LAND ACQUISITION
Land Acquisition is often the first step in real estate development. The Hong Kong Government sells land to developers and investors from time to time through auctions.

PROJECT FINANCE
Project Finance is the raising of capital to purchase and develop land through bank loans, joint ventures, pre-sales, or other risk-sharing arrangements.

PLANNING AND DEVELOPMENT
Planning and Development refers to the optimization of the site potential (e.g. use, scale, and height) before development. Lease modifications and town planning applications may be required.

PROJECT AND CONSTRUCTION MANAGEMENT
Project and Construction Management is the coordination and control of the construction process through planning, scheduling, budgeting, contracting, monitoring, etc.

SALES AND MARKETING
Sales and Marketing is the stage which uses marketing strategies to identify target markets, establish brand, and maximize sales or rental revenue for a real estate development project before or upon its completion.

REAL ESTATE INVESTMENT
Real Estate Investment refers to the creation and management of a portfolio of real estate assets, which involves the optimization of risk and return of the portfolio through asset selection, timing of acquisition and disposal, and the choice of financing options (e.g. debt, equity and securitization such as REIT).

FACILITY MANAGEMENT
Facility Management is performed during the operational phase of a building’s life cycle. It ensures building and facilities are designed, maintained, and serviced to meet users’ business needs.

CONSERVATION
Conservation is the process of managing change in ways that best sustain a development’s heritage values, while revealing or reinforcing those values for present and future generations.

URBAN REGENERATION
Urban Regeneration is needed when a building can no longer meet the demand or its owner of the society. Demolition of the existing building is often a controversial issue due to fragmented ownership and historic conversation.

Surveyors play indispensable roles throughout the entire land development cycle.