



What Kind of Thinking?

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Just a few words following a conversation I've had today with a property investment manager from a well-known institution based in London, quite typical of the state of mind and way of thinking I've found in the City over the years.

Certainly not unique to the property industry, I've found this fund manager very much focused on the past: past performances, track record, traditional building methods, commercial and/or infrastructure assets. Very knowledgeable in the field with the usual jargon about "value driven investments" and such, but showing total perplexity about residential investments, not even to mention affordable housing incorporating eco-friendly features. Conventional thinking at its best, although with humour and friendly manners.

This encounter prompts me to shortly introduce different kinds of thinking to help us choose where to stand.

Conventional thinking

Not so long ago conventional thinking established that specific financial instruments with top ratings, the very same ones responsible along with reckless investment behaviours for the recent worldwide turmoil, were risk free and safe.

Creative thinking

Different ideas provide momentum, but it is action that makes them concrete and measurable. Our Company provides the technical, legal and market knowledge, the connections and local networks, but turning a solution into an effective engine of change means, once more, going to scale. Hence our focus on major players in our industry.

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Pragmatic thinking

There is nothing wrong in adjusting the way we live, namely the buildings where we live and work, so that it becomes more sustainable and preserve our environment and our people. Regulations, and increasingly common sense, are making sure mentalities and financial considerations evolve fast along the sustainability track, and there is no escaping major but incremental shifts in our building traditions and approach.

To top it all, adopting sustainable practices, technologies and materials could also be considered as a duty to those professionally involved in community matters.

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