



A Budget for the Property Sector?

The recent Budget contains some significant signs and portents for professional suppliers to the property sector – good and bad.

We can't complain that the Budget ignored the property sector. We may not be clear just yet on the full potential but the introduction of

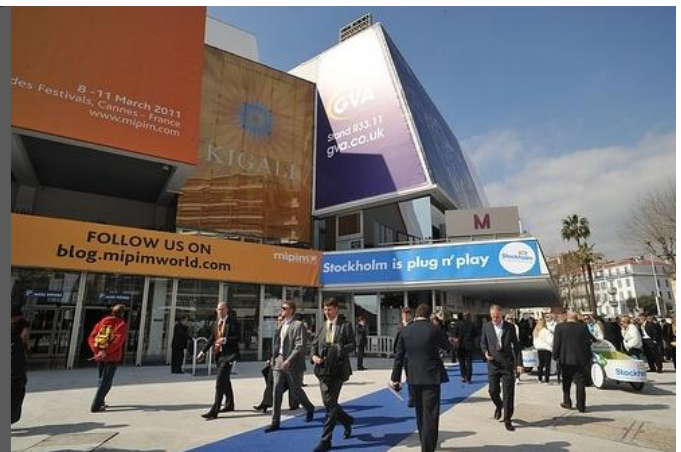
Enterprise Zones (forecast by cowellco some 6 months ago!), the ease on REIT regulation, a nod towards housebuilding, conversion and planning lays the foundation for the market certainty we all need.

It's this uncertainty that holds us all back. However with the news that the banks are finally planning to release their toxic property debt to the market at a discount, we can begin to see the development wood from the recessionary trees. There's plenty of investment cash around, especially in London and the release of development sites should offer us all more opportunity in 2012.

MIPIM 2011

MORE BUSINESS THAN BOOZE.

The yachts and the banners abounded but the focus this year was strictly business. The festival served its purpose of providing an attractive backdrop to the meetings, chance encounters and full-on networking. The **cowellco** flag was flown on behalf of clients and my thanks to all the contacts and colleagues for spending time and expressing interest. See you next year!



A TOUGH YEAR AHEAD Anyone not thinking this knows something the rest of us don't. However, no matter how tough, there are opportunities to enhance your business model and position your company for the inevitable upturn. There are firms out there who have taken the pain and even have cash in the bank to take advantage of the times to offer lifelines to former competitors and add additional expertise to their offer.

No doubt what emerges will be a different picture than the one painted during the boom – bigger, multiservice companies, more standardisation of design, off-site fabrication, energy efficient – but change is inevitable and ultimately exciting. All is not lost! This may be the end of an era but it's also the beginning of a new one. Let's make the most of it and work together.

John Cowell



A STEP CLOSER

This idea, trailed in my last Newsletter certainly hit a nerve! Thank you to everyone who expressed interest in this concept.

There has been a lot of talk in the media on the subject of how London has been less affected by the recession, noting that cranes are going up all over the city and that this is the one place in the UK where construction is still viable.

Companies and practices of all types have been quick to re-focus on the London market, but many lack the knowledge, contacts or base needed to have any hope of significant success.

The London Design + Construction Hub will address all of these issues.

Tom Kitchener has come on board with me to make this idea a reality and we have a media partner in **Media-i**. A key feature of The Hub will be the online version, offering direct access to potential new business.

We are considering a mix of a membership club and serviced office where members pay an annual fee for a range of basic services with a choice of add-on's to suit all purposes and pockets.

PLEASE CONTINUE TO REGISTER INTEREST BY EMAILING ME AT JOHN@COWELLCO.CO.UK

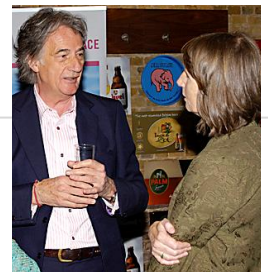
LiveWork



We've all seen the rise in attendance numbers of networking events in the wake of the cuts. Everybody seems to be out and about, meeting and greeting.

Our own contributions are taking shape and we will soon announce the first dates and themes for **PULSE** our locally focused breakfast and event club.

PULSE¹ is our first venture based, like me in London SE1. Building on the positive experience we gained with fuSE1, we will again feature speakers with a local agenda and keeping our eyes open for opportunities to provide members with the chance to meet other local people with whom they can work and collaborate. Look out for the email later this spring.



HERITAGE PROPERTY GUILD

I am pleased to announce that the web site is up and running and are open to application from companies and practices interested in becoming **Founder Sponsors**, **Principal Specialist** or joining as Members. We plan an official launch later this year when Sponsors and the programme of events will be announced.

Please go to www.heritagepropertyguild.biz for details.

When the going gets tough.....

It's a truism that the right time to be looking for new business is when you are busy and don't need it and those companies that invested in business development during the good times are reaping the rewards now. However, it's never too late and some well focused, determined and imaginative marketing now will make all the difference when the market returns.

Even now there is plenty of opportunity as developers and occupiers alike know that there will be a return to stability and most predict that the turnaround will take place next year. Current project values may be smaller, but they are there and they offer the opportunity of building relationships at a lower risk to all participants.

So, why not contact me for an informal, no obligation chat about the market and how we can help you get the most from it.

.....the tough get going!



*Looking for
the Exit?*

*Maybe
I can
help.*

I have a number of companies and practices looking to assist Senior Partners looking for a structured exit – and well connected 'young guns' with something to offer - with the backing and support needed to move on with their lives.

Call me in confidence on 07796 144703 for an informal chat.

John Cowell



cowellconsultinggroup services

We can help you develop your business in a variety of ways based on our many years of property and construction industry experience :

Existing activities audit and recommendations

Marketing Planning

Client Relationship Management

New Business focusing

Introductions, B2B and Collaborator Groups

Presentations and Seminars

Corporate Hospitality Initiatives

Networking events

Web based marketing and social networking

Mergers and Acquisitions

www.cowellco.co.uk