

Euromoney Real Estate Survey 2021: Methodology

The Euromoney Real Estate Survey 2021 was our 17th annual survey of the global real estate markets.

The Euromoney Real Estate Survey canvassed the opinions of the leading firms involved in the real estate sector worldwide – the advisors, developers, investment managers, banks, and corporate end-users of real estate are all invited to take part.

We asked respondents which firms they think have been the best providers of real estate products and services in their market over the past 12 months. The survey was filled in at country level by senior executives and has two distinct components:

Part 1 (Nominations) and Part 2 (Market View). The survey results are based on peer nominations and voter participation scores.

In Part 1 of the survey we asked respondents to nominate the companies which they think are best, second and third in each category in their country (a maximum of 3 respondents per company, per country). We awarded four, three and two points, respectively to each of those nominations in that category and country. We also awarded participation points to the respondent's own firm for each nomination they provided for their peers. We asked every respondent to provide their individual opinions rather than those of their company. The Overall category results were produced by aggregating the nominations points received and the participation points awarded for nominating peers. Global and regional results are aggregated of weighted country results.

In Part 2 of the survey we asked respondents to provide their views on the latest developments in the market. These responses are of editorial interest and were not scored.

For the 2021 survey we received 3355 valid votes.

For research or data issues, please contact the Euromoney Insight team (insight@euromoney.com). On commercial matters please contact Marcus Langston (marcus.langston@euromoneyasia.com)