

An Introduction to
Panyu Lu Investment Project 2020

投资概况
徐家汇番禺路项目

Build.



oThink 德信地产



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EXECUTIVE SUMMARY

Xujiahui Panyu Road is a six floor commercial project located in Xujiahui, Shanghai. The acquisition price is 133 million.

This project is comprised of 553.55 sqm on the first floor and 3623.88 sqm on floors two through six. The first floor is occupied by restaurants, while floors two through six house a hotel.

Xujiahui Panyu Road's location is very convenient. It is a 15 minute walk to Hongqiao Road Station, an 18 minute walk to Xujiahui Station, and a 2 minute walk from the University.

PROPERTY HIGHLIGHTS

The project has strong potential for improvement, and by repositioning an old hotel and restaurant into modern restaurants on the first two floors and creative office space on the above 4 floors, we estimate that the rental yield will increase to 7.81%.

摘要

徐家汇番禺路是位于上海徐家汇的六层商业项目.收购价格为1.33 亿人民币.

该项目一楼553.55 平方米, 二楼至六楼 3623.88 平方米.一楼是餐厅, 而二楼到六楼则是酒店.

徐家汇盘玉路的位置非常便利.步行 15 分钟到虹桥路站, 步行 18 分钟到徐家汇站, 距离大学 2 分钟步行.

物业亮点

该项目具有很强的改善潜力, 通过将一家老酒店和餐厅重新定位为前两层的现代化餐厅, 并在上述4层进行创意办公空间, 我们估计租金率将增至7.81%.

KEY DATA

Land Use
100% Commerical

Zoning Permit
Commerical

Number of Certificates
1

Floors
6

Parking Spaces
20

Net Annual Rent (/m2)
1,869

Current Price (/m2)
31,839

Above Ground Area (m2)
4,177

Acquisition Price
133,000,000

Rental Yield
5.87%

关键数据

土地使用
100%商业的

分区许可证
商业的

证书数
1

地板
6

停车位
20

年净租金 (/平方米)
1,869

目前的价格/平方米)
31,839

地上面积(平方米)
4,177

价格
133,000,000

Rental Yield
5.87%

All figures listed in RMB

所有价格均为人民币

FACADE DESIGN REFERENCE

建筑外立面





FINANCIAL DATA

Taxes = 6% (no change) Management fee = 4% (no change)

财务数据

税 = 6% (没变) 管理费 = 4% (没变)

	Pre-Renovation		Post-Renovation*			翻新前		翻新后 *	
	Floor 1	Floors 2-6	Floors 1-2	Floors 3-6		地板 1	地板 2-6	地板 1-2	地板 3-6
Area (m2)	554	3,624	1,278	2,899	面积 (平方米)	554	3,624	1,278	2,899
Vacancy Rate	10%	5%	10%	10%	空置率	10%	5%	10%	10%
Daily Rent (/m2)	14.00	4.86	16.00	7.00	每日租金 (/平方米)	14.00	4.86	16.00	7.00
Gross Annual Rent (/m2)	4,599	1,685	5,256	1,643	年总租金 (/平方米)	4,599	1,685	5,256	1,643
	2,071		2,748			2,071		2,748	
Net Annual Rent (/m2)	4,150	1,521	4,753	1,482	年净租金 (/平方米)	4,150	1,521	4,753	1,482
	1,869		2,480			1,869		2,480	
Net Rental Yield	5.87%		7.33%		净租金收益率	5.87%		7.33%	

Renovation Cost (/m2): 2000 Total Cost incl. Acquisition: 141,355,000

*Estimated figures | All figures listed in RMB

装修成本 (/平方米): 2000 总成本 (包括收购价格): 141,355,000

* 预计数字 | 所有价格都为人民币



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MARKET COMPARABLES

投资概况
徐家汇番禺路项目
市场可比



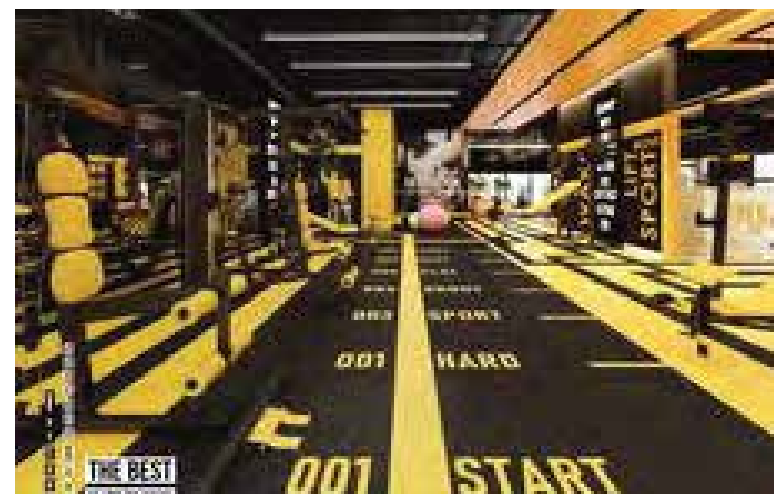
Pre-renovation	Xujiahui Panyu Road**	Xuhui Hengshan Road	Xuhui Dapu Road	翻新前	徐家汇番禺路	徐汇衡山路	徐汇大埔路
Main Use	Restaurant/Hotel	Entertainment	Bank	主要用途	餐厅/饭店	娱乐	银行
Rental Yield	5.9% (7.33% exp)	5.5%	5.2%	收益率	5.9% (7.33% 预期)	5.5%	5.2%
Acquisition Price	133,000,000	266,900,000	210,000,000	收购价	133,000,000	266,900,000	210,000,000
Net Annual Rent (/m2)	1,869	2,865	3,139	年净租金 (/平方米)	1,869	2,865	3,139
Daily Rent (/m2)	5.12	7.85	8.60	日租金 (/平方米)	5.12	7.85	8.60
Cost (/m2)	32,000	51,000	60,200	费用	32,000	51,000	60,200
Building size (m2)	4,177	5,235	3,486	建筑尺寸 (平方米)	4,177	5,235	3,486
Dist. to Panyu Road (km)	1.5	1.7	5.0	距离本项目(公里)	1.5	1.7	5.0

Panyu Road has a better location, the lowest acquisition cost and highest yield. It is significantly undervalued, yielding high RoR post renovation.
All figures listed in RMB.

通过与其他徐汇区的商铺比较，徐家汇番禺路项目拥有更优越的地理位置，最低的收购价和最高的年收益率，这证明该项目具有投资价值，并且在翻新后会有高收入回报率。所有价格均为人民币。

INTERIOR & RETAIL REFERENCE

室内办公室 & 商业设置



This property is located near two metro stations. The first station is Hongqiao Road (15 minutes walking distance) and the second station is Xujiahui (18 minutes walking distance). These two stations consist of five metro lines that run through Shanghai.

The property is also 30 minutes from the World Expo, Hongqiao Train Station, and Hongqiao Airport, as well as less than an hour from City God Temple, Oriental Pearl Tower, Lujiazui and other famous attractions.

There are numerous residential areas and universities within walking distance, which will attract a steady stream of customers to the many restaurants located inside the property.

该项目靠近两个地铁站。分别为虹桥路站（步行15分钟）和徐家汇站（步行18分钟）。这两个车站由五条贯穿上海的地铁线路组成。

该项目30分钟可达世博、虹桥火车站和虹桥机场，不到一个小时的通勤时间即可到城隍庙、东方明珠塔、陆家嘴等著名景点。

该项目步行距离内有很多住宅区和大学，这会提高餐饮行业的客流量。





The project is located in Xuhui District. Xuhui has been redeveloped into a commercial center that contains many large-scale shopping centers, department stores, and schools.

The project is located close to Greater Hongqiao. It is 8 km from Hongqiao Airport, 9 km from the National Exhibition Center, and 7 km from the International Medical Center.

Last year, the National Convention & Exhibition Center held 300 events in Xinhui District, which significantly benefited business interests and development in the area.

该项目位于徐汇区.徐汇已重建为商业中心, 拥有许多大型购物中心、百货公司和学校.

该项目位于大虹桥范围内.距虹桥机场8公里, 距国家展览中心9公里, 距国际医疗中心7公里.

去年, 国家会展中心举办了300场活动, 极大地促进了该地区的商业吸引力和商业发展.

XUJIAHUI

Xujiahui is a bustling commercial district known for its large malls, which include multiplex cinemas and chain restaurants. It is the municipal center of Xuhui and has been listed by the Shanghai municipal government as one of the largest cluster areas when it comes to Shanghai's modern service industry.

徐家汇

徐家汇是一个繁华的商业区, 以其大型商场而闻名, 商场内通常包括多家影院和连锁餐厅.是徐汇的中心, 被上海市政府列为上海现代服务业最集中的聚集地之一.

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CURRENT AND FUTURE LAYOUT

投资概况
徐家汇番禺路项目
当前和未来布局



		Business Use	Size (Sqm)	Daily Rent (/Sqm)	Net Annual Rent (/m2)			业务使用	尺寸平方米	每日租金/平方米	年净租金 (/平方米)	
Current	Floor 1	Restaurant	554	14	4,150	1,869	当前	楼层	餐厅	554	14	4,150
	Floors 2-6	Hotel	3,624	4.86	1,521			楼层 2-6	酒店	3,624	4.86	1,521
Future	Floors 1-2	Restaurants	1,278	16	4,743	2,480	未来	楼层 1-2	餐馆	1,278	16	4,743
	Floors 3-6	Office Space	2,899	5	1,482			楼层 3-6	办公空间	2,899	5	1,482



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