

PROPERTY ONE

*ONEFOCUS
SERVICE
DEVELOPMENT*

*A VALUE GENERATOR FOR
BIG AND SMALL INVESTORS*



www.propertyone.ch

In order to be able to recognise and then realise the full value enhancement potential of a property, it is important to know and master the possible playing fields. The added value can be of a short-term or long-term nature, depending on the owner's objective for the property in question. Clearly the owner cannot be in possession of all the know-how and necessary skills and resources needed for this. This is precisely where service development offers owners the opportunity with the right partner to strengthen their position.

There are many different options, but choosing the right partner isn't easy.

As we all know, there is plenty of information available about everything, but it's easy to become overwhelmed by the sheer volume of it. Due to a lack of market transparency or frustration, a decision is then either not made at all and a project put on hold, or a half-hearted decision is taken for something that ultimately does not meet expectations and which leads to the goal being missed.

Which partner is the right one for me?

Of all the prerequisites, the most important is probably that the right partner understands not only the issue but also the goals and desires as well as the concerns and fears of the owner. This is because only then can the right support be offered to the owner and a solution be worked out from this that is coherent for the owner. The owner must find a specialist as a partner who sees and represents the owner's interests as the owner sees them and who also has the necessary expertise.

Development fees are often considered unnecessary additional costs

Is it worth paying a few percentage points in costs to have a developer as a partner? "The architects are carrying out a study for me for free." Such statements are unfortunately as common as: "A good friend told me that contractor X is building this for Y."

But does the architect really have the necessary expertise that extends beyond his own specialist knowledge? Is there even a potential conflict of interest at hand? What does the owner need to make their decision? Does the architect also have the necessary marketing experience to develop not only good architecture but also a good product for the end user and thus ultimately to ensure marketability? Does the good friend really know which accompanying costs will be incurred in addition to the conventional ones? Does the contractor really have the necessary information to calculate a realistic price that will bear scrutiny and be reliable enough for the owner as the basis for their initial investment decision?

What is important therefore is to ensure that there are know-how carriers for all involved areas, including the less obvious ones, of which there are many, and to in-

clude professionals who are able to master the interplay and interdependencies between each other. A large number of sound individual players is unfortunately not a good solution. Ultimately, an orchestra is only as good



Project example "F21+27" | ZH

- Purchase of a commercially used property in a residential district
- Elaboration of a specific development concept
- Conversion and repositioning to residential use to better fit into the residential district
- Cooperation and co-development with a neighbouring site to reduce necessary areas and exploit positive synergy effects (e.g. shared parking garage and driveway, spacing patterns and areas, etc.)
- Implementation of an ideas competition to obtain various architectural ideas as well as to create a competitive situation for maximising space (increase of 13.5%, i.e. 244 m² of saleable space)
- Further product optimisation in interaction with marketing and the construction management with regard to buildability and saleability
- Project volume – replacement construction: 18 residential units



Project example "UB39" | ZH

- Purchase of a mixed-use property with utilisation reserves
- Elaboration of a specific development concept
- Conversion to purely residential use
- Replacement of an external team of architects to increase the performance of the existing design (renewed increase in area from 1,270 m² to 1,339 m² of gross living space)
- Elaboration of space and product optimisations in interaction with marketing and the construction management with regard to buildability and saleability
- Achievement of an increase in the utilisation of the plot by a factor of 8.8 compared to existing development
- Project volume – replacement construction: 12 residential units

as its conductor. Only in ensemble playing does a sound tapestry of well-mastered individual instruments become captivating music.

Similarly, only when all areas and their interrelationships are optimally coordinated can reliable investment cases be developed. These can be as wide and varied as each individual imagination. Decisions on extensions, conversions or replacement buildings, on renovations or measures to stabilise the user structure through to product changes and the repositioning of properties can be just as decisive as the right financing structure, which must always fit the owner's personal risk profile. The fee of the right development partner, often considered an unnecessary additional cost, then becomes negligible when compared to the maximised long-term value.

Development is something for professionals. But is service development also relevant for private individuals?

We say yes! This is because many properties offer opportunities to realise potential for exploitation, to increase yields, to rent out space at higher rents or on a more stable basis in order to increase the value of the property as an investment even without increasing yields or for later resale. For private individuals in particular, the actual success of each individual property is often more important than a problematic property is for a large investor that disappears inside their portfolio and has little noticeable impact on their return. The added value of good project development is ultimately of interest to everyone.

What know-how goes into a good development?

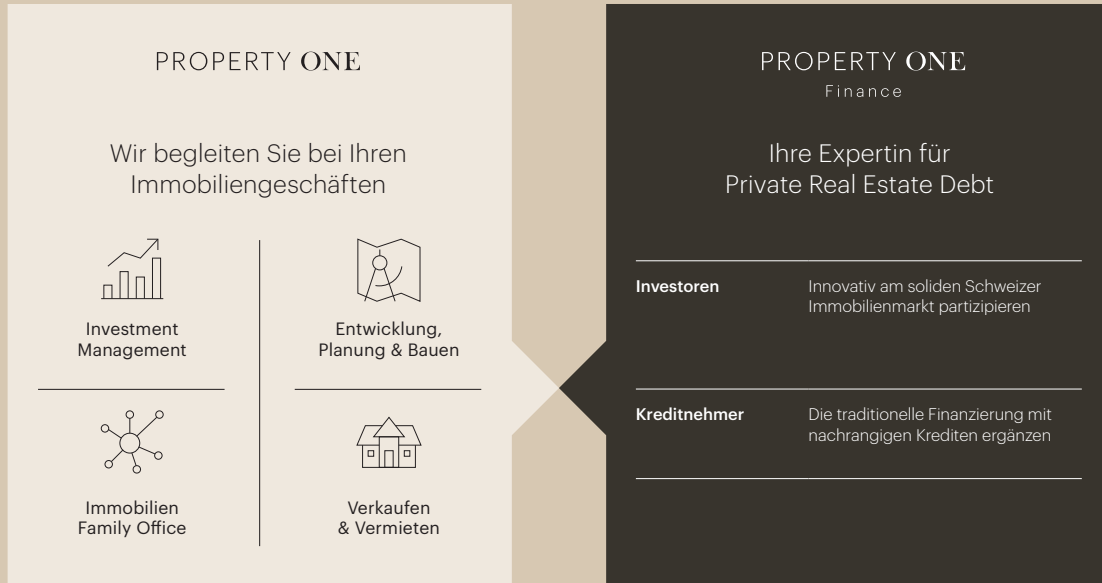
A good developer involves all know-how in their work right from the start. Marketing know-how is just as important for product definition as commercial knowledge in order to be able to assess and correctly steer the profitability of the project from the outset. Knowledgeable developers deploy their execution and construction management expertise alongside their planning know-how in order to be able to control all influences on the subsequent realisation and the resulting changing costs. Right from the start, financing know-how lays the right foundations in order to optimise the investment objectives of the owner for maximum profit or to optimise profit compared to the invested capital (return on equity). Good cash flow planning also ensures the lowest possible capital investment at the right time and thus provides the necessary security for individual financial planning.

How long will the developer support me?

It makes sense for the developer to be the point of contact for the owner right from the start until completion. At least until planning permission is granted, they should lead things operationally in order that the specialists are managed effectively and the intended development success is achieved. Once the building permit has legal effect, they can then transition to a higher-level management and interface role as the client's representative. The overall responsibility should remain in their hands until the end, so that the project is managed reliably and without interruptions for the owner.

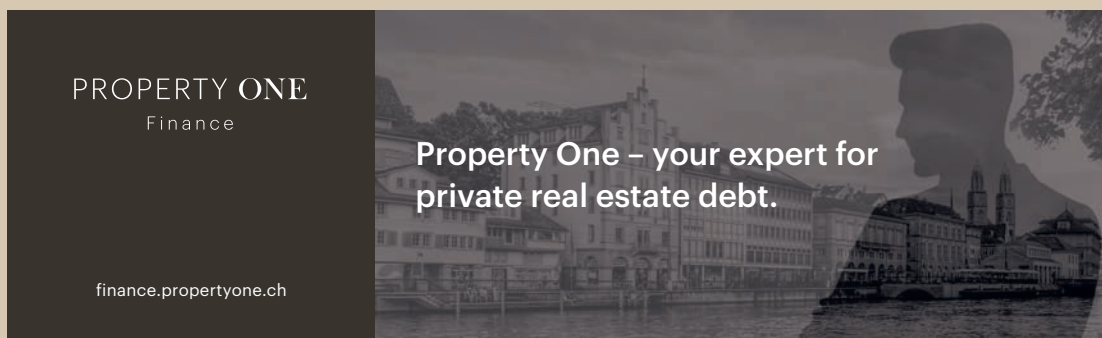
ONE PASSION

Property One erbringt Dienstleistungen entlang der gesamten Wertschöpfungskette von Immobilien. Mit nachhaltigen und innovativen Lösungen schafft Property One mehr Wert für ihre Kunden und erzeugt Begeisterung für Immobilien. An den drei Standorten Zürich, Zug und Ascona vereint das Unternehmen unter einem Dach die Kompetenzen Investition, Finanzierung, Entwicklung, Ausführung und Vermarktung sowie Immobilien Family Office. Entlang dieser umfassenden Wertschöpfungskette deckt Property One den gesamten Lebenszyklus einer Liegenschaft ab.



Das Unternehmen besteht aus einem interdisziplinären Team und deckt alle Bereiche intern ab, die einen zeit- und kosteneffizienten und damit erfolgreichen Projektverlauf garantieren. Property One bietet interessierten Investoren und potenziellen Kreditnehmern den Zugang zu nachrangigen Finanzierungen. Sie bildet sowohl bei privaten Auftraggebern als auch bei professionellen Investoren das Zentrum der Planung, Koordination und Organisation für alle am

Projekt beteiligten Akteure. Property One verfolgt die Marktentwicklung permanent und stellt zum geeigneten Zeitpunkt den Kontakt zu den verschiedenen Dienstleistungserbringern her. Der Immobiliendienstleister arrangiert Finanzierungen, koordiniert die Entwicklung und Planung, begleitet die Bauphasen, sichert Qualitätsstandards, kümmert sich um die Vermarktung und strukturiert individuell abgestimmte Beteiligungsmodelle.



Property One – your expert for private real estate debt.

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