

Company Name:	Knight Frank LLP
Team / Department:	Research
Address:	Baker Street, London

Provisional title for project:

Analysis of estate agent expansion strategies

Short abstract of what the project would probably entail, and the data to be used:

There are a number of ways that an existing estate agent could expand into new markets/locations. They can change the operating strategies of their existing network, open new offices, set up an association with an existing smaller agency or buy out and rebrand an existing agency to name but a few.

This study requires the student to study the changing landscape of the residential real estate market over time and identify the impacts of well publicised events relating to existing brands expansion strategies. There could also be a possibility to include a study of online agents expansion strategies time permitting. The student will evaluate the potential benefits and disadvantages of different strategies within the context of the market at the time the strategy was implemented.

Essential and desirable skills that the student would need to have:

Essential skills (NB): Data Analysis, Spatial Analysis, Econometrics

Desirable: Real Estate knowledge, Operations knowledge, interest in housing markets

Preferred degree programmes (if any): Real Estate Economics, Geography, Economics, Statistics

Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?

Possibly not

Any issues of data confidentiality and IPR that would need to be resolved?

No

Preferred selection method

Face-to-face or telephone depending on location.

Support and training offered by the company

Willing to meet as appropriate throughout the project and provide guidance on theory and practice.

Financial assistance offered by the company

I agree to pay the student £500 (plus travel expenses).

For details on how to apply, please visit:

<https://www.cdrc.ac.uk/retail-masters/details-for-students/>