

# Sinyi Real Estate in Taiwan



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# Presentation

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- Challenges and Solutions
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# INTRODUCTION

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Alexis

Full Name: Sinyi Realty Inc.

Founded: March, 1981

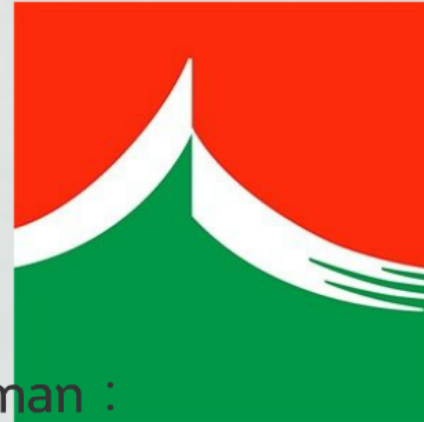
Legal Form: Public Limited Company

Company President/ Chairman :  
Mr. Chun-chi Chou

Headquarter: Taipei, Taiwan

Four Major Businesses:

1. Realty Peripheral Business Group
2. Assets Management Group
3. China Business Group
4. Culture Public Good Group



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Chairman: Chou Chun-Chi

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## Philosophy & Company History

- Chou decided to follow an ethical path
  - Company name in Chinese means "Trustworthiness and Fair Dealing"
- Followed an unique human resource strategy
  - Hired people without industry experience
  - Trained in SinYi client-oriented approach
- Employee compensation was in the form of salary
- A range of management control system was in place top ensure company's philosophy was being implemented.

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SinYi Headquarter

# OVERALL INDUSTRY

Marina

## Real Estate in Taiwan

- Growth of Real Estate correlated with Economic growth
- Supported by New Taiwanese dollar Appreciation
- Taipei, Kauhsung and Taichung are the most impacted
- Flaws of the market: fraud
- Four major cycles for the Taiwanese Real Estate Market

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The Real Estate Markets in Three Large Cities in Taiwan, 1980–2004



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## Real Estate in China

- Situation before 1993:
  - limited opportunities for foreign companies
  - government control of the land
  - and lack of transparency, corruption
- In 1993: "open-door reform" by the Chinese President
- Other contributors of real estate market expansion
  - Economic boom
  - Strong demand
- Presence of the resale housing market





# SUMMARY OF CASE

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- Under Chun-Chi Chou the company grew into the leading real estate company in Taiwan
- In 1990, the company did an initial public offering (IPO) of its stocks in the Taiwan OTC market
  - 2 years later their shares were listed on the Taiwan Stock Exchange
- SinYi initial entrance in China, 1993
  - SinYi chose China because of numerous attractive qualities that China possess
- In 1993, SinYi opened its first company-owned branch in Shanghai with the partnership of Chinese Commercial Bank
  - that relationship ended in 1997
- In 1999, SinYi operations growth in China was very slow
  - High turnover rates
- In 1999, SinYi formed an alliance with Coldwell Banker
- In 2007, growth in China was still slow compared to their competitors
  - Transferred Coldwell master franchise to a new company called Coldwell Shanghai

**COLDWELL  
BANKER** 

SinYi