

GMS

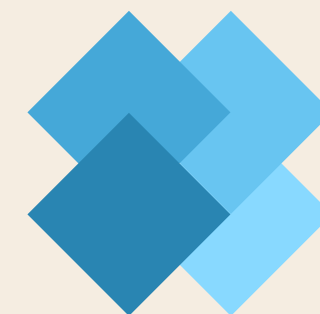
Case Study



Luxury Real Estate Investment Feasibility Study

Published By:

Global Matrix Survey



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SURVEY

Agenda

Target Audience

Ultra-High-Net-Worth Individuals (UHNWIs)
with investable assets exceeding \$10M

Sample Size

50 respondents across key global markets

Length

30 Days

Methodology

In-depth qualitative interviews, online surveys, and data triangulation with wealth management reports

Trivia

Did you know? Over 70% of UHNWIs prefer real estate investments over stocks due to asset tangibility and legacy planning.



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Objective

- Identify key markets where UHNWIs are actively investing in luxury real estate.
- Understand investment motivations, risk appetite, and property preferences.
- Explore emerging global destinations gaining traction among elite investors.
- Assess challenges and barriers that HNIs face when investing in foreign real estate.
- Provide data-driven insights to guide real estate developers and investment firms.

Approach & Method

Approach

- Targeted Recruitment: GMS leveraged proprietary panels, wealth databases, and exclusive financial networks to engage verified UHNWIs.
- Market Analysis: Secondary research complemented primary data, incorporating economic indicators, tax structures, and investment trends.

Methodology

- Mixed-Methodology: A combination of online surveys (quantitative) and in-depth interviews (qualitative) ensured comprehensive insights.
- Expert Collaboration: Partnered with high-end real estate firms, private bankers, and family offices to enhance response quality.





Solution

- Identified critical real estate hotspots across the US, Europe, and Asia, revealing a strong inclination toward second homes in tax-friendly locations.
- Highlighted key drivers such as asset appreciation, lifestyle perks, and portfolio diversification.
- Provided strategic recommendations to developers on optimizing offerings to match HNI investor expectations.
- Offered insights into regulatory frameworks and potential investment risks to guide decision-making.

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