



# Pearl River Tower

## Guangzhou

### The Challenge

The designers take its superior geographic advantage to create the world's greenest skyscraper, weaves together "eleven" highly innovative, yet proven technologies, which work together, in concert, to significantly reduce the amount energy required to operate the building, and also provide a level of human comfort and indoor air quality beyond what conventional "state of the art" systems are capable of providing.

Savills, as the Pearl River Tower's property management service provider, facing with an inevitable challenges in adjusting management strategies to ensure and guarantee the building will become an icon and inspiration in the field of super high-rise and sustainability with environmentally responsible design.

### Our Strategy

Savills has been a sole property management service provider of the Pearl River Tower, with strict facility management standard, energy management standard, energy-efficient concepts "3R", high-quality service standard "3T" and the code of conduct "4S", endeavoring to provide green, safe, comfortable and customer-oriented service.

### The Outcome

1. Savills has provided world class professional pre-consultant services Since entering the Pearl River Tower project for the developer.
2. The PMS for this project provided by developer is far from satisfaction and couldn't cope with a basic PM requirement. Savills has input bunch of expertise information and PM routines to facilitate the re-write of program.
3. Works together with developer, though it is very complicate Savills has managed to co-ordinate and provide guidelines, procedures and information with the best we can from all resource that necessitate LEED Certification. At the end of 2012, Pearl River Tower being the first one in the world with such a portfolio in super high-rise & size granted a LEED Platinum Pre-Accreditation Certification.
4. Savills has actively involved in the positioning and ratification of Signature design to optimize their performance.
5. Savills has re-position and streamlining the operation and flow of direction for vehicle movement on the original plan and



configuration which eventually should be able to provide a competitive services which a super grade "A" building should be.

6. Savills has made numerous useful concealed and inspection work records to keep pace and track with the progress.

7. Along with the owner's dynamic business strategy, Savills has efficiently tailor made timely useful management plans for the project with justification, which demonstrate the necessary abilities for this project and prepare Savills for the full-management services in future.

8. Savills been continuously praised for its high quality Services on the commitments and efforts being demonstrated.

During the early stage of serving The Pearl River Tower, Savills has made a good preparation for the full-appointed property management service, constructively and foreseeable suggesting on some collective issue, completing the management plans according to owner's operating strategies as well.