

Commercial Leasing Services for Landlords

Qatar



Cushman & Wakefield Qatar

Introduction

- Cushman & Wakefield Qatar (C&W), previously known as DTZ was the first international property services advisor to establish a presence in the Middle East and has maintained a presence in the region since 1975.
- C&W has maintained a full-time office in Qatar since 2005, allowing us to develop market leading knowledge of the local real estate market.
- The key management team at C&W Qatar, Edd Brookes and Mark Proudley have a combined experience of 27 years in Qatar.
- Since the start of 2015, C&W Qatar has completed 58 commercial leasing transactions in Qatar, providing us with excellent insight into local market trends.
- C&W Qatar has represented multiple international occupier clients over the last 24 months.

Cushman & Wakefield Qatar

Landlord Requirements

The commercial real estate markets in Qatar have witnessed significant expansion and rapid change over the last fifteen years. The impact has been an evolution in the market dynamics.

Historically landlords were able to adopt a “build it and they will come attitude” due to demand outstripping supply in the market. That is no longer the case with most prospective tenants benefitting from a wide choice of properties.

In order to successfully secure tenants in today’s market it is important that landlords, investors and developers focus on:

- Developing a property that meets with occupier requirements.
- Marketing the property and promoting its key features and unique selling points to the target audience.
- Presenting the property in the best possible condition.
- Pricing the property according to the market.

These are all key elements that are required to create a successful real estate investment/development, C&W can offer a range of services to investors that are considering; developing, selling or leasing a property. C&W’s primary objectives are to minimize the investors risk and secure optimal financial returns in the context of the wider market.



Cushman & Wakefield Qatar

Cushman & Wakefield Services

Market Research

For developers considering new projects, Cushman & Wakefield has a specialist local and regional Consultancy and Research team that can undertake market and feasibility studies on your behalf. The purpose of these studies is as follows:

- To determine the best real estate use for the site (i.e. residential, commercial office, retail or hotel development) through site, market and financial analysis.
- To determine the target market for the product.
- To assess the competing product in the market – current and future.
- To provide strategic development advice for the proposed development to ensure it will meet with the target market's requirements on completion (elements reviewed commonly include; mix of uses, optimal scale of development, accessibility, unit sizes, parking and building finishes).
- To undertake financial modelling to assess the feasibility of the proposed development

For latest market trends, C&W's report can be downloaded at the link below:

[C&W Qatar Market Report](#)



Cushman & Wakefield Qatar

Cushman & Wakefield Services

Leasing Services

For owners of completed buildings that have accommodation available to lease or sell, C&W can provide a range of beneficial services to ensure that your property gains maximum exposure to the target market.

To support the leasing/sale of any scheme, C&W will devise and implement a marketing strategy. The main objectives of the marketing strategy are as follows:

- To identify the key target markets and market pricing.
- To create optimum awareness of your property amongst the target audience.
- To create a set of Unique Selling Points (USP) for your development to differentiate it from its competitors.
- To create awareness of the USP's and benefits of the development/property amongst the target audience.
- To provide a clear message about the scheme to potential tenants and attract them to the project.



Cushman & Wakefield Qatar

Leasing Strategy

In addition to the above C&W can offer a team of experienced agents that will work on your behalf. Our team can make recommendations on developing a leasing/sales strategy for your property that should consider items including:

Pricing – Rental/sales prices can be affected by a range of factors including; location, finishes, terms offered, car parking etc. It is always tempting price a property high but doing this can leave the property sitting empty and losing potential revenue. Our knowledgeable staff will be able to advise on the optimal pricing for the property to ensure that it attracts a good level of interest and secures the best possible price in the prevailing market conditions.

Service Charges – Properties with multiple tenants/owners are often subject to service charges. Consideration needs to be given as to how these charges will be leveraged onto occupiers.

Rental Incentives – Historically, landlords did not offer rental incentives in Qatar; however due to shifting market dynamics these are now becoming more common place, particularly for commercial properties.

Length of Lease Term – Owners need to consider the minimum/maximum lease terms they are willing to offer.

Leasing Strategy – Owners need consider whether they are happy to lease individual units/floors to a prospective tenants or whether they are seeking single corporate tenants for the whole complex.

Finishes – Should commercial space be marketed with fully fitted or shell and core finishes.

Lease/Sales Documentation – C&W has several standard forms of lease/sales documentation that can be adopted by our clients upon completion of a transaction. Please note that we are not legal experts and that professional advice should be taken on these matters.

Cushman & Wakefield Qatar

Lease Management

C&W can add value through the leasing process by providing the following:

Lease Strategy Engineering – C&W will provide feedback on the property from occupiers who have registered an enquiry or inspected the premises. We can then work with the client to engineer the leasing strategy throughout the marketing period to ensure the property is attractive to occupiers. We will only provide recommendations and ultimately the client will have the final decision on all aspects.

Client Relationship Management (CRM) - C&W will maintain a database on excel of all enquiries and inspections made including details of the company name, key contacts and contact details, requirements details (size/timing/preferences). These will be shared with the client at the regular meetings.

Inspections – C&W will undertake inspections with prospective tenants/purchasers on your behalf saving you time and hassle, unless you want to be present at these inspections

Cushman & Wakefield Qatar

Marketing Strategy

To support the leasing of the scheme, it will be necessary to devise and implement a marketing strategy. C&W can add value through to the marketing by providing the following services:

Cushman & Wakefield Qatar Website – C&W has established a Qatar specific website [C&W Qatar](#) which we use to promote properties in Qatar that we have been appointed on. Clients that sign a leasing/sales services agreement with us will have their property listed on the site free of charge.

Qatar Propertyfinder – C&W maintains an account and advertises all their client's properties on the real estate portal propertyfinder.qa – Property finder receives over 1 million visitors each month

Occupier Mailing – C&W maintains a database of over 300 local occupier contacts in; HR, finance, administration, which we will e-mail regularly with details of your property.

General Enquiries – As an established real estate consultant C&W regularly receives general enquiries for office, residential and retail accommodation. We will forward brochures/website links to any occupier enquiries with search criteria that your property can satisfy.

Other Brokers – C&W has established good relationships with other licensed real estate brokerage firms in Qatar and across the region. We are frequently approached by these brokers who have clients seeking space. We work collaboratively with these agents for the benefit of securing tenants for our landlord clients.

Tenant Targeting – C&W's historic involvement in multiple transactions enables us to identify potential lease events such as lease expiry dates. C&W can utilise this information to approach tenants in advance of the expiry date to determine their long-term real estate plans and introduce the subject property as an option.

GOS – C&W's Global Occupier Services (GOS) team is currently acting for and has relevant contact details of over 2,200 global occupier companies. The benefit of appointing C&W is that if one of these companies has an active requirement in Qatar, C&W can approach them through the relevant contact and speak to the key decision makers.

Cushman & Wakefield Qatar

Team CV's



Mark Proudley, Director - Qatar

Contact:

Tel: +974 4483 7398

Mobile: +974 5584 8281

Email: mark.proudley@cushwake.qa

Overview

Mark is a Director and Head of the Consulting and Commercial Agency teams at C&W Qatar, having joined the office in 2006.

Mark established and managed the commercial agency team in Qatar, winning and leading key commercial agency instructions, including Tornado Tower a 52 storey commercial office tower comprising of 60,000 sq m of leasable accommodation, securing lettings to occupiers including; Credit Suisse, Bank of Tokyo, PWC, K&L Gates, Quinn Emmanuel, Pinsent Mason and Schlumberger.

Mark has advised on lease acquisitions, renewals, lease disposals and re-gears on in excess 150,000 sq m of office accommodation across; Qatar on behalf of a range of international companies including; ExxonMobil, Oracle, Shell, IBM, GE, Rolls Royce, MasterCard and Hewlett Packard.

Mark has been responsible for undertaking a range of market and real estate market studies for clients in Qatar, advising a combination of occupiers, developers, investors and financial institutions on development and asset management opportunities.

Cushman & Wakefield Qatar

Team CV's



Pearse Donnelly, Graduate Surveyor - Qatar

Contact:

Tel: +974 4483 7395

Mobile: +974 5023 5424

Email: Pearse.Donnelly@cushwake.qa

Overview

Pearse is a fresh face to Doha having recently arrived from the UK following his studies in Ulster University.

Having recently joined the Cushman and Wakefield team, Pearse's sense of enthusiasm for all things property related is a welcomed asset to the company.

Pearse has gained most of his experience within property management, thus his strengths include lease negotiations, asset management and facilities management. Pearse has previously worked closely with several clients including Marks and Spencer, Boots, Tesco and Next in lease negotiations on behalf retail company New River Retail.

Pearse is currently working towards his Assessment of Professional Competence and aims to become chartered in 2020.

Cushman & Wakefield Qatar

Commercial Leasing Transactions in Qatar

Building	Date	Tenant	Size of Letting (Sq M)
Al Fardan Tower	Mar-15	Raytheon	630
Palm Towers	Mar-15	Evision	200
Burj Doha	Jun-15	Hassad Food	4,400
Tornado Tower	Aug-15	Populous	72
Tornado Tower	Nov-15	Navigant	199
Tornado Tower	Jan-16	Grohe	145
Tornado Tower	Jan-16	Arup	289
Tornado Tower	Mar-16	Australian Embassy	830
The Gate	Jun-16	QDVC	2,568
Palm Towers	Jun-16	The Entertainer	130
Alfardan Tower	Nov-16	Netherlands Embassy	457
Palm Towers	Nov-16	Auditoire	160
Al Asmakh Tower	Dec-16	ABB	2,484
Alfardan Tower	Dec-16	Mastercard	314
Palm Towers	Dec-16	Evision	200
Palm Towers	Feb-17	Iwatani	198
Palm Towers	Mar-17	BAE Systems	160
Burj Doha	Apr-17	Hill International	500
Burj Doha	Oct-17	McDermott	2,316

Cushman & Wakefield Qatar

Commercial Leasing Transactions in Qatar

Building	Date	Tenant	Size of Letting (Sq M)
Burj Doha	Oct-17	McDermott	2,316
Tornado Tower	Oct-17	Al Tamimi	925
Al Asmakh Tower	Dec-17	Nokia	1,656
Tornado Tower	Jan-18	Quinn Emmanuel	210
Al Asmakh Tower	Apr-18	Al Ansari Law Firm	820
D-Ring Road	Apr-18	Rodl & Partners ME	600
Tornado Tower	Jul-18	Schlumberger	1,417
Palm Towers	Sep-18	Acciona	160
QFC Tower 1	Nov-18	Volkswagen	157
Tornado Tower	Nov-18	DMG Events	135
C-Ring Road Building	Dec-18	McDermott	2,700
The Gate	Jan-19	Oracle Systems	1,200
Alfardan Tower	Apr-19	BAE Systems	449
Tornado Tower	Sep-19	Simmons & Simmons	531
Palm Towers	Oct-19	Uber	335

Cushman & Wakefield Qatar

Case Studies

Tornado Tower

Appointed by Tornado Company on Tornado Tower in March 2008 as the primary marketing advisors and leasing agents.

The tower comprises of 58,000 sq m of commercial accommodation over ground and 50 upper floors.

C&W devised the marketing and leasing strategies and managed the property launch and production of all marketing materials in relation to the tower, drafting the scope of works for the marketing companies and assisting Tornado Company in selecting a suitable company on budget.

Arranged inspections with over 200 companies since being appointed. C&W introduced and negotiated leases with a number of international and local occupiers including but not limited to; QInvest, Samba, QP, PWC, Servcorp, Simmons & Simmons, Credit Suisse and Bank of Tokyo.

Retained by Tornado Company to lease accommodation that becomes vacant if tenants relocate.



Cushman & Wakefield Qatar

Case Studies

Burj Doha

Appointed by Sheikh Saoud Al Thani in January 2013 as the primary marketing advisors and leasing agents.

The award-winning Tower, designed by Ateliers Jean Nouvel, comprises of approximately 48,000 sq m of commercial accommodation over ground and 41 upper floors.

Devised the marketing and leasing strategies, the production of marketing materials in relation to the tower, drafting the scope of works for the marketing companies and assisting Sheikh Saoud in selecting a suitable company on budget.

Notable leases to date in the Tower which C&W advised on include: Standard Chartered Bank, Servcorp, Aecom, McDermott and Atkins.



Cushman & Wakefield Qatar

Case Studies

Burj Doha

C&W were appointed by Alfardan Properties as a non-exclusive broker to introduce prospective commercial office tenants to various properties in their portfolio including Alfardan Towers, Al Qassar Tower and more recently Burj Alfardan.

To date C&W has introduced a number of commercial office tenants and concluded lettings for Alfardan with occupiers including but not limited to: Global Advisors (314 sq m), Mastercard (314 sq m), Augusta Westland (320 sq m), Hewlett Packard (470 sq m), Boeing (470 sq m) and White & Case (314 sq m).



Cushman & Wakefield Qatar

Case Studies

The Gate

The Gate comprises approximately 52,000 sq m of office accommodation split across four towers situated over a boutique retail plaza.

C&W were appointed as a non-exclusive broker to introduce prospective commercial office tenants.

To date C&W has introduced several commercial office tenants and concluded lettings at The Gate with occupiers including but not limited to: QDVC (2,400 sq m), Conoco Philips (1,200 sq m), Oracle (1,400 sq m) and Globex (2,900 sq m).





**CUSHMAN &
WAKEFIELD**

Qatar

Mark Proudley

Director

Tel: +974 5584 8281

E-mail: mark.proudley@cushwake.qa

