (Moravia-Silesia region, Czech Republic). DTZ supervised production of a database and produced a strategic real estate market assessment. Both inputs combined formed the basis of a long-term strategy and provided clear recommendations on land packages for disposal and development.

- Feasibility study for a 16 ha landmark development scheme in Prague 12

DTZ provided a feasibility study and made recommendations for fine-tuning the development concept.

- Regeneration strategy for a 70 ha Brownfield site in Mariánské Lázně

DTZ provided a full-scale development strategy including concept design on the basis of a market analysis, master planning and supervision of technical documentation and delivered operational assistance to facilitate the implementation of the scheme.

- Assessment of retail markets in Yerevan (Armenia) and Tbilisi (Georgia)

The European Bank for Reconstruction & Development is participating in a consortium that intends to develop modern shopping malls in the Caucasus. We provided the client with clear recommendations on the strategy.
international real estate advisers that aims to provide synchronised market data.

Real Estate Market Assessments
To assist both developers and investors, DTZ Consulting & Research often produces real estate market assessments tailored to the client’s wishes. A Real Estate Market Assessment identifies opportunities and threats in a given market (local, regional, national) and provides recommendations for development or investment strategies.

Feasibility Studies and Concept Design
A feasibility study focuses on the market feasibility of a specific project and provides recommendations to improve the proposed development concept. Based on a sophisticated supply-demand analysis, clear indications can be given on the market expansion room in each real estate sector. Coupled with a site suitability and competitiveness assessment, the DTZ Feasibility Evaluation Grid is used to assess the feasibility of each function. This Feasibility Evaluation Grid forms the basis of a project’s concept design and is particularly useful for large multi-functional development schemes.

Economic Impact Assessments
Large urban development schemes have strong impacts on local communities. To assess the actual impact of such a scheme, an Economic Impact Assessment can be produced, which demonstrates the socio-economic impact and quantifies the net contribution of a project to a city’s (or region’s) GDP, employment and tax base.

Brownfield Regeneration
Our specialisation, the Prague team has an unrivalled track-record in designing complex regeneration strategies for Brownfield sites. We are a member of the Institute for Sustainable Land Use (IURS) and INTA, the International Urban Development Association. We cooperate with a select group of environmental engineers and architects to deliver solutions for the most complex urban Brownfields, aiming to maximise the development potential and successfully bringing back a Brownfield site to the real estate market.

Strategic Consulting for land owners
Finally, we can deliver tailor-made strategies for land owners, particularly when Brownfield sites are concerned. Pulling together various disciplines, we are able to design a long-term strategy that enables the client to generate maximum income from its land holdings.

Regeneration Strategy for a 123 ha Brownfield site in Braşov, Romania
Our client purchased the former Tractorul site in Braşov, once the largest manufacturer of tractors in Central & Eastern Europe. With production ceased, DTZ designed the redevelopment strategy for the area, including a draft outline Master Plan.

Feasibility study for a 5 ha residential development site in Brno
As the residential real estate market currently offers the most promising prospects, we are regularly producing feasibility studies for residential projects. This particular study had very favourable outcomes and we recommended developing an exclusive residential project with achievable sales prices up to CZK 60,000 per m².

Economic Impact Assessment and Feasibility Study and concept design for the Bubny redevelopment scheme in Prague 7
The redevelopment of the 27 ha Bubny site in Prague 7 is the largest urban redevelopment scheme in the Czech Republic, with a planned total volume of 1.2 million m². DTZ provided a detailed assessment, exposing the vast impact this scheme will have on the urban economy of Prague. Subsequently, a feasibility study was conducted comprising of a detailed supply and demand analysis of all sectors excluding logistics, with a long-term forecast to 2018, including concept design and phasing.
DTZ is a leading global real estate adviser and consultancy firm with more than 12,500 staff worldwide with offices in 150 cities across 45 countries. The company provides services for leading multi-national companies, major financial institutions, developers, investors and government institutions.

DTZ Research is a global platform with over 85 analysts from a diversity of backgrounds including economics, property, planning, finance and business consultancy. We occupy a leading position in the marketplace through the provision of research products and services that add value to clients and help to create leading edge property investment and business solutions worldwide. A continuous R&D programme anticipates market trends as well as assess the impact of economic, social and political change on real estate markets. In addition, the research team is often involved in the highest and best use analysis, concept developments, feasibility studies and due diligence projects.

More DTZ Research publications from around Central & Eastern Europe and the Global DTZ network can be found on www.dtz.com/research.