

# Benchmarking in Real Estate Industry

## A major real estate developer in the Middle East

Market  
assessment

Peer  
benchmarking

Industry best  
practices

Competitive  
positioning

### CLIENT CHALLENGES

- » The client is a prominent Dubai-based developer of Free Zones (FZs) and Business Parks (BPs), who wanted to understand the best practices followed by its peers (across the globe and especially in MENA), in terms of attracting customers, infrastructure/amenities/ service offerings, technology deployment/automation, regulatory and lobbying support to tenants, thought leadership/ research initiatives, smart city and 'Green' Infrastructure, SME, and start-up promotion

### OUR APPROACH

- » Selected peers based on geographic filtration, peer size, and industries housed. The aim was to focus on big FZs/ BPs in major economies, and the ones housing industries that are similar to those housed in the client's BPs
- » Analyzed peers across the key themes to identify best practices and emerging trends in the industry. Gathered information from industry research reports, newsletters, press releases, annual reports and publications of FZs and BPs, and through more than 25 interviews conducted with C-level and senior management executives of FZs/ BPs and regulators across the world

### IMPACT DELIVERED

- » Enabled the client to understand the laggards, outliers and pioneers across themes and identify standard and differentiated services/ facilities
- » Determined the key imperatives for a FZ based on industry best practices and key trends
- » Calibrated the client's position for each parameter vis-à-vis the industry benchmarks

#### About Acuity Knowledge Partners

Acuity Knowledge Partners, formerly part of Moody's Corporation, is a leading provider of bespoke research, analytics, staffing and technology solutions to the financial services sector.

Headquartered in London, Acuity Knowledge Partners has nearly two decades of transformation experience in servicing over 300 clients with a specialist workforce of over 2,500 analysts and delivery experts across its global delivery network.

We provide our clients with unique assistance not only to innovate, implement transformation programmes and increase operational efficiency, but also to manage costs and improve their top lines.

These services are supported by our proprietary suite of Business Excellence and Automation Tools (BEAT) that offer domain-specific contextual technology.

Acuity Knowledge Partners is assisted by Equistone Partners Europe, a leading private equity organisation that backs specialist growth businesses and management teams.