

Building Asia's Digital Future

A black and white photograph of the Singapore skyline, featuring several modern skyscrapers. In the foreground, the Merlion statue is visible, partially obscured by a dark blue, semi-transparent overlay that covers the bottom half of the image. The overlay has a subtle, repeating pattern of the Merlion statue.

Executive Summary of the
Yardi / Mingtiandi PropTech Survey

Asia's real estate industry

Asia's real estate industry is known to be a tech laggard. Rooted in Excel and the PC-age, it trails the West in adoption of new technology.



Despite the existing systems and tools, many are missing the innovations that simplify and unify process, and create better insight into accurate, meaningful data.

Researched in Q4 2017 to promote an understanding of Asia's real estate industry today – and look at where it's heading in the future, this survey represents the feedback of hundreds of real estate professionals across Asia.

#1 Resistance to change



48%

see resistance to change as the biggest barrier to adopting new technologies

Headline Results



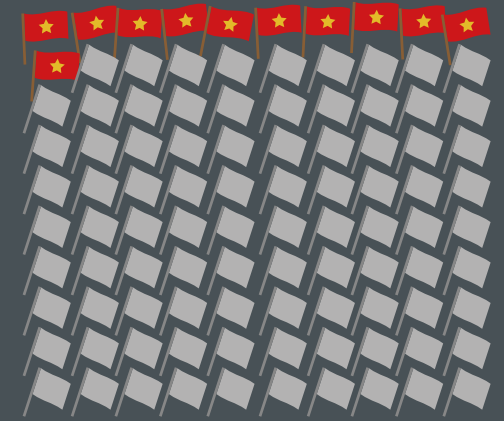
24%

believe cost is the biggest barrier to adopting new technologies



55%

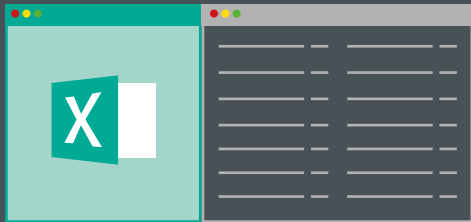
believe Asia trails the West in adoption of technology within real estate



<12%

believes Asia leads the way

Headline Results



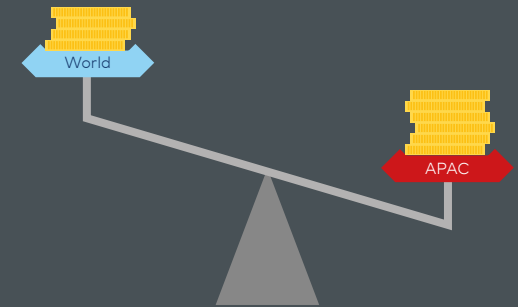
42%

currently managing sales,
leasing and property
management in excel



\$7.8 billion

invested in proptech
companies since 2013
(according to JLL)



60%

of global proptech
investment has gone into
APAC in the past 4 years

Mind the Gap

Across APAC, the technological gap between Asia and the West was identified by:



77%

of respondents from China



57%

of respondents from Hong Kong



55%

of respondents from Singapore

Only 6% saw property companies in Asia Pacific as taking a leading role



CRM Use

The perception of a technology adoption deficit also showed in relation to CRM use. Across Asia Pac, this is still relatively light on adoption, with a lack of coherent information, process and standardization creating challenges for effective business growth.

CRM users in the region:



44%

of respondents from China



14.3%

of respondents from Hong Kong



11.8%

of respondents from Singapore

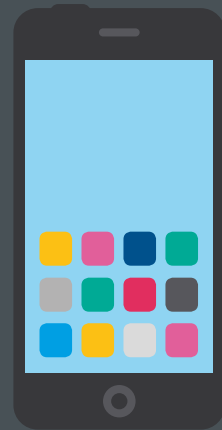
Why PropTech is taking off in Asia Pacific

The next 5 years will be crucial for companies who want to stay ahead of the game in the rapidly changing environment of today's marketplace.



50%

of the region's population are millennials



More

smartphones per capita than anywhere else in the world



China

The world's fastest growing population means more real estate users

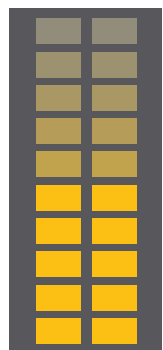


\$63.4 billion

was earmarked for investment between 2015 to 2023 into Smart City technology in APAC

What the Industry Wants

In order of importance:



50+%
data on
transactions



45%
information
on asset
management



42%
to streamline
back office
processes



35%
more client
contact
information



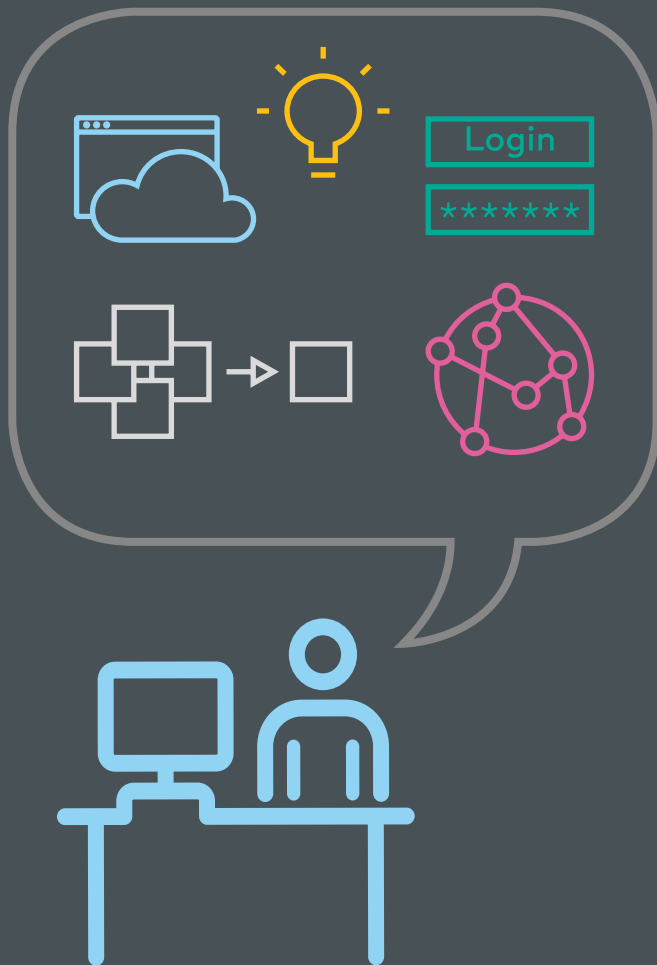
30%
improve their
access to the
sales pipeline



24%
more accurate
leasing data

However... with Resistance to Change the #1 issue identified, that has to be successfully managed for new technology to be leveraged.

Change Management



— At its core, adoption is about human behavior (which is far more challenging to change than technology).

— To do it right, you'll need to make sure the team are onboard with the new technology, understand its goals and the pressure points it alleviates, and know how to change their daily habits. _____

— Easily accessible support, training materials, a roadmap for the project, ambassadors for success, and effective internal communication are key to gain widespread acceptance and a successful outcome.

What you can do next

Engaging the PropTech opportunity in your business should be approached as a core pillar of your long term strategy. It should start with thinking about what are the key business questions data could help you answer. Once identified, it then requires a series of steps to understand where you are and where you need to go.



Respondents' Profile

1 BILLION



89%

manage \$1 billion or more in real estate assets (mainland respondents)



38%

from Hong Kong



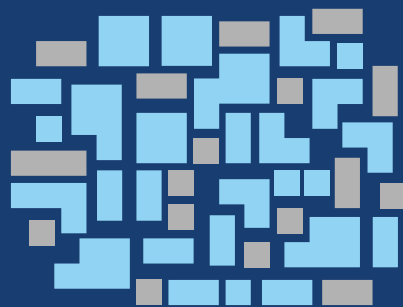
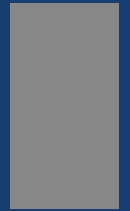
30%

from China



20%

from Singapore



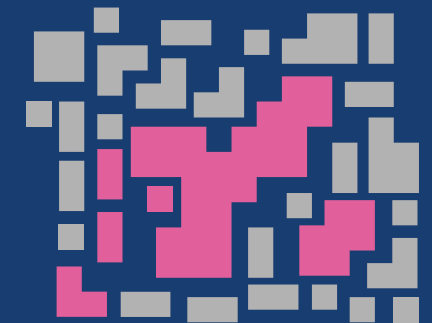
74%

manage office buildings



48%

manage warehouses



<45%

manage retail

Of those who managed buildings:

Respondents' Profile



12%

worked for
developers

18%

private equity
fund managers

7%

managed REITs, pension funds
or sovereign wealth funds

41%

consulting firms



63%

identified as C-Level execs or
director level at their companies

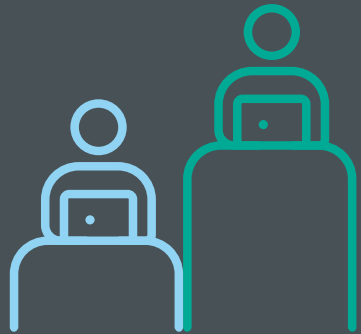


38%

work at companies invested in
real estate as their core business

Co-Working: A Case Study

Change in technology does not just change behaviours, but environments themselves. The wholesale leasing model is now under pressure, and co-working has become a lasting and dominating trend – with Asia Pacific outperforming the USA in its momentum and wallet share.



40%

rate of annual growth
in co-working in Asia



\$20 billion

estimated worth of
WeWork



Double

The number of enterprise
client memberships over
the last 12 months



-15%

share of freelancers and
independent workers over
the last 3 years

Company Information



Mingtiandi is Asia's independent source for real estate intelligence. The company's coverage of the region's major property investors, publicly-listed real estate developers and market transactions now helps more than 3,000 visitors every day to make better informed decisions and gain an edge over the competition.

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Yardi® develops and supports industry-leading investment and property management software for all types and sizes of real estate companies. Established in 1984, Yardi is based in Santa Barbara, California, and has Asia Pacific offices in Australia, Hong Kong, mainland China and Singapore, serving clients worldwide.

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An aerial night view of a dense city skyline, likely Hong Kong, with numerous skyscrapers and buildings illuminated. A large blue semi-transparent overlay covers the lower half of the image, creating a gradient from dark blue to black. The text is overlaid on this blue area.

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