



284-unit serviced apartment's leasing by Savills Shanghai Residential Leasing

- Sole leasing agency since 2007
- Comprehensive leasing and marketing strategy
- Achieved 90% occupancy within 18 months and consistently maintained
- 5% rental increase in 2009, when market recorded 5%-15% decrease

# China Shama Century Park

## Shanghai

Savills Shanghai Residential Leasing has been the appointed sole leasing agency since 2007.

Shama Century Park is located in Pudong, adjacent to Shanghai's largest public park – Century Park. It consists of 4 building with 284 units, ranging from 1 bedroom to 5 bedrooms and from 94 sq m to 388 sq m in size. Closely located to a retail strip with access to private gym, residents' lounge and children playground.

Savills team has developed a tailor made leasing and marketing strategy in order to achieve 90% occupancy within 18 months of launch and consistently maintaining the occupancy at this level or higher. Savills has also implemented continued rental appreciation, even during the world financial crisis when the overall residential leasing market was saw 5%-15% decrease, the project recorded 5% average rental increase while maintaining high occupancy level, exceeding owners' expectations.

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