Corporate Real Estate Advisory

Turning real estate decisions into business advantage.

MOROCCO

OCTOBER 2026

Independently owned. Experienced leadership.

A focused corporate real estate advisory firm in Morocco.

BR Group is an independently owned and managed corporate real estate advisory firm established in Morocco in 2009.

Led by a corporate real estate professional with over 25 years of experience, BR advises occupiers, property owners and investors on Office and Industrial & Logistics decisions across Morocco.

2009

BR Group established

25+ YEARS

Founder CRE experience

MOROCCO

Geographic focus

Three advisory disciplines.

Focused advice for corporate real estate decisions.

OCCUPIER ADVISORY

Real Estate Strategy · Search and Selection · Execution

Relocation, expansion, consolidation, lease events and site selection.

OWNER ADVISORY

Asset Strategy · Market Engagement · Execution

Positioning, leasing strategy, tenant targeting and disposals.

INVESTOR ADVISORY

Investment Strategy · Opportunity Assessment · Execution

Opportunity assessment, acquisitions, disposals and transaction support.

COMPLEMENTARY AFFILIATE CAPABILITIES

Workplace Solutions (including Design & Build) • Integrated Facilities Management

Understand. Align. Deliver.

Market intelligence, informed judgement and disciplined execution.

01
UNDERSTAND

Define the requirements and assess the market.

02
ALIGN

Compare alternatives and identify trade-offs.

03
DELIVER

Negotiate and coordinate through completion.

WHAT STRUCTURED OPTION EVALUATION LOOKS LIKE

Example of BR's comparative decision framework — simplified and anonymized

01 REQUIREMENTS

Space needs, location, operating constraints and budget.

02 OPTION COMPARISON

Suitability, total cost, technical feasibility and availability.

03 DECISION SUPPORT

Ranked alternatives, verification flags and next actions.

Based on BR's office and industrial site-selection reporting methods. No client or property information is reproduced.

Selected experience. Tangible execution.

Three assignments illustrating the breadth of BR Group's work.

GSK	**CORPORATE HQ TRANSITION**	Casablanca: disposal of former HQ (3,000 m^2) and lease of new offices (750 m^2). Both completed.
LINKCITY	**OFFICE DEVELOPMENT**	Casablanca: joint office-unit sales with Linkcity's team in a ~4,000 m^2 building; Building E leasing (~7,000 m^2) ongoing.
GENTHERM	**INDUSTRIAL BUILT-TO-SUIT**	Tangier Automotive City (free zone): 28,000 m^2 built-to-suit-to-lease facility; BR investor engagement and site selection. Completed 2025; occupied.

Let’s discuss your next real estate decision.

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