



On the brink of revolution

In recent years the real estate market has been one of the fastest-developing segments of the global economy. In Poland, the market is still relatively young, which means it is subject to what has become its most characteristic feature: change. In absorbing this change, the Polish market has shown an ability to embrace new technologies and work styles and to cope with extraordinary conditions such as the global COVID-19 pandemic.

The future is expected to bring more change at an even faster pace. Artificial intelligence looks poised to emerge and launch a market revolution when it comes to the time needed to conclude and carry out property acquisitions and leasing deals—many of which might soon be done

online. Trends in areas such as demographics are already seen as drivers that are shaping the real estate markets of tomorrow.

All of this change brings new opportunities—but also new dangers.

To be positioned for success in this fascinating market, it's important to have a trusted partner who has a passion for and commitment toward monitoring and managing change. KPMG experts stand ready to share their passion and expertise with you.

Real Estate Advisory and Valuation Team services



Property Valuations

FOR → *Banks, investment funds and developers*

Assessment of the Market Value, Fair Value or Reinstatement Costs for all valuation purposes. In some cases, a property valuation requires consideration of special aspects such as “synergistic value” or the potential future opportunities a property could gain after changing its use (formerly “Hope Value”). All valuations meet the requirements of Polish law as well as internationally recognised valuation standards such as European Valuation Standards (EVS), RICS Red Book and International Valuation Standards (IVS).



Highest & Best Use analyses

FOR → *Developers, investment funds and banks*

A Highest & Best Use analysis leads to indication of a potential property use—technically possible, legally permissible, appropriately justified and financially feasible—which results in the highest value of the property. In many cases, such an analysis requires the consideration of several scenarios of potential use.



Feasibility studies

FOR → *Developers, banks and investment funds*

In most cases, property feasibility studies concern properties that are ripe for development, redevelopment, modernisation or extension. Beyond calculating key parameters such as NPV and IRR, this service is often tailored to suit the specific needs of the client.



Commercial property due diligence

FOR → *Investment funds and other groups of investors*

This includes a detailed analysis of the property's commercial aspects, especially cash flow stability and the risk profile of future rental income. This service can be expanded to include detailed input from technical or legal experts. In such cases, the final report may also point to potential structural failures, future capital expenditures or legal risks (for instance, privatisation claims).



Asset management

FOR → *Investment funds and other groups of investors*

Asset management advisory comprises day-to-day asset management and/or pre-acquisition consultancy. This might hedge against lost property value or might maximise the value through a variety of strategies that include managing leases and service agreements as well as time-specific events in the property's cash flow. This is one of the fastest-growing service lines in the real estate market. It is shaped by drivers such as property technology, new working habits (including remote work), occupational regulations and globalisation.



Catchment area analyses

FOR → *Retail developers, banks and investment funds*

This is a more sophisticated type of market research, with a scope of analysis that includes both the number of potential clients in a retail property's "catchment area" and those clients' purchasing power. It also takes into consideration competitive retail schemes and can become part of other tools such as business plans.



Brokerage

FOR → *Investment funds, developers and other groups of investors*

Sales and acquisitions are the most-significant real estate transactions. Because of this, it's important to cooperate with a reliable advisor who will find an appropriate contractor and provide support during negotiations. Through its extensive database of both national and international contacts, KPMG can deliver brokerage services that connect parties and initiate off-the-market deals. We can also draw on extensive knowledge and experience to provide clients with such services as Highest & Best Use analysis of transacted properties and asset management.



Market research

FOR → *All client groups*

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