Research on Mainland China Property Market

1. Structure of Potential Clients

1.1. Consumers (buy to settle):

They would give a **comprehensive consideration** to

① property quality and its facilities (terrace, gym,etc.);

② surrounding infrastructure (transportation, schools <for their kids' education>, supermarkets and shopping centers, hospitals and parks etc.);

③ crime rate of that region and

④ sometimes clients may have their own preference of their future neighbour.

1.1.1. Students who stay in London for work after graduation.

1.1.2. Young professionals. (inc. singles, young couples).

1.1.3. Immigrants (inc. singles, young couples, families).

[Probably not too many of them in Mainland China.]

1.2. Investors (buy to let):

They would mainly focus on **return on investment (ROI)**.

1.2.1. Professional real estate investor.

1.2.2. Property investment as avocation.

1.3. Mixed (buy to settle, then let out)

They would take **both** locations and ROI into consideration.

1.3.1. Middle class parents (They may buy a flat for their children who will study in London. When their kids finish their study here, their flats could be let out to make further profits.)

2. Programs

2.1. Brands: Berkeley; Knight Frank etc.

2.2. Types: mainly flat/ house; also studio

3. London's Property

3.1. Cyclical fluctuation of London Property

3.2. Influence of Coming Financial Crisis on London property

Signals: US Federal Reserve & China Central Bank : reserve ratio reductions & interest rate cuts.

Outcomes: There may be a fall in house prices.

Buyers' Attitude: Keeping observing. Clients, especially some investors would wait for the end of this financial crisis for the lowest price.

Our Reactions: building out brand, promoting our ideas, and advertising programs.

4. Possible Marketing Strategies in Mainland China

4.1. Brand Building

4.1.1. A **Chinese name** of our company;

4.1.2. Special designs of our logo (to fit different social media platforms);

4.1.3. A **brand image** (professional, trustful, friendly etc.)

4.2. Market Developing

4.2.1. **Social Media Platforms**: Red, Wechat Public Account, Zhihu, etc.;

① Red: pictures or videos + brief introduction;

② Wechat Public Account: advertising and publishing articles about London property and London life, etc. To attract potential customers;

③ Zhihu: answering questions related topics and publishing professional essays to educate potential customers.

4.2.2. Maintain Relationship with Potential Clients (e.g. students who start their career in London) ;

4.2.3. London real estate exhibitions;

4.2.4. Multiple channels to explore potential clients.