



STARTING A RENTAL PROPERTY PORTFOLIO IN SHANGHAI

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PROBLEM

THE MARKET IS ALREADY EXTREMELY SATURATED WITH DESIGN TEAMS AND PROPERTY MANAGEMENT COMPANIES.

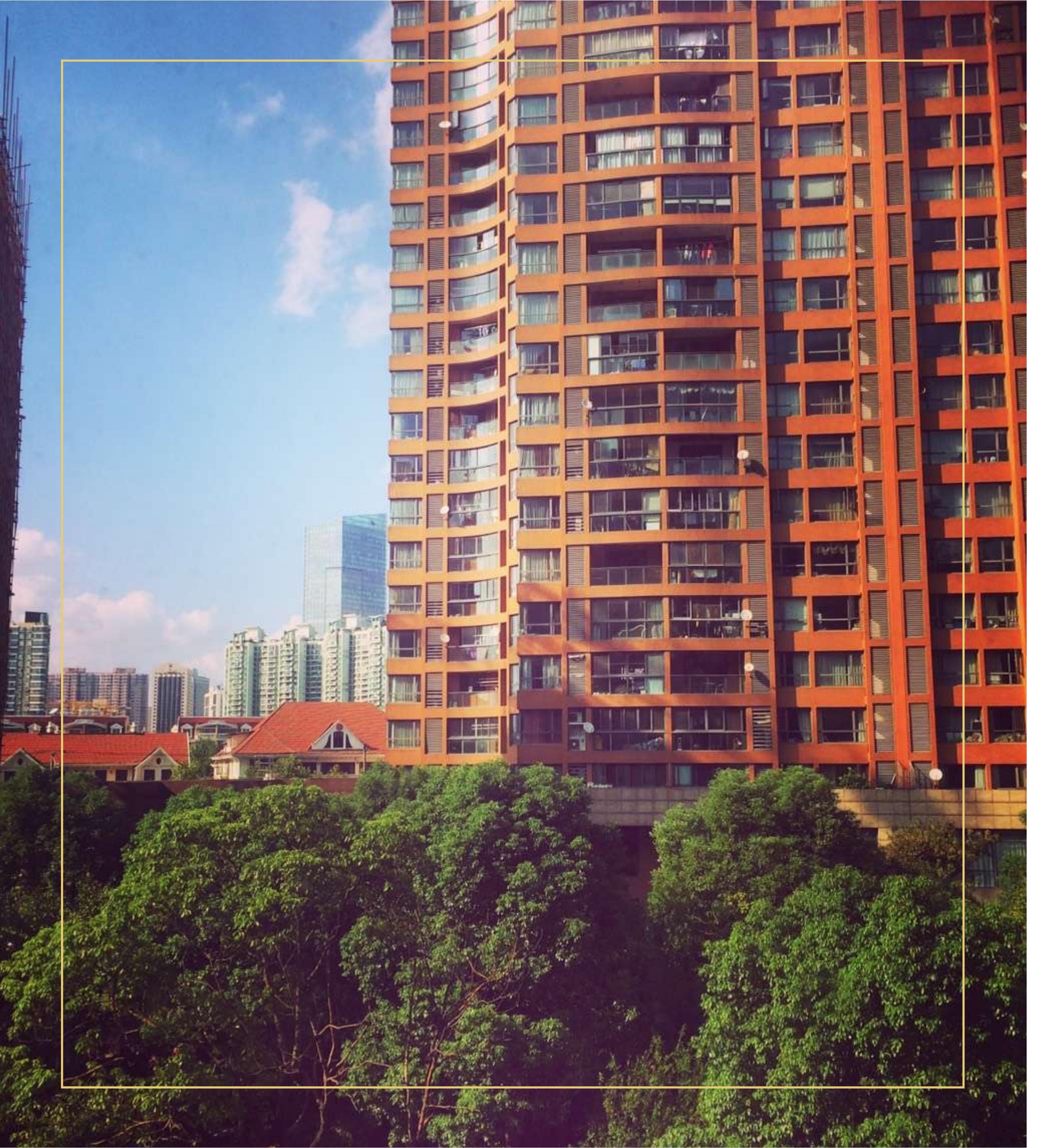
THESE COMPANIES HAVE ALREADY IDENTIFIED MANY OF THE AVAILABLE OPPORTUNITIES.

- ENGAGE IN LONG-TERM RENTAL AGREEMENT WITH PROPERTY OWNER
- INVEST IN RENOVATION
- MARKET AND RENT OUT APARTMENT TO INTERNATIONAL (AND LOCAL) PROFESSIONALS

...OR HAVE THEY?

**BY ANALYZING AVAILABLE LISTING DATA,
WE CAN FIND A PROFITABLE ENTRY POINT
INTO THIS MARKET.**

**THERE ARE LESS SATURATED AREAS OF
SHANGHAI THAT CONTAIN OUR TARGET
PROPERTY FOR THIS MARKET (EUROPEAN
STYLE HOUSES IN DISREPAIR).**



CONSIDERATIONS

LONG TERM INVESTMENT

HOW MANY YEARS UNTIL PROFITABLE?

ASSUMPTIONS

POPULATION OF INTERNATIONAL AND
LOCAL PROFESSIONAL WILL INCREASE
OR AT LEAST STAY CONSTANT

SUCCESS

ENGAGE IN **FIVE** LONG-TERM RENTAL
AGREEMENTS

(INVEST IN RENOVATION)

MARKET AND RENT OUT ALL
APARTMENTS



家在上海
Jiazaishanghai.com



2,505 APARTMENTS

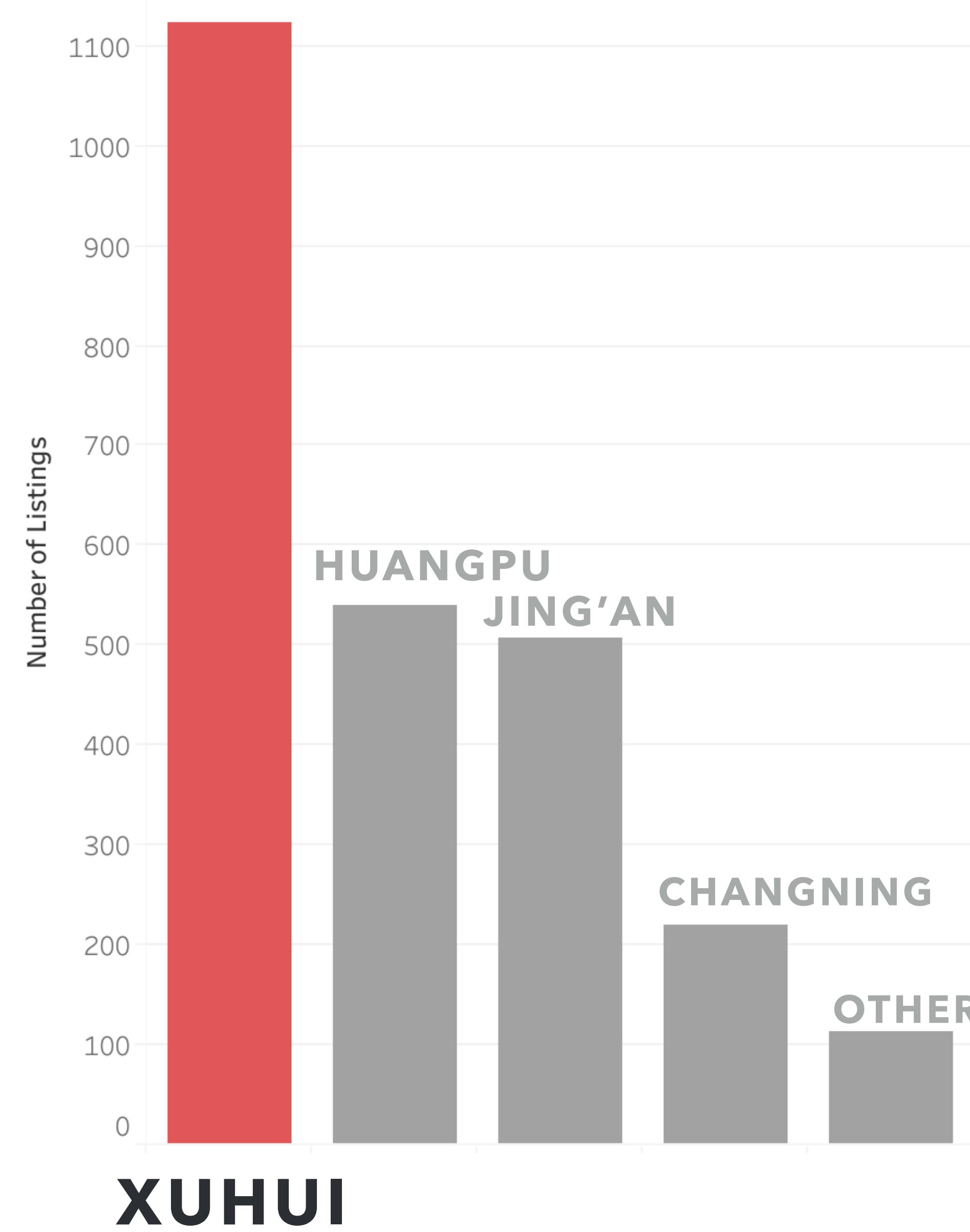
DETACHED LANE HOUSE 老洋房

ATTACHED LANE HOUSE 新式里弄

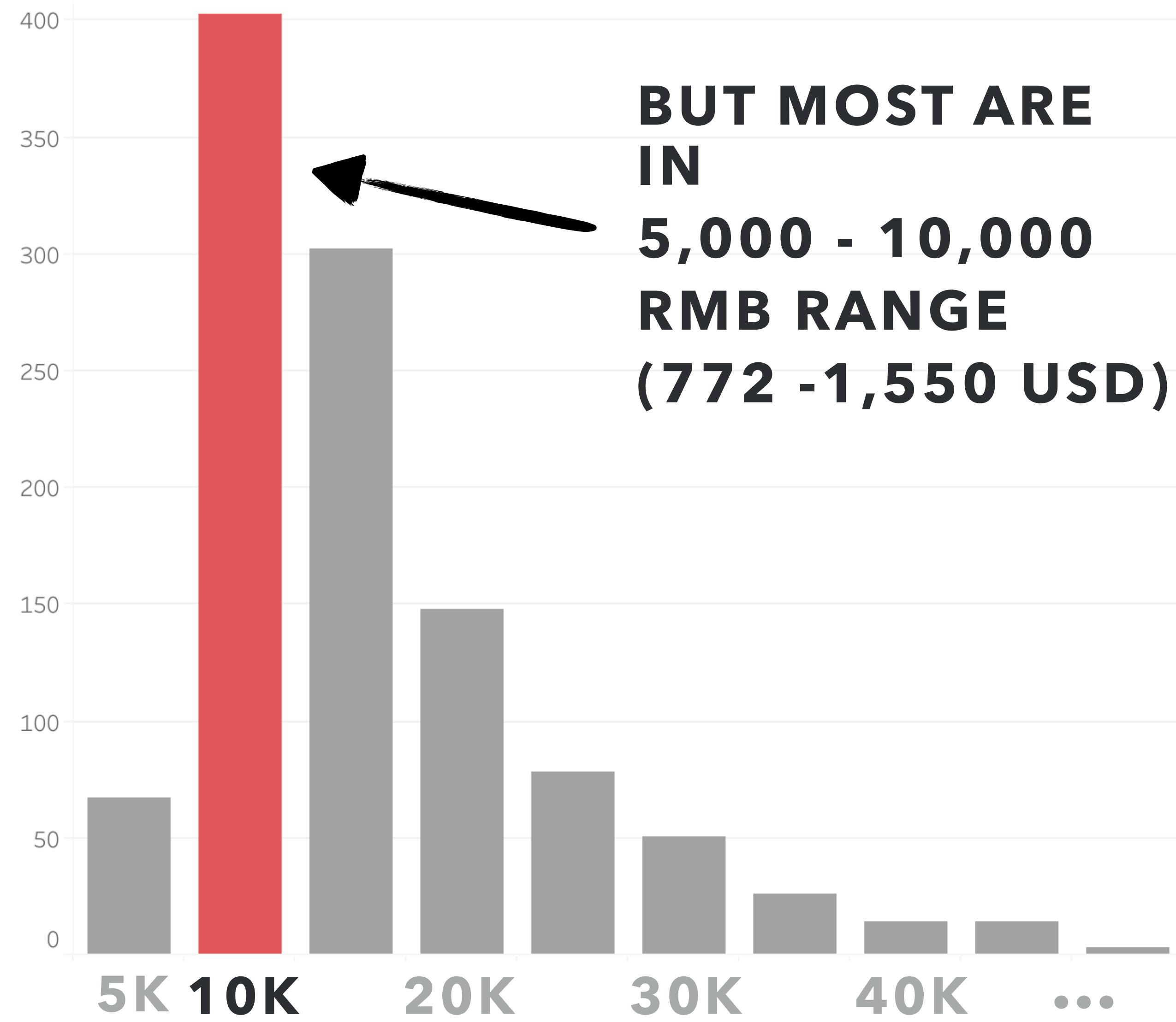
CONCRETE WALK-UP 老公房

**TARGET
HOUSING**

LISTINGS PER DISTRICT



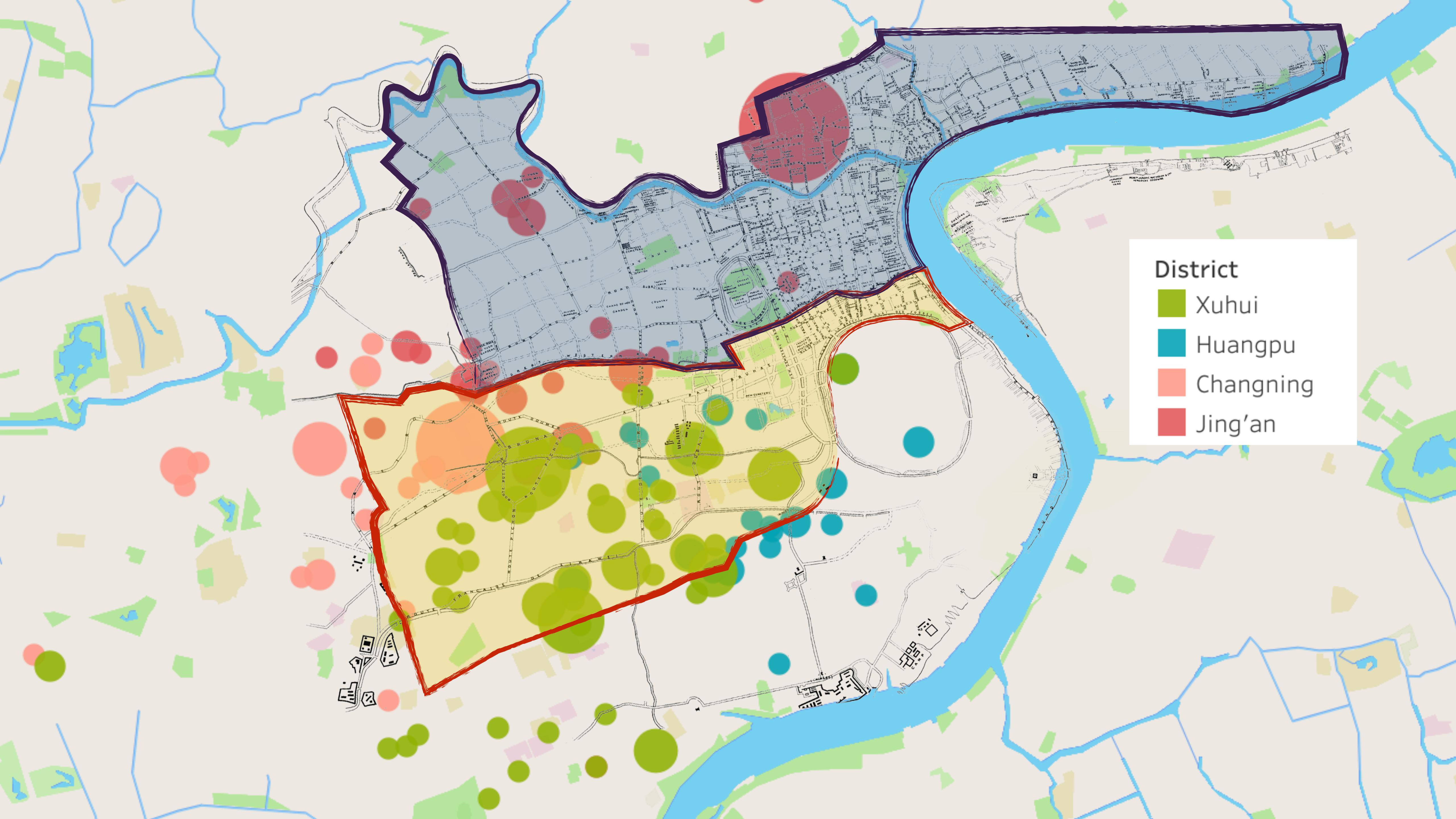
XUHUI HAS THE MOST LISTINGS...



BUT MOST ARE
IN
5,000 - 10,000
RMB RANGE
(772 - 1,550 USD)



NOT IDEAL





CONCLUSIONS

- 1. LESS SATURATION IN JING'AN AND CHANGNING**
- 2. MORE OPPORTUNITY FOR LARGER APARTMENTS**
- 3. CAN FOCUS ON QUALITY OVER QUANTITY**

FUTURE WORK

PROPERTY SCOPING

COSTING OUT THE RENOVATION

BUILD A REGRESSION MODEL

**PREDICT WHICH AMENITIES ARE THE MOST
IMPORTANT FOR HIGHER RENT AMOUNTS**



City center "closet/toilet/bedroom" for rent ~1,000 RMB
per month 😁😁😁

THANK YOU