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## INTRODUCTION

# PROJECT DIRECTORS

Providing personalised project-team assembly and delivery for high-value homes and luxury commercial schemes across the globe.

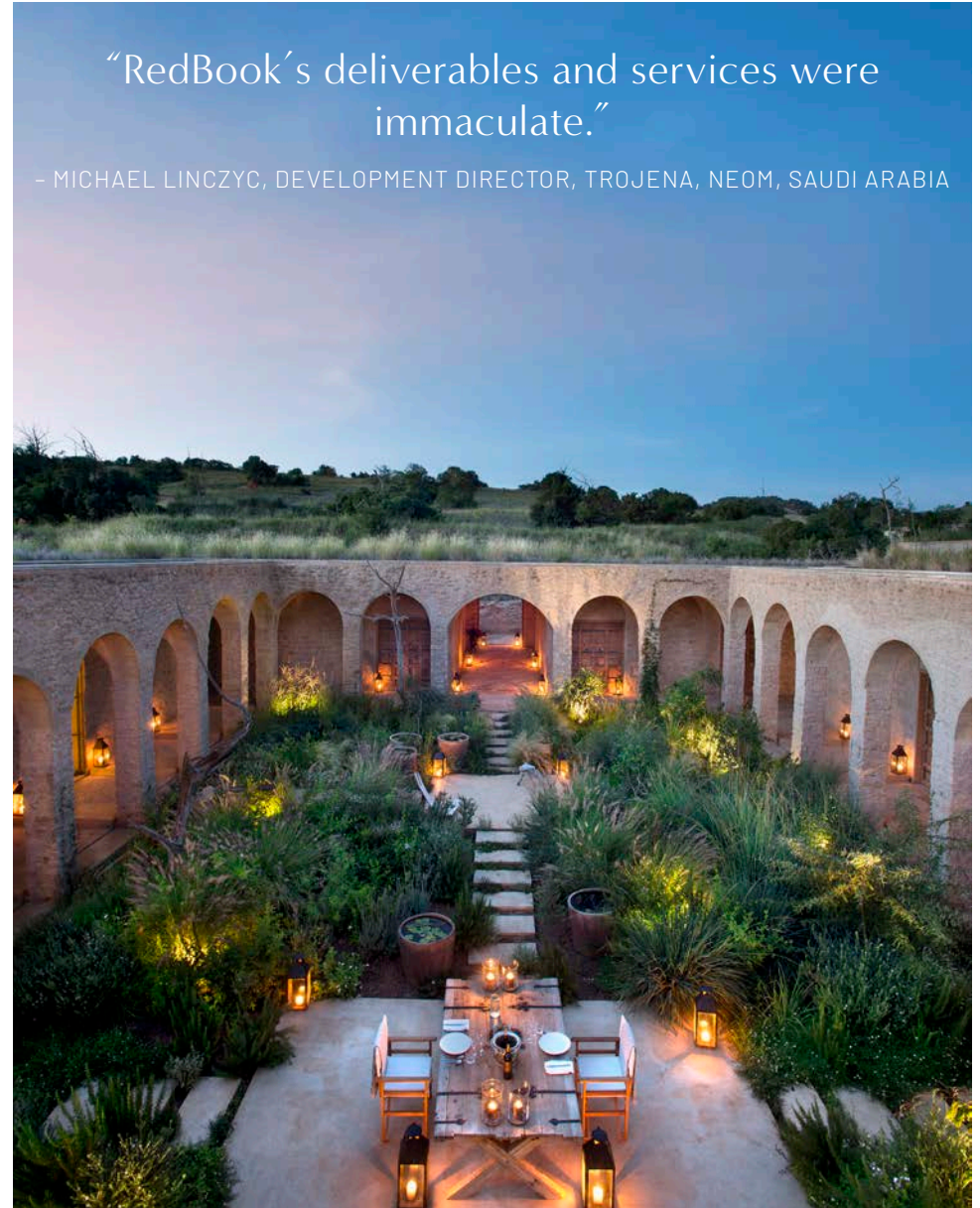
Whether you need interior designers, architects, contractors, technical advice—or a full project team—we give you immediate access to the proven best and carefully align you with the ideal talent.

Clients come to us for our honest advice, experience and passion. Our aim is to save them time, cost and stress on their high-value projects, whether they be in the KSA, UAE or Oman.

We begin by understanding what matters most to you about your project, and work with you closely as trusted advisers from start to finish. After assembling your team, our role can vary — either acting as a light-touch Project Guardian or providing extensive, hands-on guidance as a Client Representative.

“RedBook’s deliverables and services were immaculate.”

– MICHAEL LINCZYC, DEVELOPMENT DIRECTOR, TROJENA, NEOM, SAUDI ARABIA

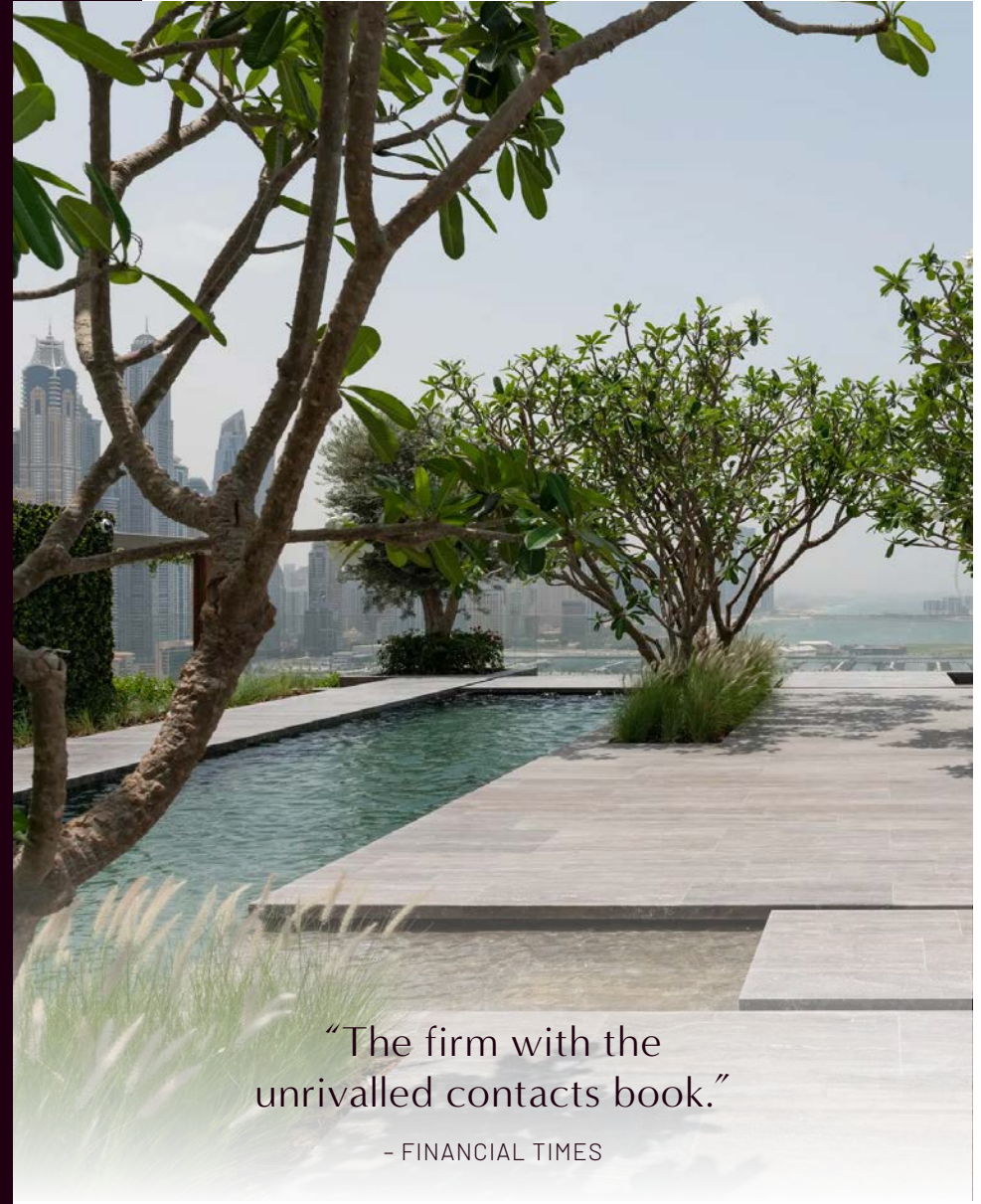


WHO WE ARE

# DESIGNING THE FUTURE

Our team of directors has delivered nearly 350 prime residential and commercial projects internationally in the last decade, building a reputation as one of the world's premier property consultancies.

Our 'RedBook' of curated global Partners and our hard-earned professional expertise enable us to give clients an overview of the entire range of talent and skill on the market. We provide a precise, tailored service that meets budget and timeline expectations for every client.



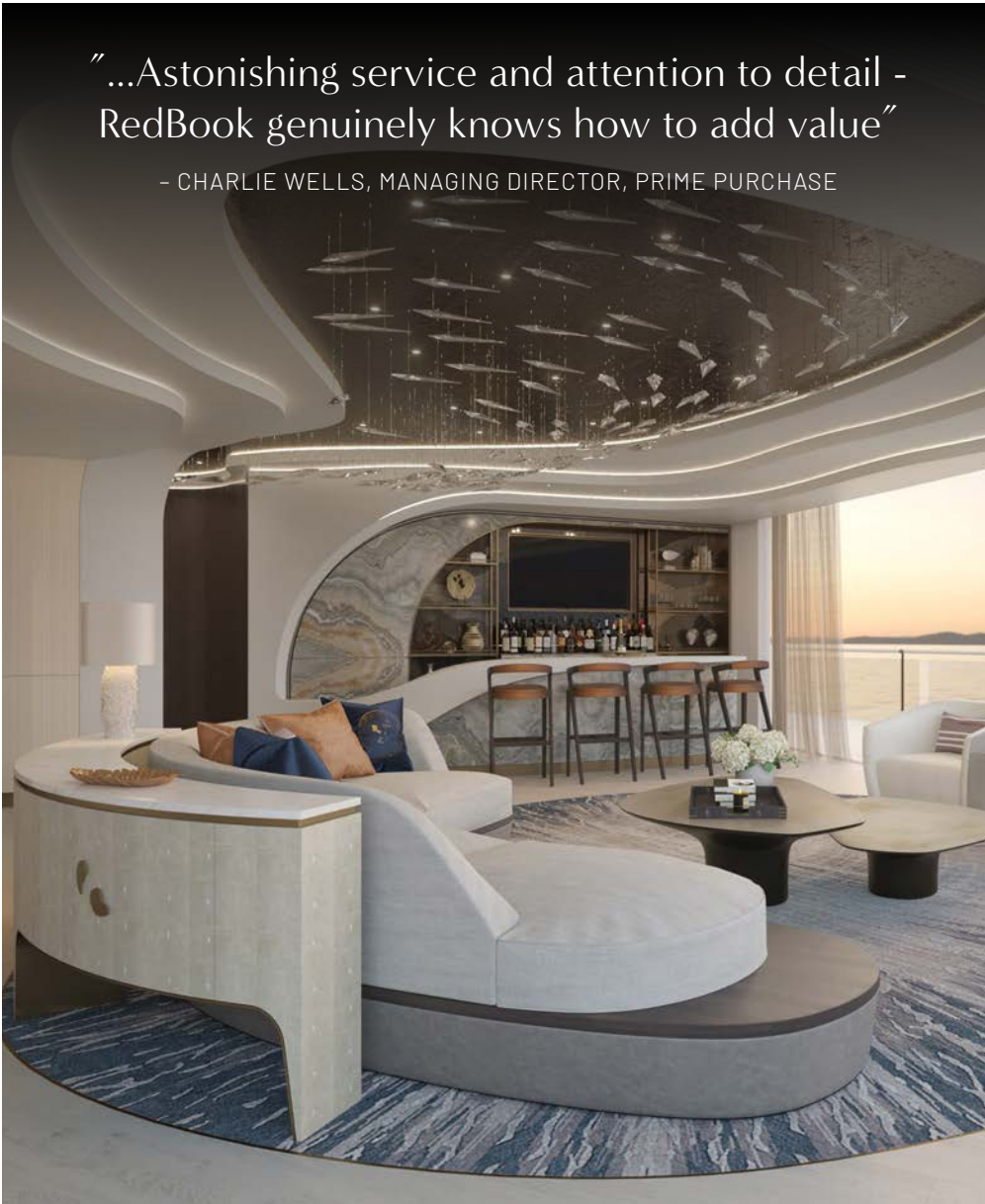
“The firm with the  
unrivalled contacts book.”

- FINANCIAL TIMES



"...Astonishing service and attention to detail -  
RedBook genuinely knows how to add value"

- CHARLIE WELLS, MANAGING DIRECTOR, PRIME PURCHASE



Our clients have high expectations, and we strive for even greater heights. Attentive listeners and creative thinkers, our commitment is simple: get every project designed and delivered by the most appropriate team.

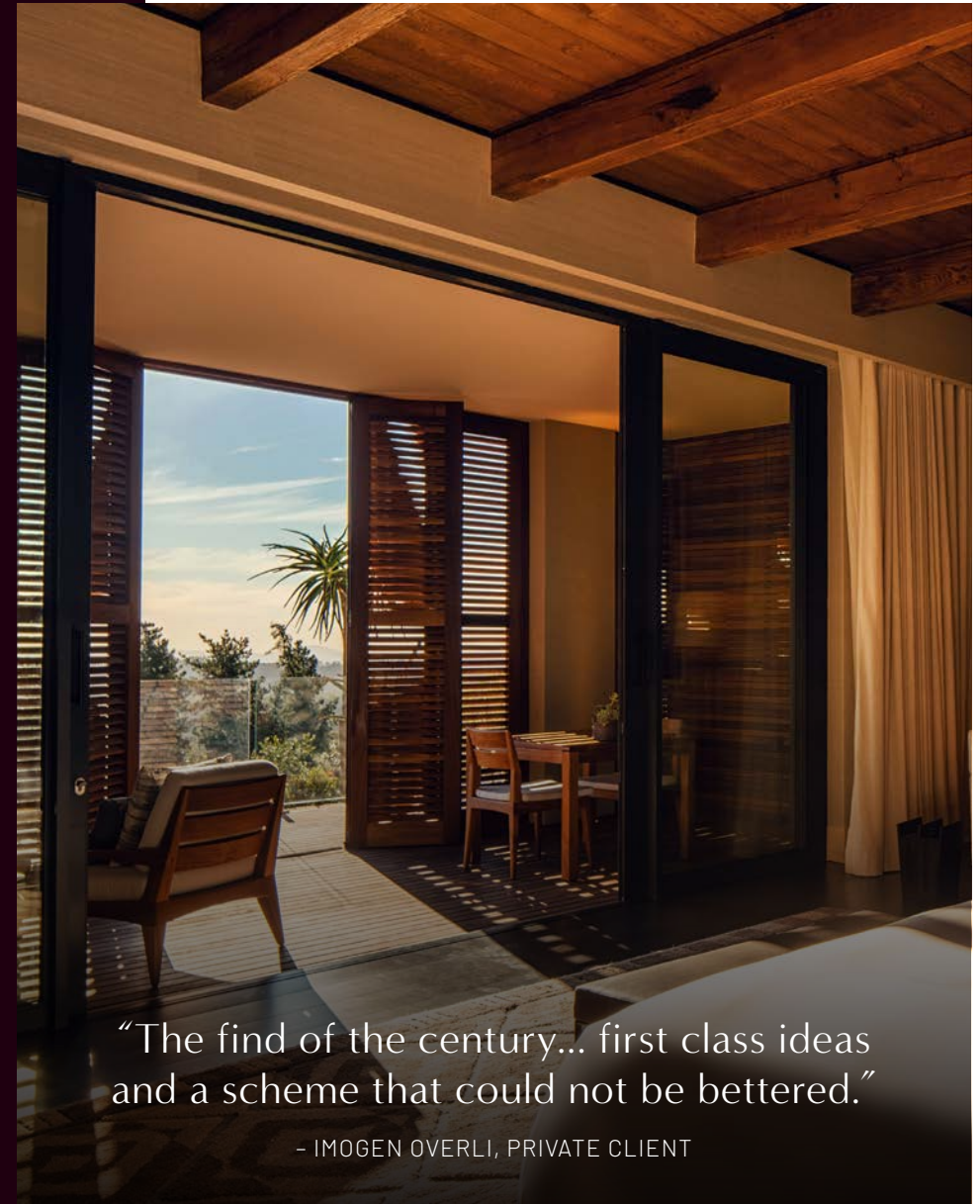
"We simply can't recommend  
RedBook highly enough."

- THOMAS BENTZ, PRIVATE CLIENT

WHAT WE DO

# COMPLETE EXCELLENCE

Successfully delivering complex, high-value projects for our clients is at the very heart of what we do best - and has been for well over a decade. Our bespoke, end-to-end service ensures that our clients are in the safest of hands at every step.



“The find of the century... first class ideas  
and a scheme that could not be bettered.”

- IMOGEN OVERLI, PRIVATE CLIENT

WHAT WE DO

# CLIENT SERVICES

## TEAM ASSEMBLY

The most sophisticated way to put together your ideal project team.

We provide you with curated and vetted options within each discipline to meet in person and to quote for your project ensuring you pay a fair market rate across the board.

Whether you need an interior designer, architect, builder, technical advice—or a full project team—we introduce you to the proven best and carefully align you with the ideal talent.



CLIENT QUESTIONNAIRE



'TASTE EXPLORATION' PROCESS



PROJECT BRIEF CURATION



PARTNER-MATCHING



'BEAUTY PARADE' PROCESS



FEE ANALYSIS &  
COST BENCHMARKING

## CLIENT REPRESENTATIVE

Your dedicated personal service for ensuring your project is set up for success and delivered on time.

Acting in your best interest, our experienced Client Representative serves as your single point of contact, expertly managing every detail to keep your project on track and progressing efficiently from start to finish.

This service guarantees that your project maintains momentum, ensuring timely decision-making and eliminating unnecessary delays for an efficient and smooth delivery.



TEAM ASSEMBLY DELIVERABLES



PROJECT TEAM DIRECTION



STRATEGIC DESIGN MANAGEMENT



ADVISE ON CONTRACTOR PROCUREMENT



PROJECT FINANCIAL REPORTING



PROJECT RISK MANAGEMENT



FF&E & MATERIAL SELECTION



PROJECT DOCUMENT CONTROL

## DESIGN MANAGEMENT

Expert guidance from concept to completion.

RedBook's 'Design Management' offering provides an experienced RedBook Design Manager as your single point of contact.

Supported by our expert team, we manage the design of your project across each discipline – from the team assembly phase through to design development and detailed design – facilitating a smooth process that delivers on your design ambitions.



CLIENT BRIEF CURATION



TAILORED DESIGNER ALIGNEMENT



BEAUTY PARADE OF DESIGNERS



FEE ANALYSIS OF DESIGNERS



OVERSIGHT OF DESIGN CONTRACTS



DESIGN TEAM COORDINATION



CONCEPT/STRATEGIC/TECHNICAL DESIGN  
MANAGEMENT



OVERSIGHT OF DESIGN CONSTRUCTION



OUR CONTRIBUTION

# HELPING THE PLANET

RedBook is an active advocate for sustainability in the world of prime property. We have developed our own Green Agenda which includes the crucial innovation of calculating the carbon footprint of our clients' projects—and then offsetting it.

We achieve this by investing in accredited green initiatives and planting trees, guided by our respected sustainability partner Ecologi. This carbon offsetting will be funded by RedBook as part of our significant commitment to the environment.

This means that our clients know their projects enjoy an enhanced environmental status from the very start.

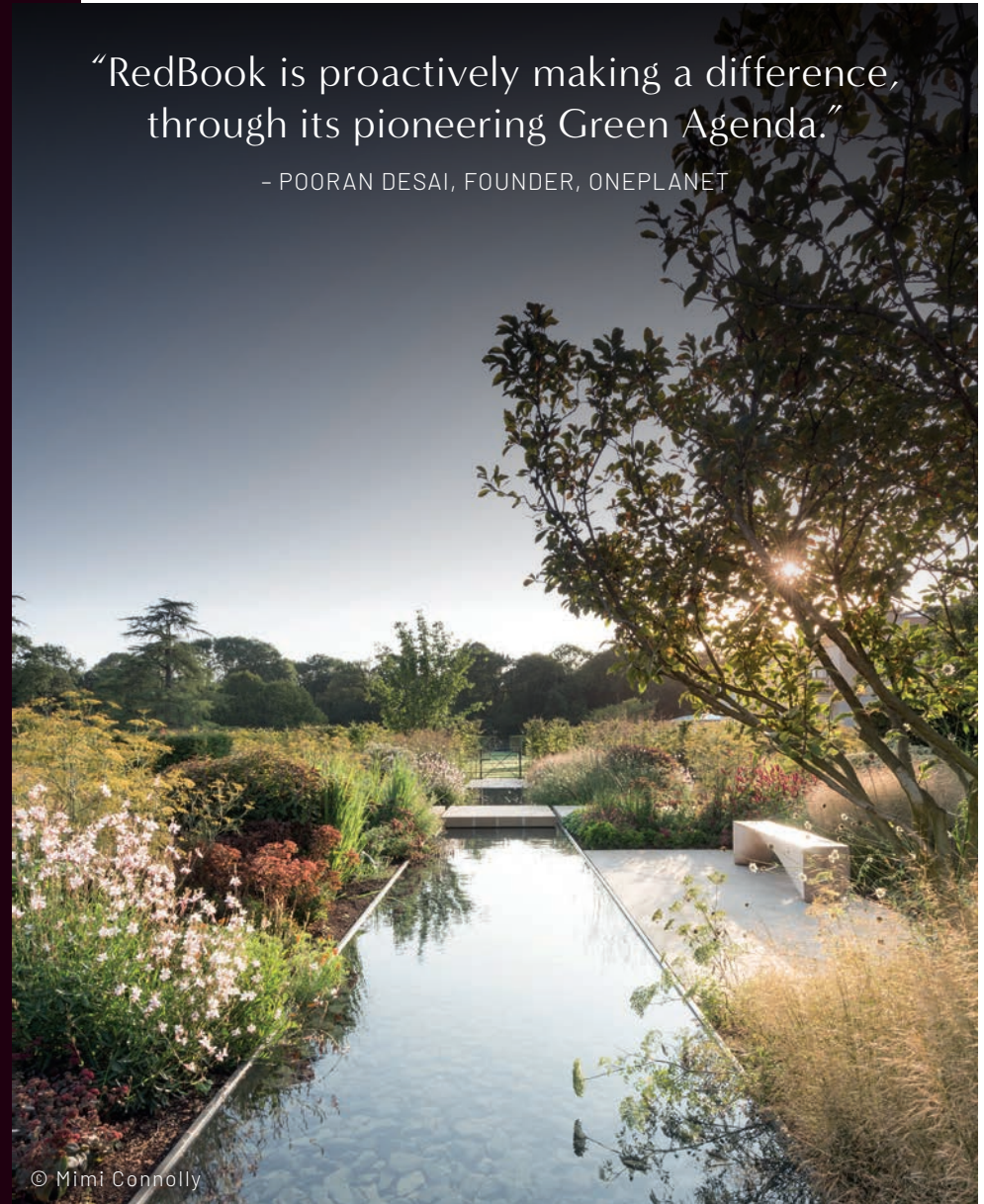
And RedBook is not stopping there. We plan to work with our clients and the full range of our professional Partners to deliver a better environment with sustainability and pioneering green technology at the forefront.

Working towards a greener future with

*Ecologi*

"RedBook is proactively making a difference, through its pioneering Green Agenda."

– POORAN DESAI, FOUNDER, ONEPLANET



© Mimi Connolly

## YOUR INVOLVEMENT

# SUSTAINABLE APPROACH

### PASSIVE ROLE CONTRIBUTOR

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Every property project impacts the environment with emissions of CO<sub>2</sub>, the greatest contributor to global warming.

So for each client's project, RedBook will calculate the potential carbon footprint at concept-design stage and then again once the scope of work is defined.

Whether protecting lowland peat forests in Indonesia, or funding biomass- and solar-panel projects in developing countries, RedBook will keep clients informed of the number of trees planted and the specific green initiatives attributed to their projects.

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CO<sub>2</sub> FOOTPRINT CALCULATION



CO<sub>2</sub> OFFSETTING

### ACTIVE ROLE DRIVER

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If clients want to take an even more active role in managing the environmental impact of their projects, we are also eager to assist. Through our extensive network of expert sustainability Partners, we are able to help clients achieve even the most ambitious 'green' goals.

So whether clients aspire to lower the energy consumption of their new home, embed green technologies in its construction or willing to certify their property through schemes such as BREEAM or WELL, we will be able to guide them on that journey. RedBook is proudly committed to playing an active role in driving a sustainable approach to property projects.

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SUSTAINABLE DESIGN & MATERIALS



WATER & ENERGY EFFICIENCY



WASTE MANAGEMENT

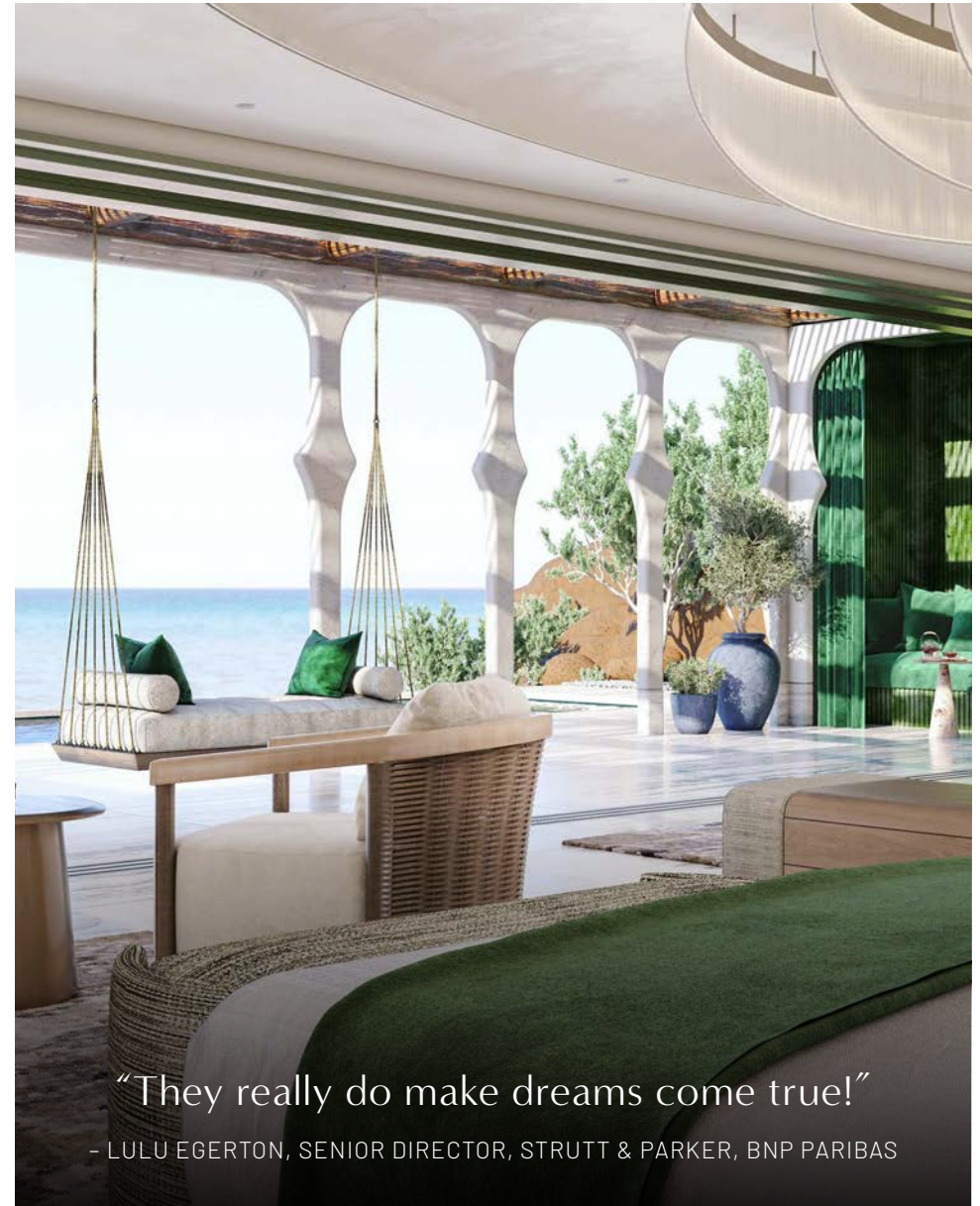


GIVE-BACK (REGENERATE)

## THE PROJECT PROCESS FROM VISION TO REALITY

Our process begins with understanding your brief thoroughly, and helping you shape it. Analysing and introducing suitable options in each discipline to identify the ideal candidates for your project team, we ensure a close eye is kept on costs, fees and timelines.

Working hand-in-hand with our clients as trusted advisors is what we do best.



“They really do make dreams come true!”

- LULU EGERTON, SENIOR DIRECTOR, STRUTT & PARKER, BNP PARIBAS



WHY WORK WITH US

## THE SAFEST OF HANDS

With the largest range of best-in-class Partners at our fingertips and a commitment to exceptional customer service, our ability to seamlessly deliver even the most complex of projects makes working with RedBook a reassuring and enjoyable experience.

“RedBook gave us confidence to buy sight unseen.”

– FORMER VICE CHAIRMAN, GOLDMAN SACHS











WHY WORK WITH US

# THE REDBOOK DIFFERENCE

## UNRIVALLED CONTACTS

We currently work with and know intimately over 200 best-in-class firms — all carefully vetted — including the world's best designers and leading professionals in their fields. We are a consultancy with a truly international reach, servicing clients worldwide.

## EFFICIENCY

We remove the headache of undertaking a project and deliver results with the minimum of fuss. Clients engage us to save precious time, helping them continue leading their busy lives whilst making the process of doing a project enjoyable.

## EXPERTISE

Our unrivalled in-house experience and knowledge ensure our clients receive straight, current and easy-to-understand information to facilitate smooth, fast decision-making.

## COST & RISK MITIGATION ADVICE

RedBook safeguards clients from the many project pitfalls, ensuring a clear understanding of fee structures and averting inflated fees. Our market-leading data tool, The RedBook Index, gives clients access to the most recent and accurate data on build costs and planning insights.

## IMPARTIAL SELECTION

We select the designers and specialists we work with purely on merit. They work with us on identical terms to avoid any risk of bias. The candidates we introduce clients to are selected purely to suit their individual requirements and tastes. We always provide clients with options across each discipline.

## A TRUSTED PARTNERSHIP

We act as trusted advisors for all our clients, protecting their identity and interest whatever the service they require. Whether serving as a Project Guardian or Client Representative, we deliver our client's vision with passion and care.



ADVISORY BOARD  
SUPERIOR  
TALENT

Our world renowned advisory board ensures that the property-related specialists we work with are the best of the best. The Advisors act as the gatekeepers to our stable of talent. RedBook's reputation is built on our uncompromising demand for trust, integrity and delivery.



ADVISER ON INTERIOR DESIGNERS

LIZ ELLIOT

An international authority on interior design, Liz has served as Editor-at-Large for House & Garden since 1997, following her initial formal training and experience in the fashion houses of Jaeger and Roland Klein.



ADVISER ON TRADITIONAL ARCHITECTS  
& PLACE MAKING

CLIVE ASLET

With unparalleled knowledge of American and English country houses, Clive is the author of many esteemed books on architecture. Following a successful career as the long-standing editor of Country Life magazine, he is now a regular broadcaster and columnist for national newspapers.



ADVISER ON GARDEN & LANDSCAPE DESIGNERS

## SIR ROY STRONG

Formerly director of the National Portrait Gallery and Victoria and Albert Museum, Sir Roy has penned countless books including *The Renaissance Gardens of England* and *Gardens through the Ages* and continues to stand as one of the most respected authorities on landscape design.



ADVISER ON CONSTRUCTION & ARCHITECTURE

## AIDAN MORTIMER

Aidan started his career in the building industry over four decades ago, went on to become CEO of one of England's most respected building firms, and continues to serve as Fellow of The Royal Institute of Chartered Surveyors, The Chartered Institute of Building and The Royal Society of Arts.



ADVISER ON CONTEMPORARY ARCHITECTS  
& CONTEMPORARY DESIGN

## DOMINIC BRADBURY

As an acclaimed authority on contemporary architecture and design, Dominic contributes to numerous publications worldwide, including *The Telegraph*, *The Financial Times*, *Wallpaper* and *World of Interiors*. His books include *Mid-Century Modern Complete*, *The Iconic House* and *The Iconic Interior*.



ADVISER ON CONSERVATION ARCHITECTS  
& LISTED BUILDINGS

## DR SIMON THURLEY

With a distinguished career spanning CEO of English Heritage and Curator of Historic Royal Palaces, Simon is a leading national authority on listed buildings and conservation architecture. He is the author of many acclaimed books including his most recent, *The Building of England*.



ADVISER ON SUSTAINABILITY & THE BUILT ENVIRONMENT

## POORAN DESAI

An environmental innovator, Pooran chaired the UK Government's Advisory Committee on energy ratings in housing, and has led teams that have formulated sustainability strategies for £25 billion of real estate development internationally. He received a World Economic Forum award as European Social Entrepreneur of the Year.



ADVISER ON REWILDING & REGENERATIVE FARMING

## SIR CHARLES BURRELL

Sir Charles pioneered England's rewilding resurgence with the Wildland project on 3,500 acres of his Knepp Castle Estate in West Sussex, and has since become one of the world's leading figures advising on facilitating large-scale 'space for nature' projects on several continents.

ReoBook

CONTACT US

WE'RE READY  
TO BEGIN





CONTACT US

## BOARD OF DIRECTORS



**LORD ANDREW HAY**  
**CHAIRMAN**  
[andrew@redbookagency.com](mailto:andrew@redbookagency.com)



**THOMAS ADAMS**  
**CEO**  
[tom@redbookagency.com](mailto:tom@redbookagency.com)



**SANDY MITCHELL**  
**FOUNDING DIRECTOR**  
[sandy@redbookagency.com](mailto:sandy@redbookagency.com)



**RICHARD BLACKBURN**  
**FINANCE DIRECTOR**  
[richard@redbookagency.com](mailto:richard@redbookagency.com)



**PHILIP WRIGHT ARB RIBA**  
**DIRECTOR OF PROJECTS**  
[philip@redbookagency.com](mailto:philip@redbookagency.com)

