

## What is OPP Knowledge?

Over recent years we have all observed the overseas property industry become more complicated. Consumers are more demanding, there is more competition and there are more marketing channels for the professional working in the overseas property sector to understand. The Overseas Property Professional (OPP) has found that those working within our industry are increasingly frustrated that there is no single, reliable source of data that is of genuine use to their business.

This is about to change with the launch of OPP Knowledge. OPP Knowledge is going to help:

- developers understand what consumers want them to build;
- agents to understand where and what to sell and how to sell more;
- banks and IFAs understand what finance options consumers are using and why;
- legal services understand how they can speed up the buying process.

OPP Knowledge is partnering with market-leading research specialist, Datamonitor, to gain insights not only from 1000s of UK, Irish and Northern European consumers, but also from industry professionals around the world. The research will be published in December 2007 as a 250 page report titled the OPP Knowledge Annual Census. This will then be updated annually with detailed and relevant information to help the industry make better business decisions.

## What information will it provide?

The Census will cover two key areas – Consumer Demand and The State of the Industry.

Consumer Demand - the behaviour of UK, Irish and Northern European consumers of overseas property including information on:

- the real size of the market and how this is changing;
- what products consumers buy and where;
- consumer demographics and motivation to buy;
- how consumers are researching and buying and, just as importantly, why they decided not to buy;
- the level of consumer confidence in prospective buyers.

The State of the Industry - identifying key profiles and operations of agents working within the overseas property industry including information on:

- the size of UK and Irish overseas property industry - sales volume and value;
- regions of activity – trends, areas of growth and decline;
- marketing strategies – what works, what doesn't;
- partnership strategies – who companies partner with and why.

**See overleaf for a more detailed breakdown of the data that will be published.**

## How will it help my business?

Conceived by experts with a thorough understanding of the needs of the professional working in the UK and Irish overseas property sector, the information contained in the OPP Knowledge Annual Census will provide a unique and indispensable marketing tool for all companies with a serious interest in the selling of overseas property products and services. Make no mistake: this is not lightweight consumer media fodder but a source of information that will help you to understand your market better and to give you the competitive advantage to make better business decisions and sell more.

## How much will it cost and how can I order a copy?

The OPP Knowledge Annual Census is published on 4 December 2007 as a bound, hard copy report. It costs £995 + VAT. However, OPP subscribers enjoy a 23% discount and will pay just £765 + VAT if they order before 4 December 2007. There are also lots of other benefits in becoming an OPP subscriber.

**To find out more you can speak to one of the OPP Knowledge team by calling +44 (0)20 332 4606 or why not send an email to [knowledge@opp.org.uk](mailto:knowledge@opp.org.uk)**



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power*  
– Sir Francis  
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### Data breakdown

#### Consumer Demand - the behaviour of UK, Irish and Northern European consumers of overseas property

We will be asking questions to the key consumer groups who have bought, are buying or who have not bought properties overseas. What are their motivations for purchase? What are the key difficulties that they have faced when making their purchase? What are the key opportunities that arise from better servicing and targeting these consumer groups? Our knowledge base will be compiled by talking directly with thousands of consumers and will be the most comprehensive and detailed research into the behaviour of UK, Irish and Northern European consumers of overseas property that has been conducted in the industry. Some of the key topics that this research will cover will include – but not be limited to – the areas below:

#### Consumer Profiles

- Current number of consumers and trends
- Profile of overseas property buyers
- How old they are and where they live
- Profession and income brackets
- How the investor profile differs from second home buyers
- Levels of Ownership – current and future
- How many properties are owned by UK and Irish consumers
- Where the properties are located and how much they are worth
- What type of properties they are buying

- What motivates the consumer to make the purchase/choice they do
- Why don't they buy
- How they buy these properties and from whom

#### The consumer buying process

- Experiences of Inspection Flights
- Who organised the trip and the cost
- Were they satisfied with the viewing and how negative or positive they felt about the sales process
- At what stage in the viewing process the consumer bought
- In general were they satisfied with the level of service they received

#### Financial and legal processes

- The terms and conditions whereby the properties are financed
- Who they used to provide financial and foreign exchange services
- Did they use a solicitor
- Were they UK or locally based
- How the purchase was handled by their legal representative.

#### Marketing and Awareness

- Which overseas property companies are well known to the consumers
- Which consumer associations they are aware of
- Which media channels and titles most influence consumer behaviour
- How consumers use exhibitions and how far they travel to attend them

### Consumer Motivations

- Why consumers are buying overseas property
- How do the motives differ for investment buyers compared to lifestyle buyers
- How their experience has matched their expectations

### Additional Information

- How confident consumers are in buying overseas property
- How has their overseas property investment performed over time and compared to other investments
- How and when they are renting and/or selling their overseas property
- How do they use their overseas property and how satisfied they are with it
- Would they recommend buying overseas property to others

### The State of the Industry - identifying key profiles and operations of agents working within the overseas property industry

We will be talking to hundreds of agents and developers in over 30 countries around the world. This part of the research will identify what agents and developers do to make themselves successful. We will show how things are changing for agents and developers over time, including their commissions and marketing cost per lead by media or vehicle. In addition, we will also show which countries their customers come from, the products they want and that their customers are asking for.

### Agent & Developer activity - current and future

- Company focus – the type of company and what types of properties they sell and why
- Company size, profitability and main areas providing profit
- Turnover commission income
- What problems are being encountered converting enquiries to sales
- What additional services are being provided and who do they work with to provide these
- Are they a member of any association and why

### Lead Generation

- Marketing – what works best for agents and developers, what they are spending their budgets on and how this works and/or is changing
- How many leads the various types of marketing is generating
- Conversion rate from leads to sales
- Where are they focusing their marketing going forward and how this has changed

