

**HD HARRODS ESTATES TARGETS CHINESE BUYERS WITH JUWAI.COM**

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SHANGHAI, June 10, 2014 /PRNewswire/ -- The Harrods Estates agency network has targeted what will soon be the largest **group** of international buyers in London by signing an agency-wide partnership with Juwai.com, the No. 1 **Chinese** portal for international **property**.

This announcement comes in the wake of similar recent partnerships between Juwai.com and idealista.com in Spain, Italy and Portugal; RE/MAX in Australia, New Zealand and Portugal and Luxury Portfolio International® in the US and globally.

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Under the terms of the new agreement between the two companies, Harrods Estates' listings will be marketed in **Chinese** by Juwai.com.

Harrods Estates' agents will also be able to upgrade their listings and office and agent branding on Juwai.com. Available upgrades include luxury branding, additional agent profiles, additional translation services, email direct marketing, **Chinese**-language **property** brochures, advertorials and Feature **Property** listings.

**Chinese** Buyers in London

**Chinese** investment in London **property** has increased over 1500% since 2010 to a new total of more than GBP1 billion per year.[1] **Chinese** also **buy** 27% of new London homes and account for 17% of the total value of all **residential property transactions** in London. An estimated 60% of **purchases** are investments, while 40% are for occupation.[2]

No. 1 in **China**

Juwai.com has been since 2011 the No. 1 website for **Chinese** who are buying **property** outside of **China**. It markets 2.4 million listings in 53 countries to a monthly audience of 1.5 million. 82% of its users are mainland **Chinese**.

CEO Quotes

Shirley Humphrey, Director of Harrods Estates said:

"There are 643,000 millionaires in **China**, with 14% more being added to that number each year. **Chinese** are perhaps the most motivated and numerous wealthy foreign buyers of London real **estate**.

"**Chinese** buyers trust the London market and want to be part of this global city for the long term.

"This agreement will help our agents win more listings and sell more **property**. We want to leave no stone unturned in helping them get the best price for their **property**."

Juwai.com Co-CEO Simon Henry said:

"**Chinese** buyers already know and trust the Harrods brand name, which will make it easier for Harrods Estates to make itself an **estate** agency of choice.

"Sellers will seek out Harrods Estates agents because they can provide access to **Chinese** buyers.

"More and more **Chinese** buyers seek out London, Harrods Estates will be well positioned to profit in ways other agents will not.

"Juwai.com doesn't just translate and advertise your listings in **Chinese**. We help agents build relationships with wealthy **Chinese** who are otherwise hard to reach."

[ 1] Source: Reports  
in Costar UK  
and Forbes.

[ 2] Source:  
**Chinese**  
Weekly, Quartz.

#### About Harrods Estates

Harrods pride themselves on their unrivalled levels of customer service and the same is true at Harrods Estates, the **property** division of the Harrods **Group**. Specialising in luxury real **estate**, Harrods Estates is a full service **estate** agency operating in prime central London with offices in Mayfair, Knightsbridge and Chelsea. Harrods Estates is international, with clients from around the world, and their relationships with prestigious **residential** developers gives them one of the finest collections of serviced apartments London **estate** agents can provide.

#### About Juwai.com

Juwai.com is the NO. 1 **Chinese** international **property** portal. Juwai.com helps **Chinese** consumers make informed **purchase** decisions, and real **estate** agents grow their businesses. The **company** is headquartered in Shanghai, with additional offices in **Hong Kong**. For info or to advertise: <http://list.juwai.com>

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**CO** harods : Harrods Holdings Ltd | qatahl : Qatar Holding LLC | qtinvt : Qatar Investment Authority

**IN** i64 : Retail/Wholesale | i656 : Mixed Retailing | i6560002 : Department Stores | iretail : Retail

**NS** cpartn : Partnerships/Collaborations | c11 : Plans/Strategy | ccat : Corporate/Industrial News

**RE** china : China | italy : Italy | london : London (UK) | nswals : New South Wales | nz : New Zealand | porl : Portugal | spain : Spain | apacz : Asia Pacific | asiaz : Asia | ausnz : Australia/Oceania | austr : Australia | bric : BRIC Countries | chinaz : Greater China | devgcoz : Emerging Market Countries | dvpcoz : Developing Economies | easiaz : Eastern Asia | eecz : European Union Countries | eland : England | eurz : Europe | medz : Mediterranean | uk : United Kingdom | weurz : Western Europe

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