



AI Analysis

From London to Riyadh - Perspectives from a Pioneering Developer on the Future of Branded Living

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Jerry Inzerillo
Group CEO, Diriyah Company

Moderator: Keri Watkins
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Summary

The session focused on the future of branded living, particularly from the perspectives of Nick Candy and Jerry Inzerillo. Jerry Inzerillo discussed the launch of eight off-plan branded residence projects in Diriyah, Saudi Arabia, emphasizing the market's response and the significant sales achieved. He highlighted the importance of luxury and amenities, noting the success of brands like Ritz-Carlton and Armani. Nick Candy reflected on his experience with One Hyde Park in London, stressing the importance of quality and how it can drive premium pricing. He emphasized the role of branded residences in transforming real estate markets and shared his views on the quality of partnerships and the importance of location in real estate development.

The conversation also covered the broader implications of branded living in the Middle East. Nick Candy discussed the appeal of the region, citing factors like visionary leadership, long-term vision, and the ability to complete large projects. He contrasted this with challenges faced in Western countries, such as stringent planning regulations and political instability. Jerry Inzerillo expanded on the quality of life initiatives in Diriyah, including the creation of walkable, interconnected communities with extensive amenities and cultural institutions. He highlighted the success of non-branded residences and the growing interest from both domestic and international investors.

Both speakers touched on the societal and economic shifts driving the interest in branded residences. Nick Candy noted the increasing migration to the Middle East due to factors like quality of life, safety, and infrastructure, which have been amplified post-COVID. Jerry Inzerillo discussed the changing laws in Saudi Arabia that are making it easier for foreign investors to own property and establish businesses. The session concluded with both speakers expressing confidence in the continued growth and appeal of branded residences in the region, driven by strategic investments and visionary planning.





Key Takeaways

Quality Drives Premium Pricing

Nick Candy emphasized that quality is a critical factor in achieving premium pricing in real estate. He noted that high standards in construction, design, and amenities can justify higher prices and transform the market. This principle was successfully applied in One Hyde Park, setting new benchmarks in luxury living.

Visionary Leadership and Long-Term Planning

Both speakers highlighted the importance of visionary leadership and long-term planning in the Middle East. They contrasted the region's ability to complete large projects with the challenges faced in Western countries due to political instability and stringent regulations. This strategic foresight is attracting both domestic and international investors.

Growing Appeal of Branded Residences

Jerry Inzerillo and Nick Candy discussed the increasing interest in branded residences, driven by factors such as quality of life, safety, and evolving laws. They noted that branded residences offer a lifestyle choice with integrated amenities, appealing to both local and international buyers. This trend is expected to continue, fueled by strategic investments and visionary planning.



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