

RQR

Real Quality Rating



mapic[®]

International Retail Leasing Hub

What makes retail places win ? Quality matters !

November 2025

RQR is RICS-accredited, RICS Tech Partner and a member of the International Valuation and Standard Council

RQR is about

- Real estate data driven marketing, clarifying quality to help find and negotiate better deals... for all
- Clarity – consistency – productivity – enabling ambition
- Positive impact : less waste of resources, of time, better and more sustainable value
- Happier people in the value chain

What we do

- We listen to and probe ... the market
- We measure ... quality, trends, values
- We provide ... useful, relevanty data, decision making analytics and tools
- We help ... establish SWOT, design better strategies

Why are we here ?

How about we understand each other better

- Sharing about the surveys conducted since 2020.
- Of course the world has changed since Covid, how about perceptions of what makes a retail place thrive ?
- It is about new topics
- It is about change in emphasis
- Where do we agree, where do we differ? Landlords vs users ?
- Agents and valuers are sensitive to doxa

*Our special
representative :
Emmanuel Le Roch*





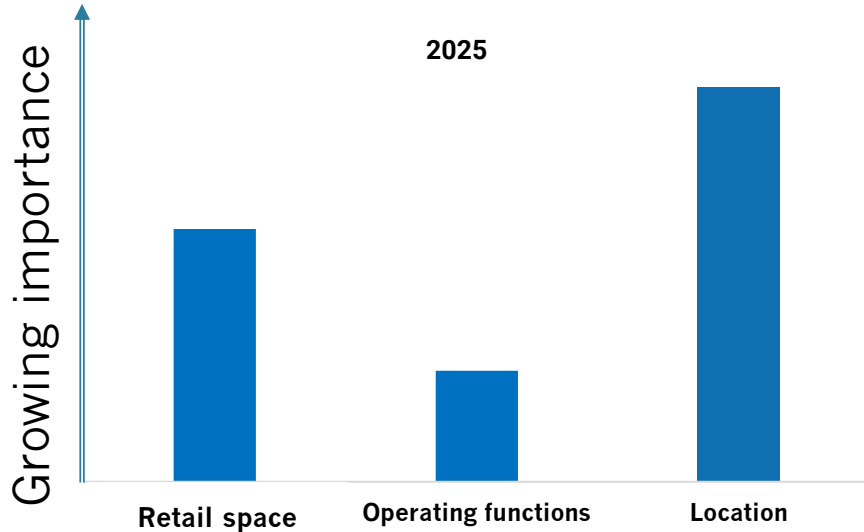




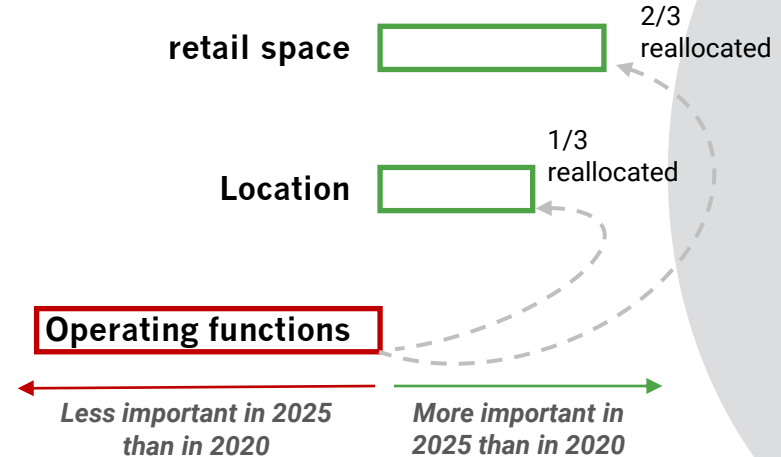


What matters in 2025, what changed ?

Location first followed by retail space,
operating functions far behind...



trend since 2020?
**A reallocation from operating functions
towards retail space and location**

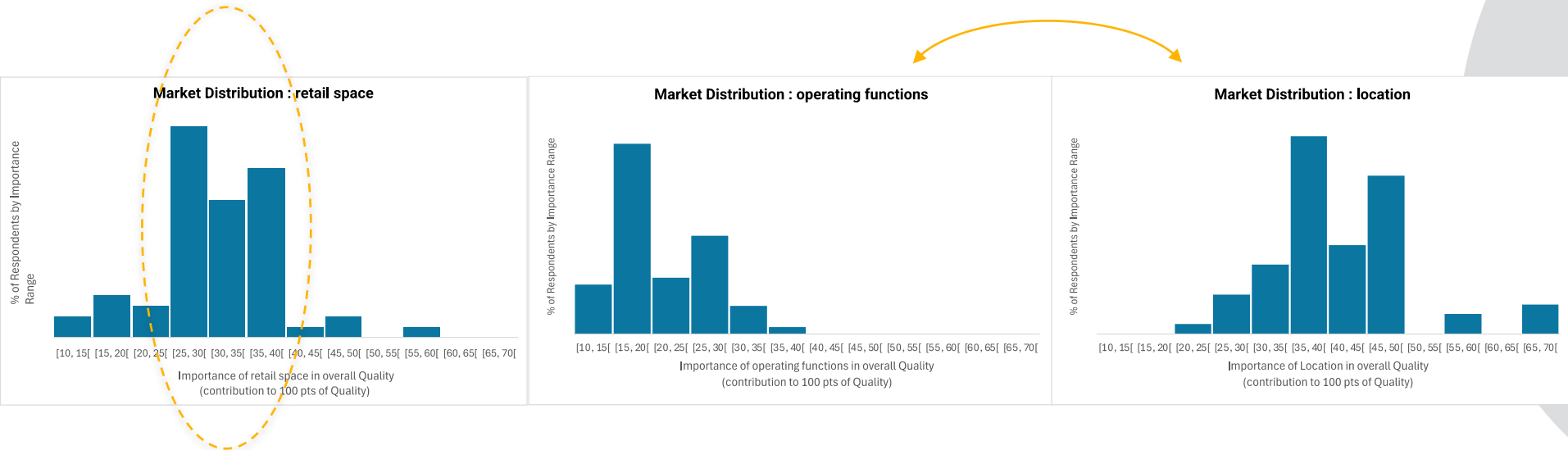


Experience !
Then ... convenience

Consensus on retail space in 2025, diverse opinions on Operations and Location

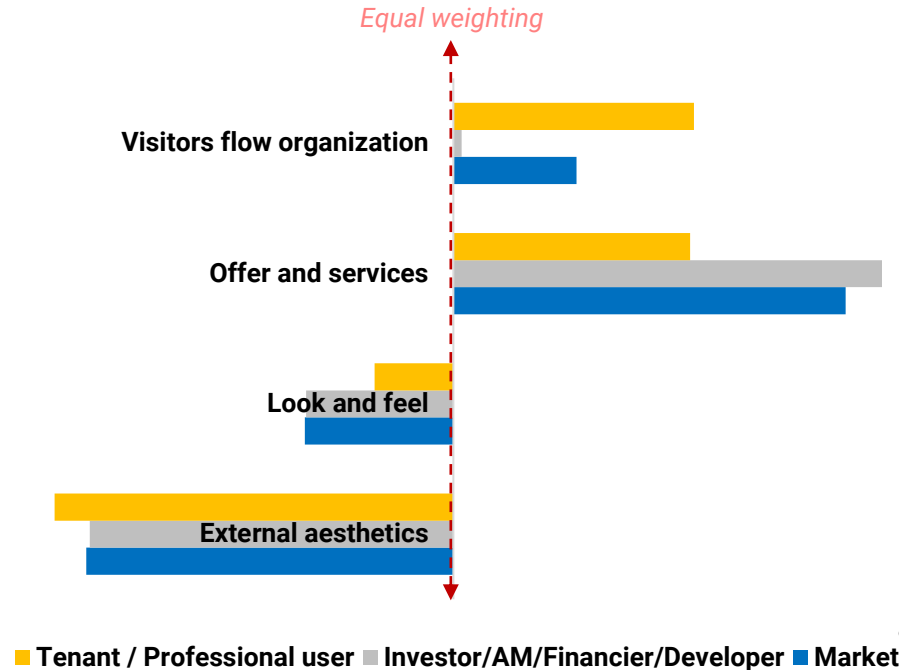
Retail space is important

Trade off Location vs Operating functions



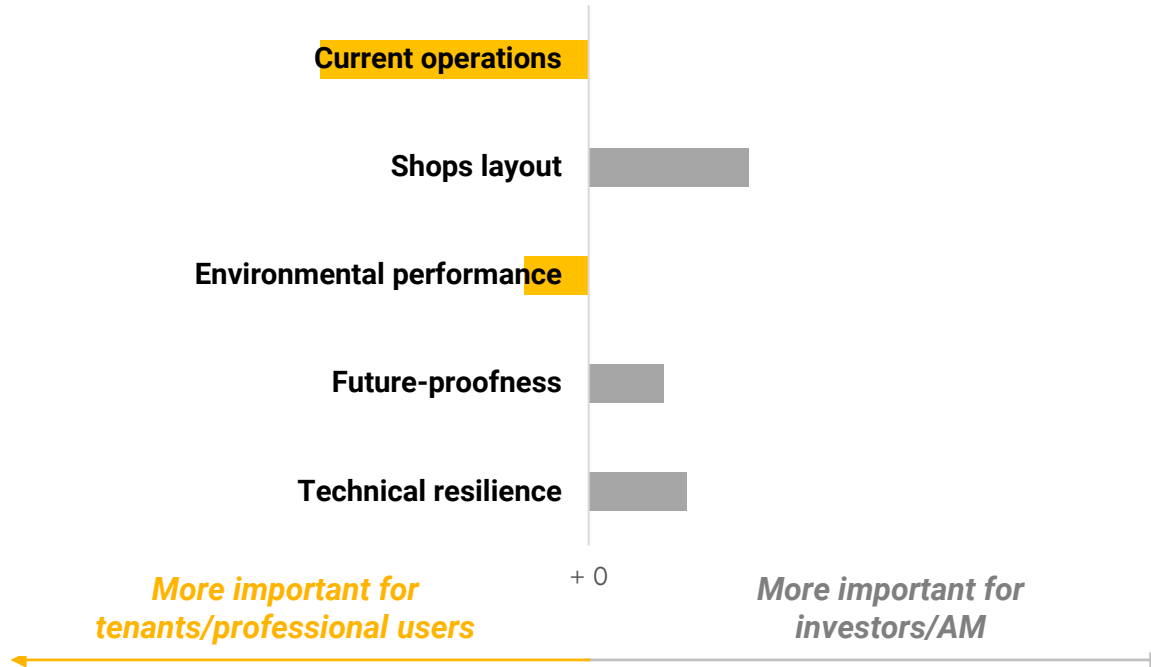
Retail space quality:

- diversity of the commercial offer
- and a good visitors flow organization



Operations quality:

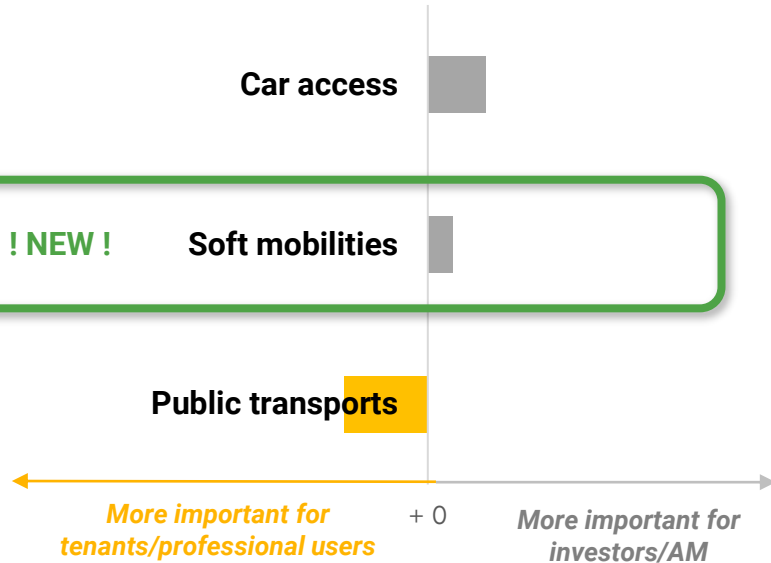
- Operating efficiency for users vs.
- long-term resilience for owners



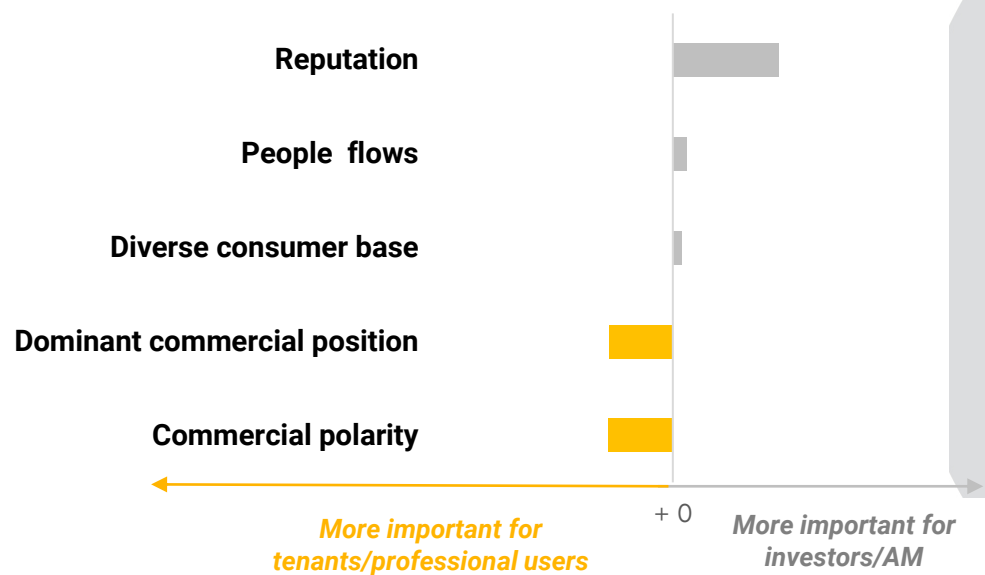
Location quality:

- accessibility first,
- then catchment area

Accessibility



Catchment Area



New quality factors to follow: sustainability

**New factors that matters
Compared to before COVID period**

more important for:

*Risks and resilience
are important*

Human/social risks



Investor/AM

Natural / Climate risks



Tenant/professional user

Day to day operations



Tenant/professional user

*Sustainability
is attractive*

Water management



Investor/AM

Greenery



Investor/AM

Soft mobility



Investor/AM

panelists... thank you !

- From your quoted examples, a synthesis:



Versus...

- Generic generation
- (ahem, it seems you influenced Chat GPT... or we have a great panel)
- There is more greenery and more open sky here...



Have your say :



RQR Global

Connect Value with Values

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