



# **Euromoney Real Estate Awards 2025**

**Methodology and Guidelines**

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## Introduction

### Who Can Enter

- Banks and financial institutions
- Developers
- Advisors (including agents and consultants)

### Benefits of Participation

- Earn independent validation of your business through recognition by the industry's most trusted benchmark
- Strengthen client trust with third-party accreditation that signals excellence, innovation, and leadership
- Celebrate and showcase success across your teams, clients, and internal stakeholders
- Access premium marketing assets, including official award logos and promotional materials to amplify your recognition
- Be featured on Euromoney.com through award profiles, benchmarking insights, and thought leadership coverage

### Research Timeline

- Period Under Determination: 1 August 2024 – 31 August 2025
- Submissions Open: July 2025
- Submission Deadline: 5 September 2025
- Research Interviews: September 2025
- Winners Notified: October 2025
- Results and Analysis Released: November 2025

## Award Categories by Company Type

- Euromoney will research all award categories globally, regionally and at a country or territorial level.
- Categories will only be awarded in geographies where there is sufficient evidence to justify the decision.
- Regional awards will be given for: Africa, Asia-Pacific, CEE, Europe, Latin America, The Middle East and North America
- Country or territorial awards will be awarded in all geographies where there is sufficient evidence

## Banks

- The World's Best Bank for Real Estate
- The Region's Best Bank for Real Estate
- Country/Territory's Best Bank for Real Estate

## Developers

- The World's Best Developer for Real Estate
- The Region's Best Developer for Real Estate
- Country/Territory's Best Developer for Real Estate

## Advisors

- The World's Best Advisor for Real Estate
- The Region's Best Advisor for Real Estate
- Country/Territory's Best Advisor for Real Estate

## How to Submit

### Entry Portal

- All entries should be made through our designated submission portal, linked below.

### ENTER NOW

- If you are making a submission for the awards for the first time, you will be asked to create an account. If you made a submission in previous years, you will be able to use the identical log-in details.
- You can build your entries over the submission period and edit and amend them before submitting by logging into your account.
- Entrants can make a single entry for each category and geography they would like to enter or use the check-box system to indicate the entry is applicable to multiple geographies.
- Entrants can submit for any region or country or territory where they have a physical presence; there is no limit on how many categories entrants submit for providing they meet these criteria.

### Submission Forms

- Entrants should make submissions by category and geography and tailor their entries according to the criteria of the award.
- The portal contains online submission forms with text boxes that correlate to the different criteria relevant to each award category, which is also indicated in the 'Awards Categories' section of this document.
- Entries can be uploaded as attachments but should be tailored to our criteria and research period.

## Methodology

### Your Entry

- The entry process is your opportunity to showcase your institution's accomplishments and achievements within the period under determination.
- Each entrant should submit via the awards portal by the deadline: 5 September 2025. You will be able to amend your entry once it has been submitted up until the deadline, but entries cannot be modified after this date.
- In each entry form, there is the option to submit evidence in text boxes (supporting information can be submitted as attachments). These text boxes align to the criteria Euromoney will use to evaluate entrants for awards.
- We have outlined the type of evidence we would like you to include for each category in the portal and below in the categories. Entrants that provide the information we request are more likely to perform better in our assessments.
- Providing evidence of impact is critical to performing well in assessments. The scoring frameworks used by Euromoney use a matrix that rewards entries that are able to qualify that the examples they have given have been impactful for their business, their clients or the wider industry.
- Entrants should aim to provide supporting documentation – strategy decks, performance reports, investor presentations, data tables and charts, and qualitative overviews – to support their claims and illustrate their growth and performance over the review period. All data should be dated and the source cited.
- Entries can include confidential information that we can use to justify the granting of an award. Anything clearly marked confidential will not be used outside of decision-making. Euromoney may use information not marked confidential in awards profiles or research reports.

### Assessment and Judging

- Entrants will be assessed by a panel of Euromoney's research team.
- The internal panel will include Andrei Charniauski (Chief Research Officer) and Ben Naylor (Head of Research).
- Entrants will all be scored using frameworks specific to each category.
- Your entry and any information collected during an interview and secondary research, in addition to our team's knowledge of the market and businesses operating within it, will all contribute to your scores.

### Research Interviews

- As part of the research process, Euromoney invites entrants to participate in interviews. The interviews are optional, but Euromoney encourages all entrants to take part.
- The interviews are an opportunity to expand on and discuss the context of your submission(s).
- The interview lengths vary depending on the number of entries covered on a call.
- Any number of representatives from entrants are welcome to participate in the interviews.

### Scoring

- Euromoney's team will score entries using scoring frameworks that align to the criteria for each category. Some examples of the criteria Euromoney uses are:
- New or enhanced products or services
- New or enhanced digital solutions or technology

- How analysts score entries will be based on a scale designed to reward evidenced improvement.

## Award Category Criteria

- Each award Euromoney gives recognises the entrant that has had the most impact on the industry, its clients or its business through innovating, successfully executing strategies and achieving targets, launching and enhancing products and services and technology, or undertaking impactful initiatives, among other factors.
- Listed below are the award categories and primary assessment criteria used to compare entrants and decide winners.
- Entrants should focus on highlighting what their business has achieved and how it has developed over the period under determination on their submissions.
- Entrants should always aim to validate any improvements their business has made in the period under determination with evidence. Some examples of how to validate improvement include demonstrating improved financial performance, returns or added efficiencies for clients, or increased market share.

## Best Bank for Real Estate

### Recognises outstanding banks serving real estate clients

#### Geographic Levels Awarded at: Global, regional and country/territory

**Eligible Global Entrants:** All banks

**Eligible Regional Entrants:** Banks with operations in the relevant region

**Eligible Country/Territory Entrants:** Banks with operations in the relevant country/territory

#### Assessment Criteria:

##### Market impact:

- Details from within the review period of how the bank has influenced the real estate market positively in the geography of the award through its activities, initiatives, lending and financing or other outputs

##### Deal examples and case studies

- Examples from within the review period of real estate deals that bank was involved in with an explanation of why they were innovative, impactful or significant for the geography, the sector, the client(s) or the bank

##### Client satisfaction, coverage and segmentation:

- Details and data from within the review period indicating client retention rates and that of new clients (especially those using new or enhanced products or services)
- Results of client satisfaction surveys from within review period
- Recent verbatim feedback from clients around products and services
- Details of and year-on-year changes in:
  - Number of clients
  - Number of new clients by geography
  - Coverage across geographies and sectors

##### Products and services

- Examples of new or enhanced products and services designed or targeted at real estate clients from within the review period
- Data and details of client uptake of new or enhanced products and services
- Case studies demonstrating successful adoption and execution of new or enhanced products and services

## **Digital solutions and technology**

- Examples from within the review period of enhanced or new digital solutions or technology that have added value or efficiencies to your real estate offering for your clients or the business
- Data and details of uptake of the above client-facing solutions
- Case studies demonstrating successful adoption of new or enhanced digital solutions and technology

## **Sustainability**

- Case studies from within review period of how banks' lending and financing activities have had a positive social impact
- Details of and year-on-year changes in:
  - Value and volume of loans classified as green or sustainability-linked to real estate clients
  - Volume and share of green or ESG-linked bonds underwritten for real estate clients
  - % of client portfolio with certified energy performance (e.g. EPC A/B, LEED, BREEAM)
- The details of transparency and frequency of sustainability reporting aligned with recognised frameworks

## **Financial performance of real estate unit**

- Details of and year-on-year change to:
  - Real estate loan book
  - Net interest margin on the real estate portfolio
  - Non-performing loan ratio for real estate
  - Return on risk-weighted assets for real estate

## Best Developer for Real Estate

**Recognises developers of outstanding real estate in all sectors\* of the industry**

*\*The award will be given on the basis of impact and accomplishments, not scale, so the decision is not based on breadth of coverage and awards can be given to those companies who excel in one sector.*

**Geographic Levels Awarded at: Global, regional and country/territory**

**Eligible Global Entrants:** All developers

**Eligible Regional Entrants:** Developers with operations in the relevant region

**Eligible Country/Territory Entrants:** Developers with operations in the relevant country/territory

**Assessment Criteria:**

**Market impact:**

- Details from within the review period of how the developer has influenced the real estate market positively in the geography of the award through its development, activities, initiatives, or other outputs

**Deal examples and case studies**

- Examples from within the review period of real estate developments the entrant was involved in with an explanation of why they were innovative, impactful or significant for the geography, the sector, the client(s) or the developer

**Client satisfaction, coverage and segmentation:**

- Details and data from within the review period indicating client retention rates and that of new clients (especially those using new or enhanced products or services)
- Results of client satisfaction surveys from within review period
- Recent verbatim feedback from clients around products and services
- Details of and year-on-year changes in:
  - **Occupancy rates of portfolio**
  - Number of clients
  - Number of new clients by geography
  - Coverage across geographies and sectors

**Products and services**

- Examples of new or enhanced products and services designed or targeted at real estate clients from within the review period
- Data and details of client uptake of new or enhanced products and services
- Case studies demonstrating successful adoption and execution of new or enhanced products and services

**Digital solutions and technology**

- Examples from within the review period of enhanced or new digital solutions or technology that have added value or efficiencies to your real estate developments, offering for your clients, or the business
- Data and details of uptake of the above client-facing solutions
- Case studies demonstrating successful adoption of new or enhanced digital solutions and technology

**Sustainability**

- Case studies from within review period of how the developers' activities have had a positive social impact
- Year-on-year changes in:

- the percentage of the developer's portfolio with certified energy performance such as EPC A/B, LEED or BREEAM
- energy, water and embodied carbon efficiency across development projects
- The proportion of renewable energy used or installed across the developer's assets
- The number of buildings or projects that meet green certification standards or sustainability-linked financing criteria.
- The details of and transparency and frequency of sustainability reporting aligned with recognised frameworks

## **Financial performance**

- Details and year-on-year change to:
  - Revenue from real estate development activities
  - Return on invested capital measures
  - Gross profit margin on development projects
  - Net asset value growth

## Best Advisor for Real Estate

### Recognises outstanding real estate advisors in all sectors\* of the industry

*\*The award will be given on the basis of impact and accomplishments, not scale, so the decision is not based on breadth of coverage and awards can be given to those companies who excel in one sector.*

### Geographic Levels Awarded at: Global, regional and country/territory

**Eligible Global Entrants:** Advisors, agents and consultants

**Eligible Regional Entrants:** Advisors, agents and consultants with operations in the relevant region

**Eligible Country/Territory Entrants:** Advisors, agents and consultants with operations in the relevant country/territory

### Assessment Criteria:

#### Market impact:

- Details from within the review period of how the entrant has influenced the real estate market positively in the geography of the award through its advice, activities, initiatives, or other outputs

#### Deal examples and case studies

- Examples from within the review period of real estate advisory mandates the entrant was involved in with an explanation of why they were innovative, impactful or significant for the geography, the sector, the client(s) or the developer

#### Client satisfaction, coverage and segmentation:

- Details and data from within the review period indicating client retention rates and that of new clients (especially those using new or enhanced products or services)
- Results of client satisfaction surveys from within review period
- Recent verbatim feedback from clients around products and services
- Details of and year-on-year changes in:
  - Occupancy rates of portfolio
  - Total value and volume of advisory mandates
  - Number of clients
  - Number of new clients by geography
  - Coverage across geographies and sectors

#### Products and services

- Examples of new or enhanced products and services designed or targeted at real estate clients from within the review period
- Data and details of client uptake of new or enhanced products and services
- Case studies demonstrating successful adoption and execution of new or enhanced products and services

#### Digital solutions and technology

- Examples from within the review period of enhanced or new digital solutions or technology that have added value or efficiencies to real estate developments you manage, your offering for your clients, or the business
- Data and details of uptake of the above client-facing solutions
- Case studies demonstrating successful adoption of new or enhanced digital solutions and technology

#### Sustainability

- Case studies from within review period of how advisors' activities have had a positive social impact

- The number of client engagements that result in measurable environmental or social outcomes
- The transparency and frequency of sustainability reporting aligned with recognised frameworks
- The percentage of advisory mandates that include ESG or sustainability-linked criteria
- The year-on-year change in the share of projects advised that meet green certification standards
- The proportion of advisory revenue derived from sustainability-focused services
- The details of and transparency and frequency of sustainability reporting aligned with recognised frameworks

## **Financial performance**

- Details of and year-on-year change to:
  - Revenue from real estate advisory
  - Average fees per transaction
  - Gross profit margin

The logo features a stylized bar chart with four bars of increasing height, enclosed in a square frame. To the right of the frame, the text 'EUROMONEY' is written in a bold, white, sans-serif font. Below it, 'REAL ESTATE' is written in the same font, and 'AWARDS 2025' is written in a smaller, white, sans-serif font. The year '2025' is highlighted in a gold color.

**EUROMONEY**  
**REAL ESTATE**  
**AWARDS 2025**

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