

# COMMERCIAL

**BAYLEYS**

**ALTOGETHER BETTER**

Residential / **Commercial** / Rural / Property Services



BAYLEYS

## COMMERCIAL

**ALTOGETHER BETTER**

**Bayleys is New Zealand's largest commercial and industrial real estate organisation. We are the only significant national real estate business in this market sector that is New Zealand owned and operated.**

Bayleys was established as a specialist commercial and industrial agency in 1973 and this remains the cornerstone of our business. In the 1980s, we laid the foundations to build international connections to open up a world of opportunities for our clients. Today, we are a truly globally-connected business and showcase New Zealand properties across Asia, the Middle East, Europe, the United Kingdom, Africa and the Americas.

Our clients are at the core of everything we do and we've structured our commercial business to provide solutions that achieve great results. Our integrated service offering, knowledge, and unique understanding of different commercial divisions builds trust and enables us to deliver a superior level of service that consistently exceeds our clients' expectations.

We operate in a family-founded and values-based corporate environment that demands integrity, excellence and results. In today's rapidly changing world, we continue to innovate and challenge our thinking, while maintaining a clear focus on building lasting relationships with our clients.



# OUR PEOPLE

**BAYLEYS**



**The team that leads our commercial division draws on vast business and leadership experience to add real weight to the transactional side of the business.**

The Bayley family remains well represented with key members actively involved in the business.



**Ryan Johnson**  
National Director - Commercial  
ryan.johnson@bayleys.co.nz



**Mike Bayley**  
Managing Director  
mike.bayley@bayleys.co.nz



**David Bayley**  
Executive Director  
david.bayley@bayleys.co.nz



**John Bayley**  
Chairman  
john.bayley@bayleys.co.nz

#### Back row

**Chris Farhi**, Head of Insights, Data & Consulting  
**Scott Campbell**, National Director - Industrial & Logistics  
**Ryan Johnson**, National Director - Commercial and Capital Markets  
**Lloyd Budd**, Director - Auckland Commercial  
**Jayson Hayde**, National Director - Business Sales  
**Wayne Keene**, National Director - Hotels, Tourism & Leisure  
**James Chan**, National Director - Asian Markets

#### Front row

**Samara Phillips**, Syndication Investments Manager  
**Steve Rendall**, National Director - Office Leasing & Strategic Advisory  
**Paula Bennett**, Director - Strategic Advisory  
**Chris Bayley**, Director - Whitianga and Coromandel  
**Zara Morris**, National Commercial Marketing Manager  
**Chris Beasleigh**, National Director - Retail



# ALL THE EXPERTS



## All together in one place.

The value of our brand is greatly reinforced by our presence and leadership in many areas of property. Our in-depth experience is constantly giving our clients positive experiences in all of the following sectors:

### Commercial sales and investments

- Metropolitan and city fringe sales
- Industrial investments
- International sales and acquisitions
- Capital markets
- Property syndication and project marketing
- Project and development site services
- Retail sales

### Commercial leasing

- Office leasing
- Industrial leasing
- Logistics and supply chain solutions
- Large format retail
- Retail consultancy
- Retail leasing
- Industrial design build management

### Commercial real estate services

- Business sales
- Hotels, tourism and leisure
- Asian services desk
- Iwi services
- Advisory and consulting
- Human services - health and aged care, childcare
- Government services

### Our integrated service offering

Bayleys also offers the following professional services for commercial property owners and investors.

- Asset and property management
- Facilities management
- Project management
- Valuation and advisory
- Research and consultancy
- Lending and structured finance



**Bayleys is proud to be  
New Zealand's largest full  
service real estate agency.**

With a presence in all major cities, provincial towns and regions, we have an unmatched buying power with key media, and a vast referral network – both of which help to optimise sales opportunities for our clients.

**The Bayleys Group**

**\$19 billion**  
of property sold or leased

**14,000**  
sales and leasing transactions

**1,170**  
sales and leasing agents

**\$6.5 billion**  
property under management

**2,270**  
employees

**94**  
offices throughout New Zealand and the Pacific Islands

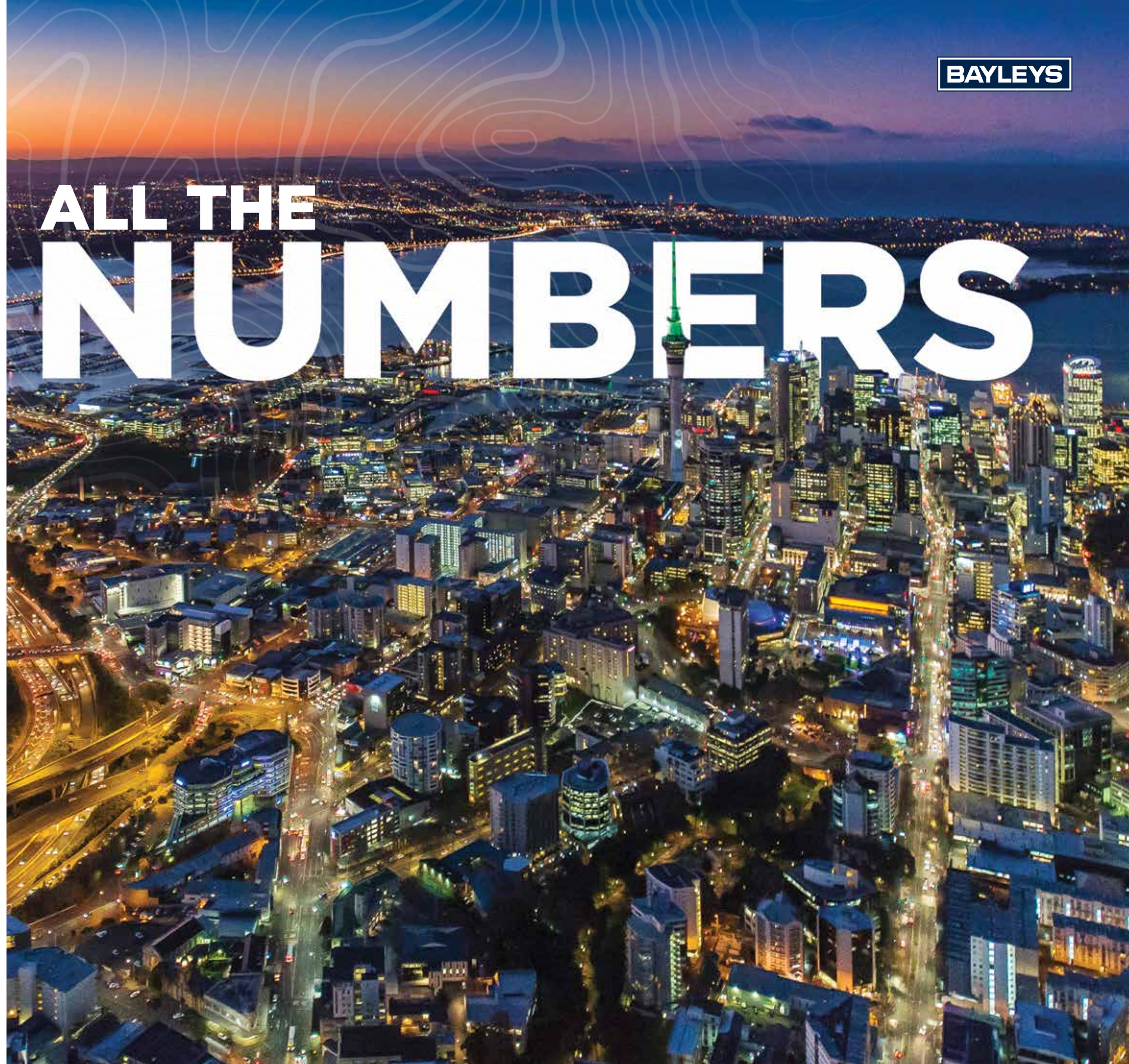
**Bayleys Commercial**

**240**  
sales and leasing agents

**2,970**  
sales and leasing transactions

**\$5.3 billion**  
of property sold or leased

\*For the period 1st April 2021 – 31st March 2022





# GLOBALLY CONNECTED



## All over the globe

Since the 1980s, Bayleys has built connections and generated exposure overseas to open up a world of opportunities for our clients.

Through our partnership with Knight Frank, Bayleys reaps the benefits of a globally-connected network spanning 51 markets. Our closest connections are to the Knight Frank Asia Pacific Group with 9,625 people in more than 146 offices all working collaboratively to find the right buyer for your property.

Knight Frank is a heritage brand that stands out because of its ability to provide thought leadership, a personalised service and innovative property solutions for its clients. Knight Frank's commitment to building long lasting relationships with its clients is in perfect synergy with our own.

Our teams have the ability to derive insights and expertise from the Knight Frank pool of market-leading research and resources across global markets. Bayleys and Knight Frank are intricately connected on a personal level to ensure our clients receive the best experience possible.

Operating in locations where our clients need us to be, we provide a worldwide service that's locally expert and globally connected.

## Knight Frank Global Services

### Occupier Services & Commercial Agency

Knight Frank deliver real value through carefully formulated property strategies and robust negotiation, in prime business districts for landlords, multinational businesses and local occupiers across the global office market.

### Corporate Services

Knight Frank's Global Corporate Services (GCS) provide a full suite of portfolio management, consulting and transactional services to multi-market corporate occupiers, globally.

### Capital Markets

Knight Frank's Global Capital Markets group has a reputation for acting on the most high profile property transactions around the world. They act for institutional, private equity, family offices, sovereign wealth and real estate companies in the cross-border acquisition and disposal of property globally. Their services cover the office, retail, industrial, leisure and hotel sectors, as well as the specialist areas of student property and healthcare.

### Valuation & Advisory

Knight Frank's valuation experts provide a comprehensive range of single and portfolio valuations, market appraisal and consultancy services. They have the ability to draw upon their significant global network of capital markets, leasing, occupier and research industry specialists, providing extensive valuation services to financial institutions, private individuals, funds, property companies and the public sector.

Knight Frank's global network, expert teams and leading market knowledge and insight places them as a true partner in property with Bayleys.

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16,000

people

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384 offices in

51 markets

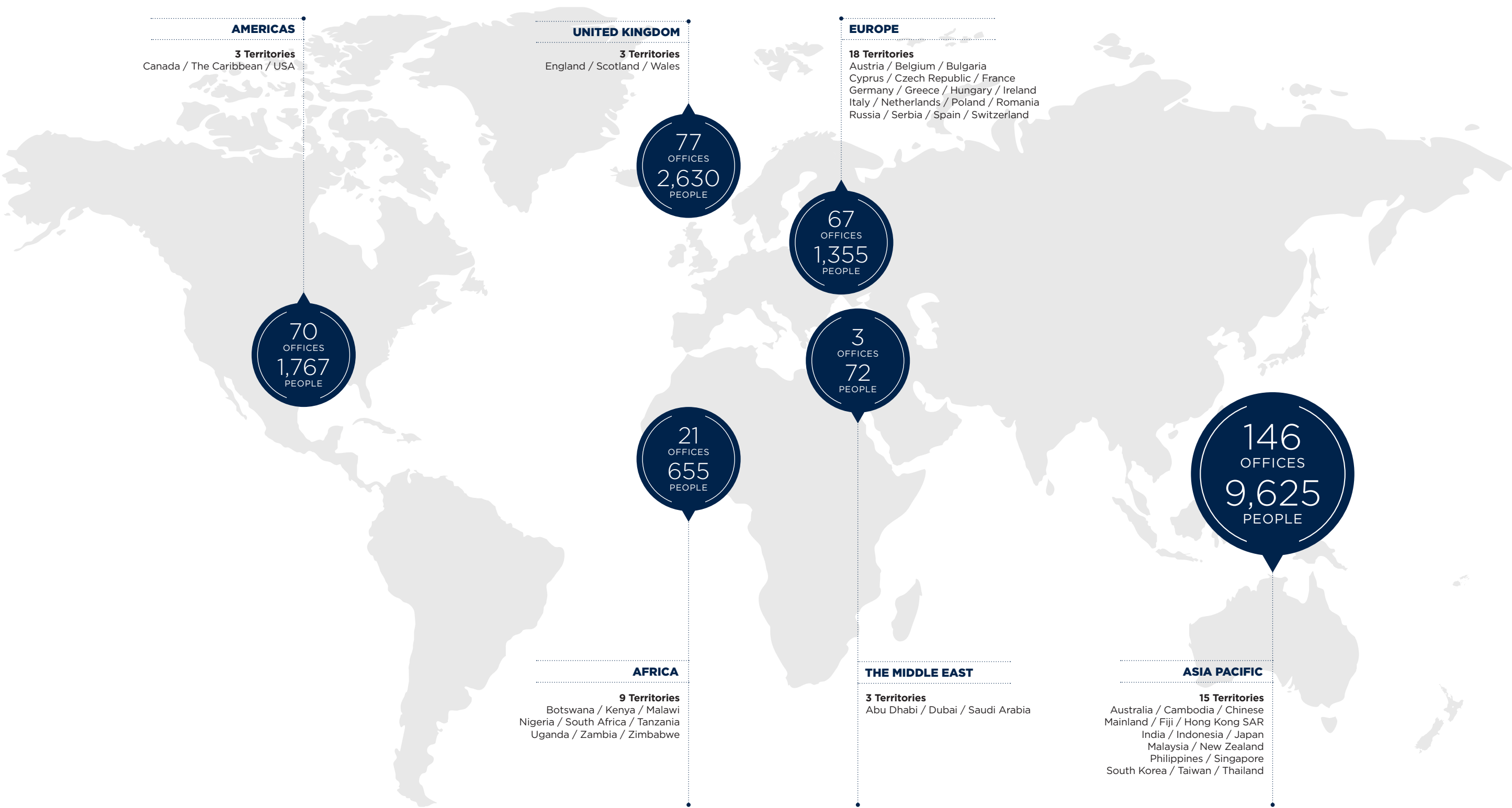
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128 years

of experience

# OUR NATIONAL AND INTERNATIONAL COVERAGE

Bayleys has over 240 commercial and industrial specialists nationally from Invercargill to Kerikeri working as an integrated team. Through our partnership with Knight Frank, Bayleys reaps the benefits of a globally-connected network spanning 51 markets, connecting people and property on a global scale.





# OUR COMMITMENT

**Our clients are the core of everything we do and we've structured our commercial and industrial business to include experts in the specialist areas that our clients need.**

Our genuine commitment to excellence drives the way that we do business and our approach is guided by four key values:

**1. Client focus**

We take the time to get to know you and your business and focus our efforts on maximising the value of your property.

**2. Innovation**

We embrace technology and the latest marketing tools in an omnichannel approach to find the right buyers for your property.

**3. Collaboration**

Our teams work together across geographic locations and market sectors to achieve successful outcomes.

**4. Accountability**

Our commitment is first and foremost to our clients and we do what we say we will do.

The ASB North Wharf in Auckland - 5 Green Star rating



# OUR EXPERTISE



## Behind every Bayleys person... are more Bayleys people.

Bayleys Realty Group (BRG) provides the tools and support for our commercial and industrial teams. As guardians of the Bayleys brand, BRG is constantly innovating and helping our offices to deliver world-class service and stay one step ahead of the competition.

### Marketing

Bayleys' expert marketing team is passionate about digital, print, outdoor, direct marketing, social media, branding and sponsorship. This means our campaigns have the benefit of cutting-edge thinking across all areas. All Bayleys customers gain access to exclusive deals and competitive rates through BRG's buying power and strong relationships with media networks. This means we find the right buyer or tenant for your property.

### Total Property

First launched in 1999, Bayleys' *Total Property* is a respected and award-winning, multi-channel portfolio that has fundamentally changed the way commercial and industrial property is showcased for sale. For over 23 years we have provided our customers more audience reach, more qualified and engaged buyers, and ultimately more sales - all in a highly cost-effective model.

*Total Property* is the industry "go to" medium, and is unmatched in terms of the level of exposure and value for money that it offers clients. It is a comprehensive portfolio that uses a range of effective marketing tools, including a printed magazine, an online e-Book, eDMs, direct mail, press advertising and online videos.

*Total Property* is viewed by serious buyers as a valuable tool with insightful editorial on market trends, as well as up-to-date sales information. It showcases a wide variety of properties for sale across New Zealand.

### Workplace

Bayleys *Workplace* is the latest innovation in lease marketing. Bringing our landlords greater reach, targeted audiences and delivering qualified and engaged tenants.

There are three leasing portfolios covering the industrial, retail, and office sectors. These all use effective marketing tools to promote the publications including printed magazines, an online e-Book, eDMs, direct mail and press and digital advertising.

### Training

Our people are our most important asset and we are committed to supporting and encouraging their professional evolution.

To maximise every individual's potential we invest heavily in training, both in-house and in the field. The Bayleys Property College (our in-house training facility) is an accredited training provider with the industry-governing Real Estate Authority (REA) and offers a comprehensive portfolio of specialised training and development programmes.

### Public relations

As a key player in New Zealand's real estate industry, we are often sought for an expert opinion and informed, authoritative viewpoint when the news media are reporting on the industry.

Beyond this, Bayleys proactively feeds property and business information to the media. Our in-house news and communications team generates a huge amount of editorial exposure in print, digital and broadcast media. These thousands of centimetres of articles and minutes of airtime encompass all channels; local press, business resources, niche

magazines, online news, national papers, radio and television. This exposure is priceless and ensures a consistent media presence for the Bayleys brand and high profile coverage for many of our clients properties.

### Insights, Data & Consulting

The Bayleys Insights, Data & Consulting team has consolidated its position as an industry leader, providing up-to-the-minute real estate information and the latest property trends to an increasingly inquisitive public. The team is sought-after for its ability to source and interpret comprehensive data in a way that is relevant, specialised and tailored to audiences across all corners of the market.

### Auctions

The secret weapon in our vast sales armoury, our award-winning auction team brings experience, knowledge and personality when it comes time for the hammer to fall. Widely regarded as the best in the business, Bayleys' auction team has been instrumental in the sale of billions of dollars' worth of property and continues to strive to achieve the best results for our clients in the auction room.



# CONNECTING WITH THE COMMUNITY

**The Bayleys Foundation is the philanthropic arm of the company.**



Bayleys is very much part of local communities throughout New Zealand and the Pacific. Corporate philanthropy is more than just giving back to a community - it's about contributing to long-term social change, and we take that responsibility very seriously. By contributing time, resources and money to local organisations, schools and sporting groups, we know we're helping to grow strong and supportive communities.

Our aim is to assist in the areas of environment, people, sport, arts and culture and the Bayleys' team around the country embrace these undertakings with heart and commitment. Bayleys is committed to four key partner causes - Cure Kids, Live Ocean, Plunket and The Prince's Trust. Supporting these causes allows us to help make a difference to long-term change.

## **Environmental and social responsibility**

Our sustainability leadership starts in the boardroom and cascades to all levels of our business.

Communities are the lifeblood of New Zealand and we have a responsibility to ensure our neighbourhoods, towns and city centres are great places to live and work for future generations.

Environmental and social responsibility underpins our approach and our culture business-wide.

Bayleys is proud to be the exclusive agency corporate sponsor of the New Zealand Green Building Council.







**BAYLEYS**

IN ASSOCIATION WITH  
 **Knight  
Frank**

# REINZ

**Large Commercial & Industrial Office  
of the Year 2021, 2020, 2019 & 2018**

**Small Business Broking Office  
of the Year 2019 & 2018**

**Best Multi-Media Marketing  
Campaign of the Year 2020 & 2018**

As awarded by the Real Estate  
Institute of New Zealand Awards  
for Excellence



**Agency Team of the Year NZ 2020**

**Industrial Agency Team  
of the Year NZ 2018**

As awarded by the Royal Institute  
of Chartered Surveyors (RICS)  
at the Sales Awards

**0800 BAYLEYS**  
**[bayleys.co.nz/commercial](https://bayleys.co.nz/commercial)**

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