



GUEST TALK

Wednesday, November 6th, in H8, 10:00 – 12:00

“Unlocking the Power of Property Research: A Path to Shaping Real Estate Decisions”

ABSTRACT

The talk will explore the critical role of property researchers in the real estate industry. The presentation will first outline what the position entails, why it is essential, and the pathways to entering the field. It will then shift to an update on Active Capital, Knight Frank's flagship research programme for the global capital markets, illustrating the application of property research in real-world scenarios and demonstrating how these insights can guide clients and decision-makers in the real estate sector. The talk aims to provide attendees with a comprehensive understanding of the importance of property research and its career potential.

SPEAKER

Judith Fischer graduated with a Master's in International Economics (*Internationale Volkswirtschaftslehre*) from the University of Regensburg in 2013. She began her career as an economist in London 11 years ago and has focused on real estate research for the past eight years. Currently a Partner in Knight Frank's Commercial Research department, she leads pan-European research on investment and occupational markets, driving thought leadership and research strategy. Prior to joining Knight Frank in 2021, she was a Senior Analyst at Savills Investment Management. Judith also holds the IMC (Investment Management Certificate).

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