

# ASSET DEVELOPMENT

## ADDING VALUE TO YOUR REAL ESTATE



Our success arises from the integrated approach: together with clients, investors, property managers, asset managers, real estate consultants and tenants we develop a technical, commercial and financial strategy, build a business case and jointly execute the project step by step. For our clients we are the independent advisor who guarantees the best strategy for the property or the delegated client who implements this strategy and guarantees the best results. We meet and exceed expectations, developing projects for your company with a culture of ownership and expertise. Our endeavor is to ensure that owners and occupiers benefit from our expert advice and knowledge.



Sijthoff shops & offices is owned by a German real estate investment company. They manage real estate investments as a trustee of private and institutional investors in real estate funds.

Since 2008 Colliers International Real Estate Management Services (CI-REMS) is the Dutch Country Manager for the owner of the building. Colliers International Asset Development is responsible for the redevelopment and repositioning of Sijthoff in The Hague.

### CHALLENGE

- › Redevelopment and repositioning of Sijthoff, a technically and functionally obsolete office and retail building of app. 13,000 m<sup>2</sup> GFA in a rapidly changing inner city context;
- › Structurally change and enlarge the building to accommodate new

- functional program;
- › Complete and sustainable renovation of façade and installations;
- › Innovative appliance of façade materials and eye catching design.

### STRATEGY

- › Integrated approach to develop a commercial and technical strategy for the building, build a business case and jointly execute the project;
- › Asset development resulting in cost savings, proactive risk management and profitable strategies for sustainability;
- › Deliver on time, within budget and with the highest quality;
- › Provide strategic leadership to the owner.

### RESULTS

- › Increased property value as a result of smart technical interventions leading to commercial success;
- › BREEAM-NL\*\*\* certification for the design;
- › Sijthoff shops & offices redeveloped: 6,000 m<sup>2</sup> retail space and 7,000 m<sup>2</sup> office space;
- › Valuable addition to the image of The Hague as the best Dutch Shopping City.



Building 026 is owned by one of the 10 largest real estate investors around the world. They undertake direct investments in foreign real estate, grant qualified investors' access to a geographically diversified, international real estate portfolio of high-grade commercial properties. Building 026 in Arnhem is part of this portfolio and is undergoing a major refurbishment.

Colliers International is responsible for the redevelopment and repositioning of Building 026 in Arnhem.

### CHALLENGE

- › Redevelopment and repositioning of the former library and office building into 6,800 m<sup>2</sup> high quality offices and 3,000 m<sup>2</sup> retail;

- › Structurally change the building to accommodate a new functional program;
- › Sustainable upgrade to energy label A;
- › To create more than a building, also creating a brand.

### STRATEGY

- › To create the best office/retail building in the city center of Arnhem;
- › Integrated approach including a marketing strategy to support the commercial and technical strategy for the building;
- › Deliver on time, within budget and with the highest quality.

### RESULTS

- › Brand awareness is present and growing, already during the construction phase resulting in a lot of interest from potential tenants;
- › For the initial and preparation phase the client has nominated the Asset Development team with a Net Promoter Score of 10 for service excellence: "professional, motivated and involved team; creative and complying to commitments made; continuous feedback to the client".

## CONTACT OUR EXPERTS

'S-HERTOGENBOSCH  
Utopialaan 24  
5232 CE 's-Hertogenbosch  
T: +31 (0)73 649 14 00  
denbosch@colliers.com

NIEUWEGEIN  
Nevelgaarde 54  
3436 ZZ Nieuwegein  
T: +31 (0)30 256 33 50  
nieuwegin@colliers.com  
[www.colliers.nl](http://www.colliers.nl)

# ASSET DEVELOPMENT

## ADDING VALUE TO YOUR REAL ESTATE

Adding value to your real estate is the key mission of Asset Development. Value development by creating new developments and redevelop, renovate and refurbish existing properties. We link investor and potential tenants in an integrated commercial, technical and financial development strategy that delivers unique assets with added value.

## ASSET DEVELOPMENT =

Our team of professionals:

15<sup>NL</sup>  
>125<sup>EMEA</sup>



ADD COLLIERS SPECIALISTS TO YOUR NETWORK



We are active in the property types:



## OUR SERVICE LINES



REDEVELOPMENT & REPOSITIONING



REFURBISHMENT & RENOVATION



CONSULTANCY SERVICES



LEASE NEGOTIATION (INVESTORS)

PROJECT COMPLETION TIME	SQUARE METERS REDEVELOPMENT / REFURBISHMENT	NUMBER OF PROJECTS	NUMBER OF REDEVELOPED PROPERTIES
4 MONTHS ◇ 4 YEARS	GFA: 115,000	NL 54 EMEA >400	7

RENÉ MOL, PARTNER | DIRECTOR ASSET DEVELOPMENT:

"ASSET DEVELOPMENT IS THE SERVICE WHICH RESULTS IN ADDED VALUE FOR THE OWNER AND HIS TENANTS."

OUR INTEGRATED APPROACH COMBINES TECHNICAL, COMMERCIAL AND FINANCIAL EXPERTISE WHICH RESULTS IN SUCCESS STORIES!"

## A SELECTION OF PROJECTS WE HAVE ESTABLISHED



DELA VASTGOED

delta lloyd

## ASSET DEVELOPMENT PROVIDES THE FOLLOWING SERVICES

Different types of clients from diverse sectors have shown their faith in Colliers International Asset Development.



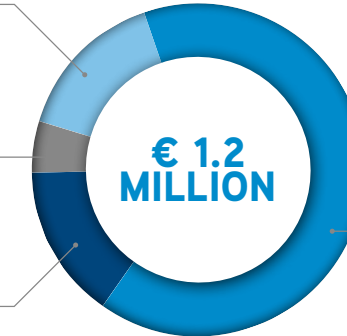
15%



5%



15%



REDEVELOPMENT & REPOSITIONING

65%

## MARKET POSITION

- > STRONG AT RE DEVELOPMENT CONVENIENCE CENTERS
- > GOAL: LEISURE CENTERS AND CITY CENTRES

## FORWARD THINKING AND THOUGHT LEADERSHIP

Amount of published research reports annually:



NL 11  
EMEA >300  
Global >1,400



with 114 researchers within the EMEA region

Accelerating success.