



CUSHMAN &
WAKEFIELD

CORE

OUR SERVICES

STRATEGIC CONSULTING



Better never settles

EXTENSIVE DATA AND INTELLIGENCE

Research and Strategic Advisory

Driven by our strong multi-faceted team, we deliver data-driven insights and research that unlock value for our clients. We have the largest commercial agency team in the UAE, an extensive professional network throughout the UAE and wider GCC, and benefit from Cushman & Wakefield’s global footprint.

We guide our clients throughout the development life-cycle, from initial site analysis, project positioning, product development, leasing and/or disposal.

Our Strategic Consulting team provides advice on the following areas:

Site/Location Analysis, including Catchment Areas, Demographic, and Catchment Spending Power
Competition Analysis
Benchmarking/Market Positioning Studies
Supply and Demand Analysis
Detailed Market Overviews Across Asset Classes and Geographies
Retail Tenant Mix Analysis
Leasing and Sales Strategy
Portfolio/Landbank Review

Development Consultancy

We have a deep understanding of market opportunities, requirements, risks and trends. From small residential compounds to large mixed-use master planned developments, our Development Consultancy team has extensive experience across all real estate sectors.

We work closely with both government and private sector entities, including some of the largest developers in the GCC, providing advice across their real estate portfolios at all stages of the development life-cycle.

Our key development consultancy services include:

Highest and Best Use Studies
Feasibility Studies
Development Reviews/Appraisals
Development Financial Analysis
Master Planning and Phasing
Partially Completed Development Audit/Review
Partially Completed Development Valuation



**CUSHMAN &
WAKEFIELD**

CORE

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About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2024, the firm reported revenue of \$9.4 billion across its core service lines of Services, Leasing, Capital Markets, and Valuation and other. Built around the belief that *Better never settles*, the firm receives numerous industry and business accolades for its award-winning culture.

Cushman & Wakefield Core is an independently owned and operated affiliate of Cushman & Wakefield, operating in the UAE since 2008.

For additional information,
visit www.cushwake.ae

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