

# *Zeppelin's*

## Simple Study Series

**China Residential Real Estate Markets:  
Price, Supply, and Size Attributes**



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## IMPORTANT NOTES

- A) **These simple study series are meant to provide basic macro real estate market interpretations** via simple analysis and calculation. They offer the following benefits:
- 1) They provide an independent analytical angle which may not be commonplace in the market at times thus serving as a viable alternative interpretation or 2<sup>nd</sup> opinion
  - 2) They help save time and effort in working out the numbers thus enabling the subscribers, who may be investors, decision makers, fund managers, top executives, and the like, to focus on making decisions and investments;
  - 3) They reflect our collective 20+ years of experience in real estate development, investment, and management spanning from China including Hong Kong, via Asia, to North America;
  - 4) They are affordably priced as we aim to share some of our real estate knowledge and ideas with interested parties
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- G) **For samples of our work and / or for details on our group,** please visit our real estate knowledge website [www.real-estate-tech.com](http://www.real-estate-tech.com) through which we intend to share some of our real estate knowledge and ideas with interested parties.

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**Executive Summary:** We have looked into 26 large and small residential markets in China and found out, among other things, that prices have little to do with the unit sizes which in turn tend to be smaller when more units are built. Also, while Beijing and Shanghai command more real estate investment capital, the building actions are gearing up in cities such as Chengdu and Chongqing.

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**About Us: Zeppelin Real Estate Analysis Limited** focuses independent real estate analysis, investment strategy, and portfolio allocation.

**Together with Zeppelin Property Development Consultants Limited**, the Zeppelin Group is involved in real estate development, investment, and management in China including Hong Kong, and offers services related to asset management, project management, facility management, and marketing management.

**Properties and projects** handled include residences, offices, retail complexes, industrial facilities, and hotels / resorts.

**Clients and customers** include real estate developers, investors, funds, financiers, multinationals, public listed companies, corporate occupants, and civic organizations from local and abroad.

**Apart from offering professional services, the Zeppelin Group also develops and operates a real estate knowledge website [www.real-estate-tech.com](http://www.real-estate-tech.com)** through which it intends to share real estate knowledge and ideas with interested parties. There are now close to 1,000 content items including research articles, investment analyses, market commentaries, technical passages, charts, and tables, written in English and / or Chinese, and are read by tens of thousands worldwide, and some of these content items have been / are published in other media including prominent newspapers and websites from local and abroad. Much of the content contained can be accessed freely without registration. We also welcome enquiries from related media sources in terms of content usage, publication, cooperation, and / or subscription, and we also welcome enquiries from potential corporations and businesses in terms of website sponsorships. Some of the pertinent web-pages are listed as follows:

**Quarterly Newsletters** = [http://www.real-estate-tech.com/zeppelin\\_real\\_estate\\_tech.htm](http://www.real-estate-tech.com/zeppelin_real_estate_tech.htm)  
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- 1) **Real estate research and analytical reports**, with a China focus, ad hoc or regular basis
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**Special to news media** = our Managing Director Mr. Stephen Chung has years of experience and track record as a prominent real estate writer contributing independent-angle, critical, professional, yet interesting and easy to read articles to various media sources, reflecting his 20 years+ real estate development, investment, and management experience in China, USA, and Canada, professional attribute, academic excellence, and wit. He has also delivered lectures and talks to universities and business associations and had been interviewed by the Asian Wall Street Journal and Radio Hong Kong. Stephen would be happy to contribute his writings, analyses, articles, and other works for publication subject to mutual agreement.

**For detail**, please visit these web-pages or contact:

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