



China Elite Residences

Shanghai

Elite Residences is owned by Hong Leong Group Singapore – the largest private sector conglomerate in Singapore with operations in Asia-Pacific, Europe and North America. Core business includes property management, hotels (owns the world famous Millennium & Copthorne Hotels), finance and trade amongst others.

Adjacent to Zhongshan Park, Elite Residences comprises of 119 units, ranging from studio to 3 bedrooms and from 38 sq m to 216 sq m in size. Within 2mins walking from the metro station for lines 2, 3 and 4, and a myriad shopping, dining and entertainment venues.

Savills team has provided pre-launch consultancy services in terms of positioning, pricing and marketing of the project. A unique leasing and marketing strategy based on short, mid and long term stays, as well as diverse tenant mix, along with Savills extensive resources and seasoned team has resulted in reaching 100% occupancy within 4 months of official launch. Savills has continuously met or exceeded owner's expectations, developing Elite Residences into one of the most successful residential leasing projects and thus being appointed for additional 3 years as the sole leasing agency by the owner.

Serviced apartment at the Zhongshan Park hub

- Sole leasing agency since 2009
- Owner is Hong Leong Group Singapore, one of the largest conglomerates in Singapore
- Achieved 100% occupancy within 4 months of launch
- Multi-layered leasing strategy with diversified tenant mix

savills
residential leasing

savills.com.cn

Dawn Brandenburg
Director

+86 (21) 6391 5251

dawn.brandenburg@savills.com.cn

Savills Shanghai
20/F Shanghai Central Plaza
381 Huaihai Middle Rd
Shanghai 200020

+86 (21) 6391 6688