

NEWMARK

Newmark  
Chile

# NEWMARK

We grew fast,  
because we understood  
fast.

- Newmark Chile has established itself in just a few years as a strong market player. Today, we compete on equal footing with firms that have been in the country for decades.
- Our approach is strategic, consultative, technological, and flexible.



# Leadership Team.



ANÍBAL  
CORTÉS F.

---

President Newmark Chile



CHRISTIAN  
GOLDBERGER G.

---

Executive Managing Director



BENJAMIN  
GUZMÁN C.

---

Management Services Director



ROCÍO  
MAURE V.

---

Market Intelligence Director



PASCAL  
DAZA A.

---

Marketing & PR Specialist

# Advisory & Transactions

## Our DNA

- A senior team with a strong track record
- Different types of specialists and career backgrounds
- A system that truly enables teamwork
- A fully integrated CRM for seamless cross-selling
- We prioritize team success — 50% of something is better than 100% of nothing
- Fair Play

## Next Steps

- We expect to bring in a major local player, adding 4 more brokers to the team



BENJAMÍN  
MARCANO M.  
Associate Director



MARICARMEN  
GUZMAN C.  
Associate Director



CAROLINA  
CARRASCO R.  
Associate Director

BERNARDITA  
PALACIOS C.  
Associate Director



VIRGINIA  
VALDATARA G.  
Associate Director

SYLVIA  
VALENZUELA G.  
Associate Director



MONSERRAT  
MUÑOZ K.  
Portfolio Manager



JOSÉ DANIEL  
MARCANO M.  
Associate Director

MARÍA PAZ  
CARRASCO R.  
Associate Director

# Capital Markets

## Strengths & Proven Experience

- Over 30 years of experience in the financial market
- Involved in some of the country's largest portfolio sales since 2004
- A strong track record that enabled major progress in just 12 months
- A cohesive team fully committed to working together

## Next Steps

- Focus on expanding our Capital Markets business, as it strengthens and amplifies our Management Services division



JUAN MANUEL  
GARCÉS O.

Senior Managing  
Director



RODRIGO  
ARROYO P.

Senior Managing  
Director



JOSÉ MIGUEL ÁLVAREZ  
N.

Senior Managing  
Director

## + USD 50M Deal

Led by Juan Manuel Garcés,  
José Miguel Álvarez  
and Rodrigo Arroyo.

# Management Services

## AM/PM/LA/FM

- We manage approximately 80,000 m<sup>2</sup> across five family offices, covering office, industrial, and retail assets
- It was challenging to get PM off the ground, but we now have our first building and are close to securing four more
- We are days away from signing FM contracts with Ebury and Terracon — a key step to accelerate this division
- We expect to reach break-even by Q1 2026

## Next Steps

- Grow Property Management aggressively to add more buildings and showcase our capabilities. We need more DATA.
- Win a major corporate client in Asset Management, such as MetLife



BENJAMÍN  
GUZMÁN C.

Management  
Services Director



CÉSAR  
ZUÑIGA A.

Property Management

# Market Intelligence

## Understanding the past to project the future

- Information in Chile is not publicly available
- This is the brain behind all business lines
- We collect data from multiple public sources (IRS, SEC, Census, etc.)
- Web scraping and spiders running 24/7
- Building the best databases in LATAM, fully integrated into a single unit
- Replicating mobile-device hyper-segmentation across all business lines

## Next Steps

- Automated data analytics powered by AI agents
- Analizar property and asset management data to generate client-facing reporting
- This will become the most important division of the company in 2026



ROCÍO  
MAURE V.  
Market  
Intelligence  
Director



CRISTIAN  
HERNÁNDEZ M.  
Data & Analytics

# The process of mobile data



App instalation  
(IOS - Android)



Privacy acceptance  
(active)

## DATA

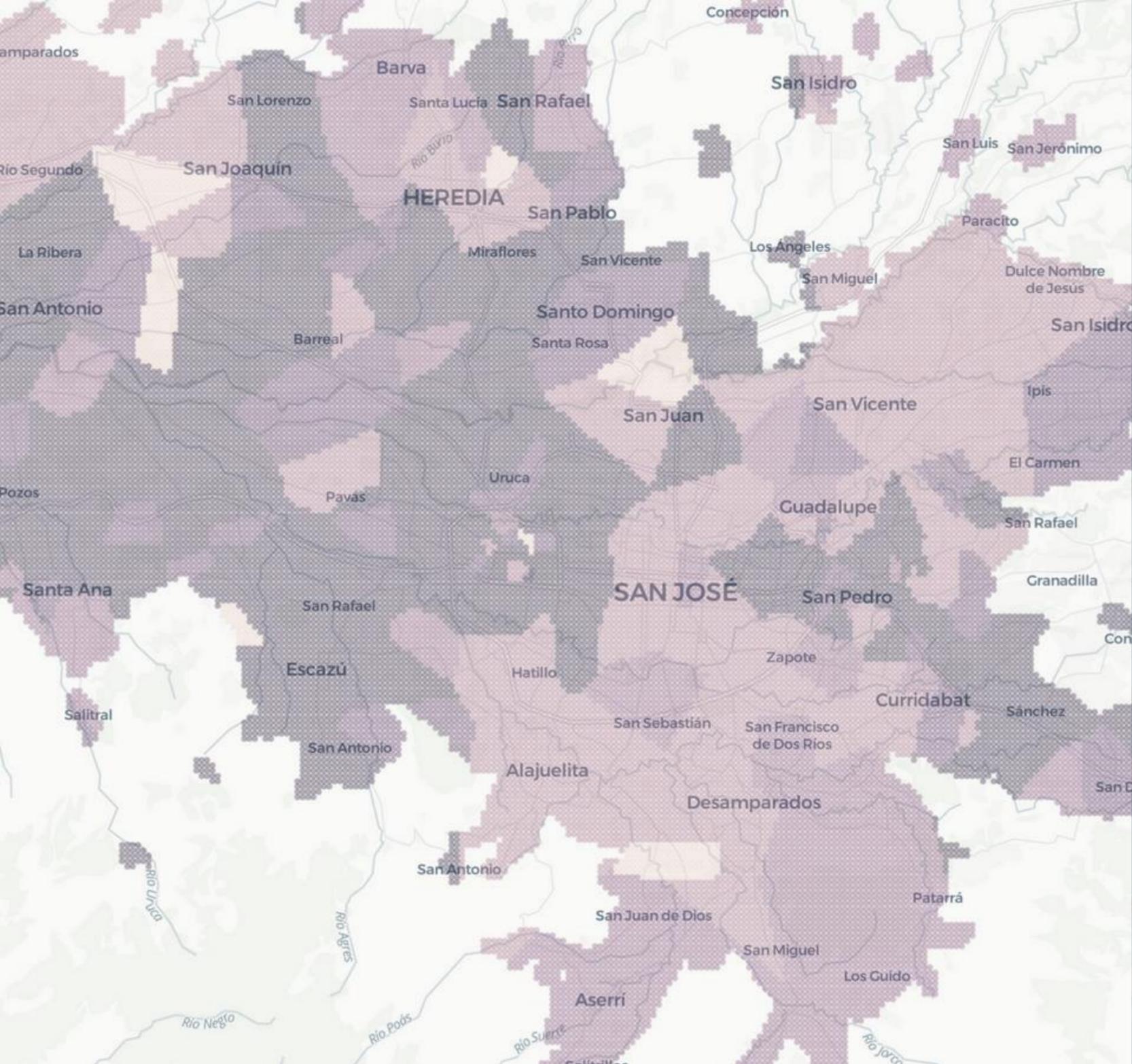
- Advertising ID
- Timestamp
- Lat
- Lon
- Horizontal Accuracy
- Vertical Accuracy
- OS
- OS Version

No personal  
data

# Adding new data sources

- 1 Audience
- 2 Surrounding SES
- 3 SES Origin
- 4 Origin-Destination
- 5 Audiences per hour
- 6 Permanence time
- 7 Market Area
- 8 Pedestrian Flow
- 9 Motorized Flow
- 10 Demography
- 11 Fishnets 100 mts
- 12 Advertising IDs
- 13 Real Estate Activity
- 14 Points of Interest
- 15 Tastes and Preferences
- 16 Web Activity
- 17 Vegetation Cover
- 18 NDVI
- 19 WdVI
- 20 Biomass

**NEWMARK**

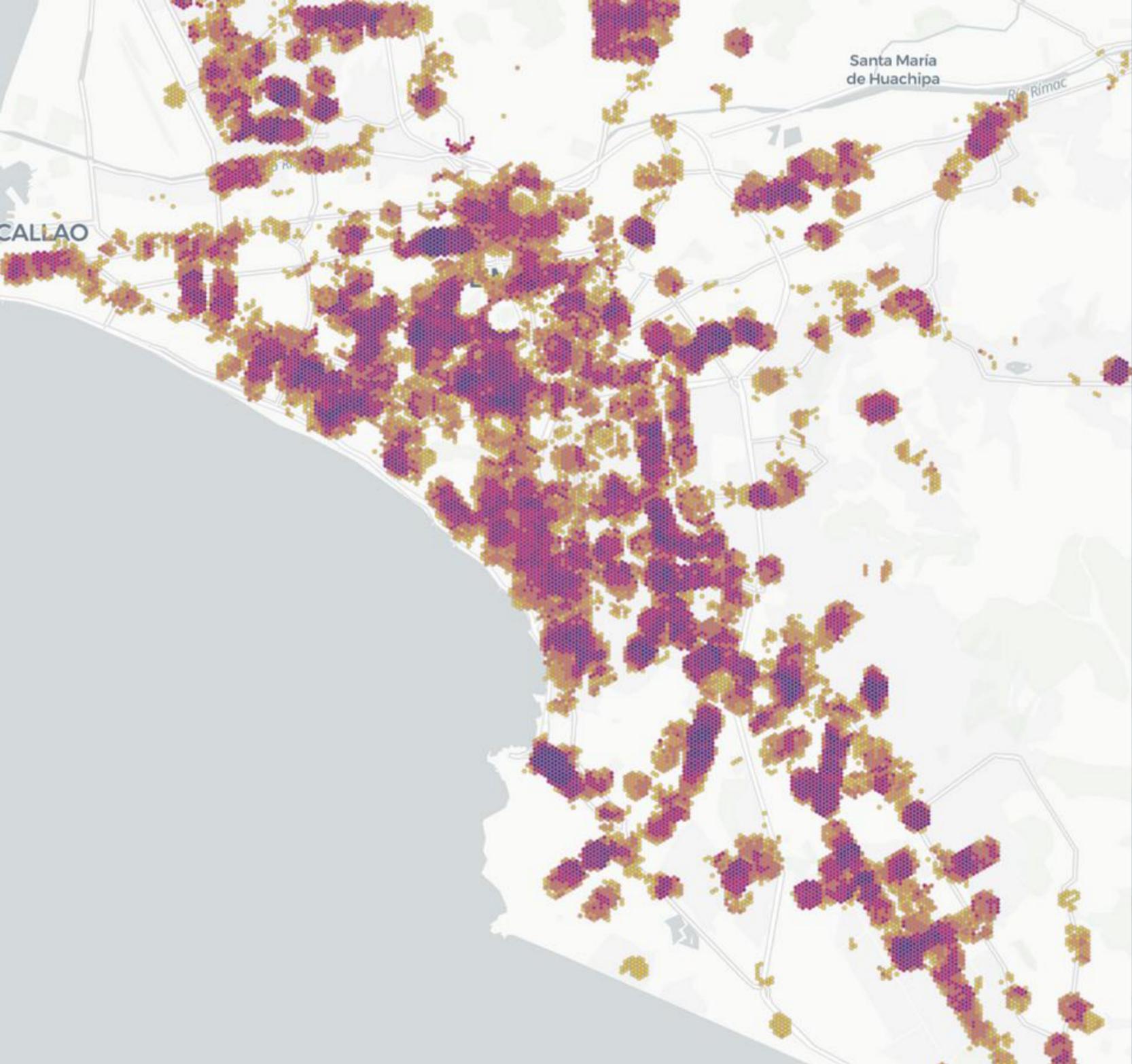


# Data collection

We have to collect data for different clients, being one of the main tasks in Latin America, getting access to quality data.

Tools to automate data collection.

**NEWMARK**

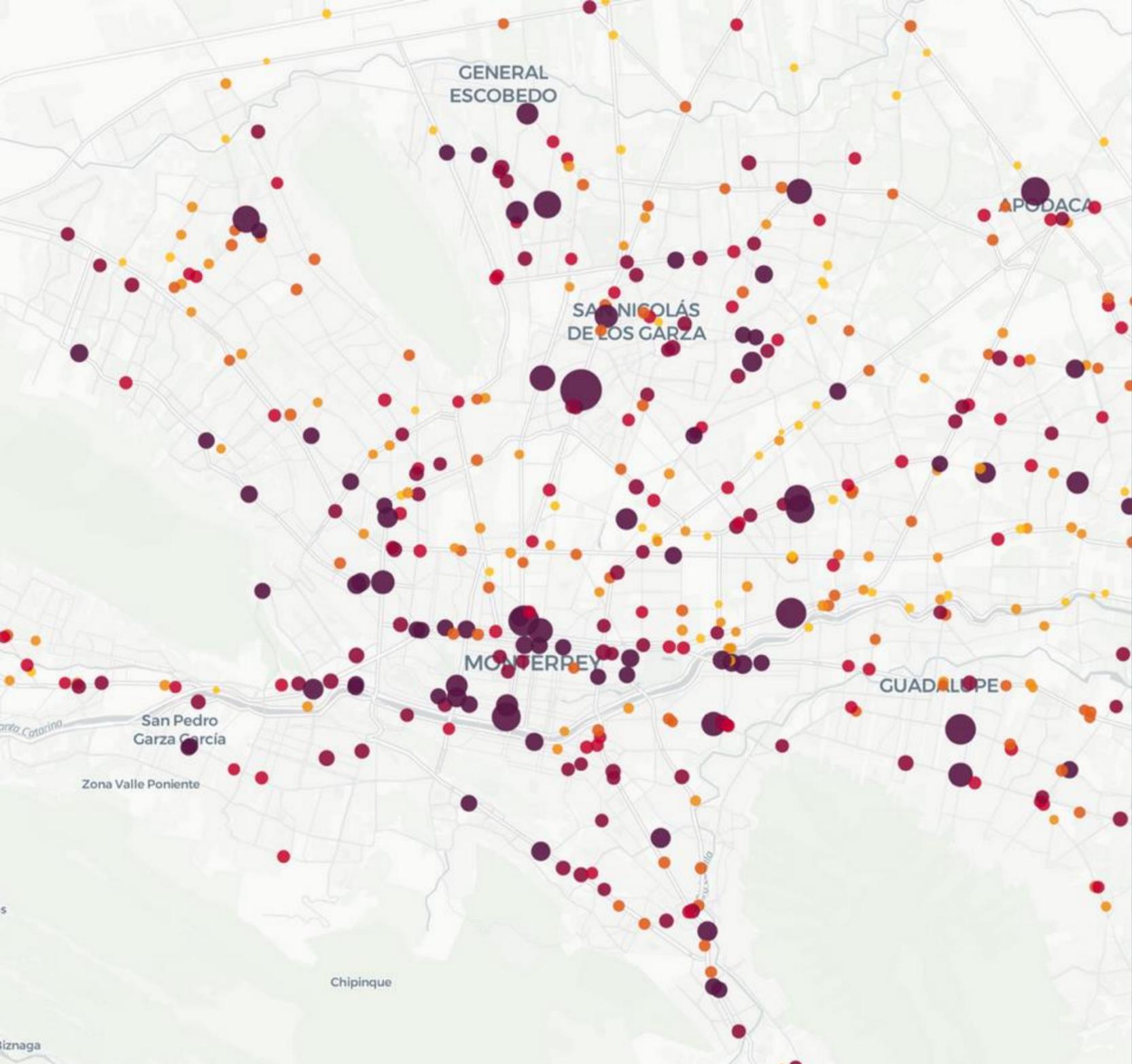


# Coffee?

In one single map, we deliver a complete strategy for coffee shop locations in Central America.

A city in 5 mins.

**NEWMARK**

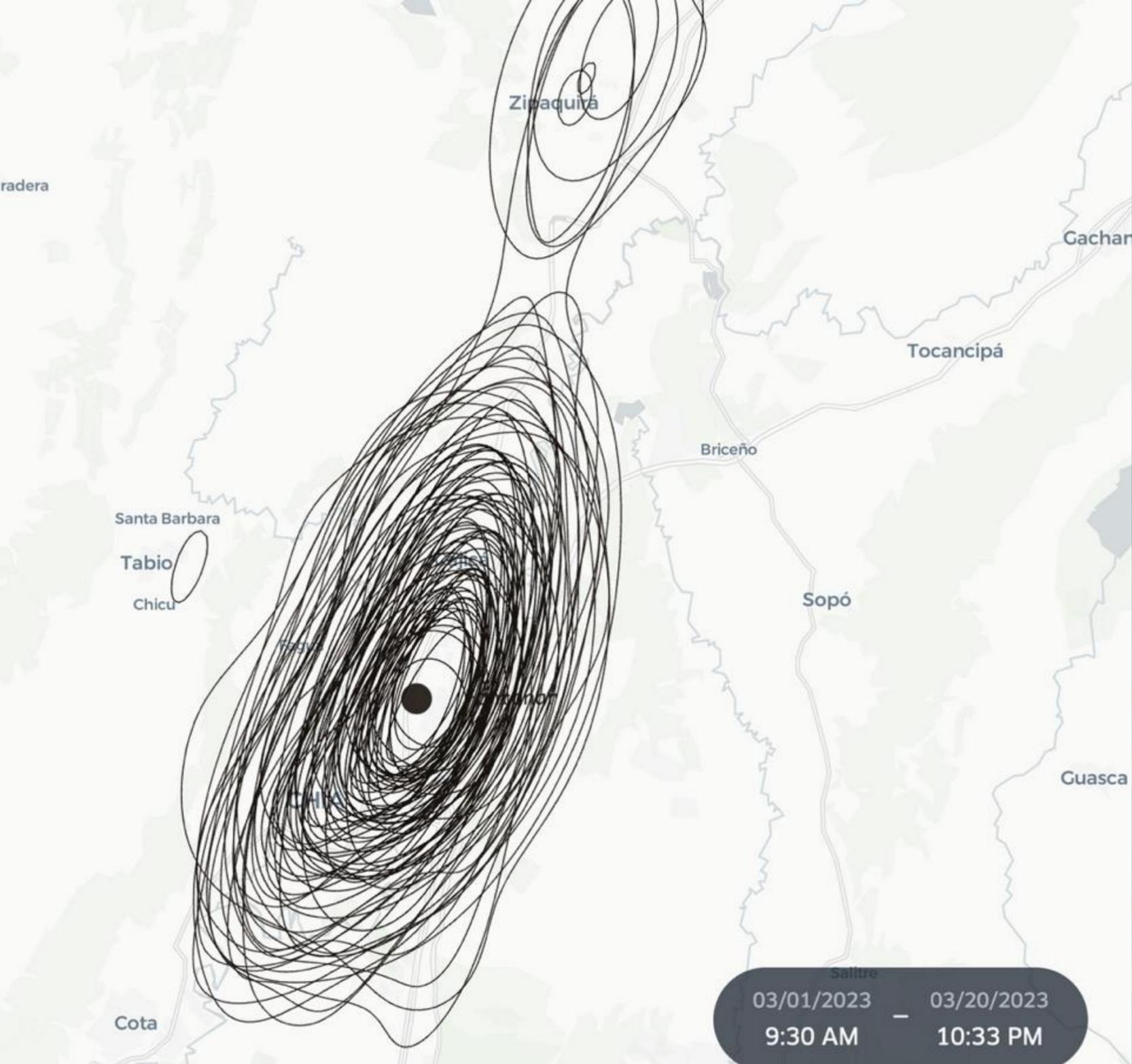


# Traffic

We reduce from 6 months to measure traffic in Mexico, Colombia, Peru and Chile.

6 seconds for a foot traffic study.

**NEWMARK**

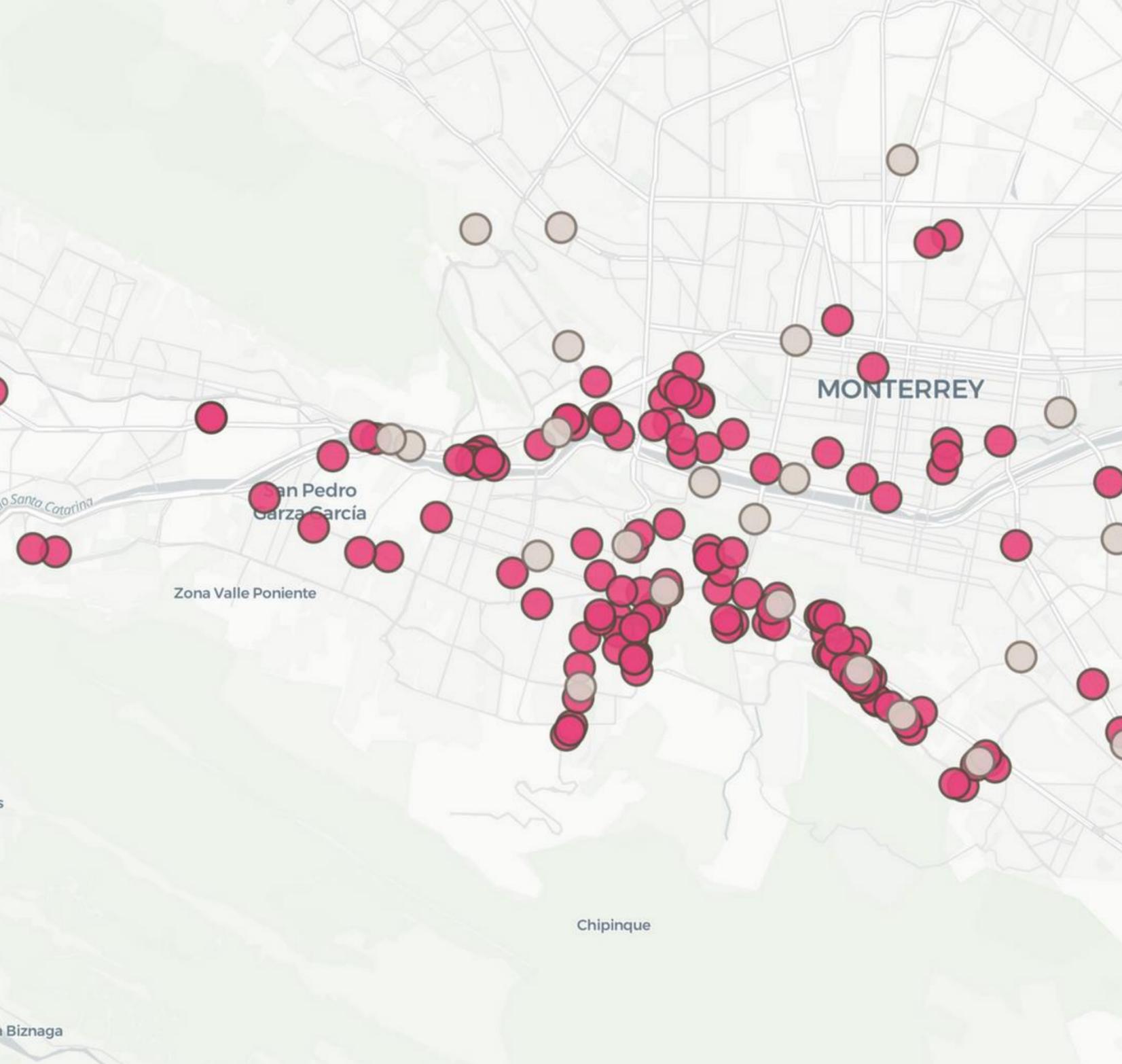


# Shopping?

We provide a complete market share studio for Shopping Centres in Latam, measuring monthly how many new clients they are attracting.

Monthly market share studies.

**NEWMARK**

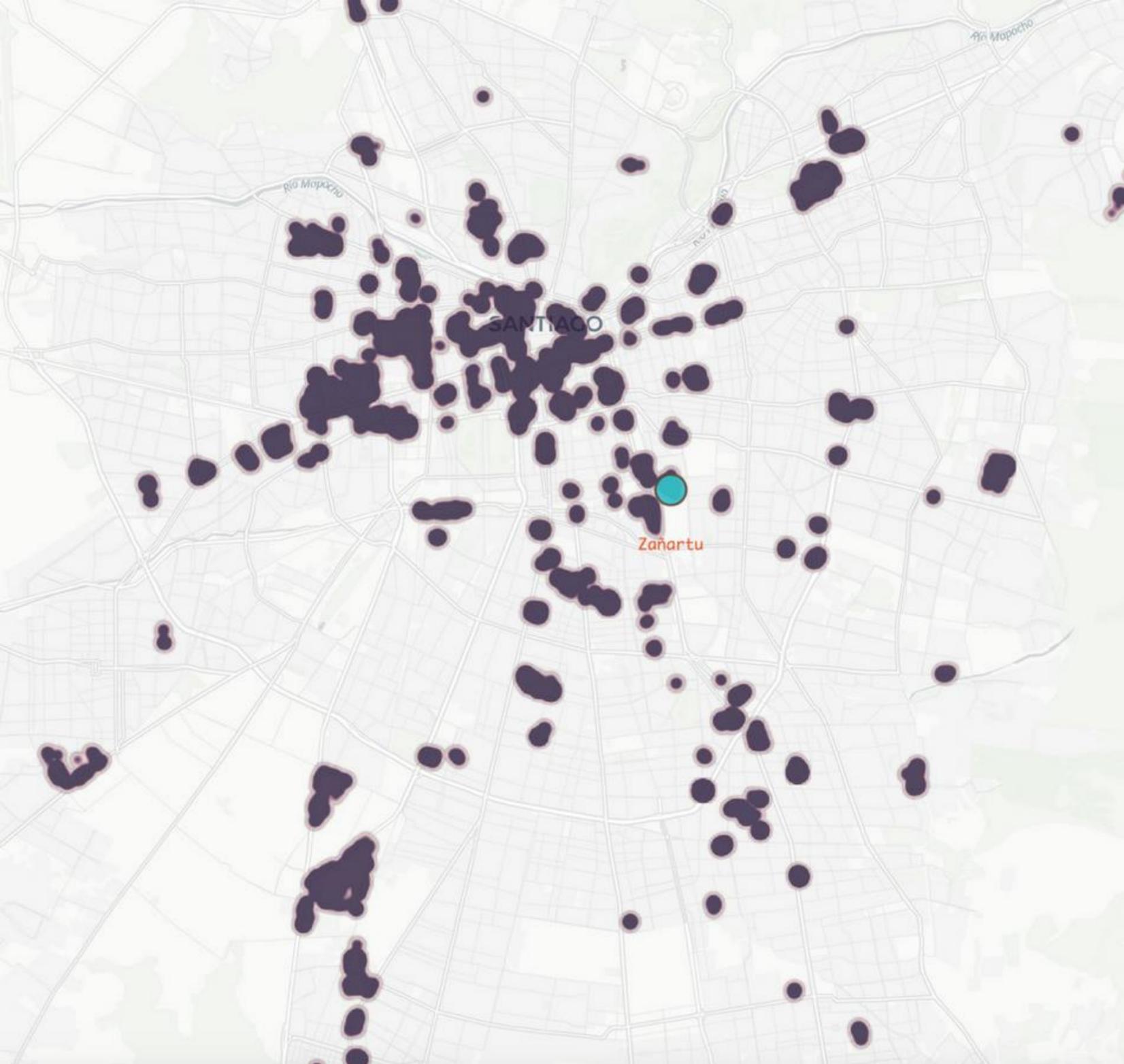


Predict performance.

# Which building?

Feature distance to understand and recommend which building could rank better for offices.

**NEWMARK**



Identify audiences.

# Audiences for MF

Identify audience using mobile phones, to group and activate them.

**NEWMARK**

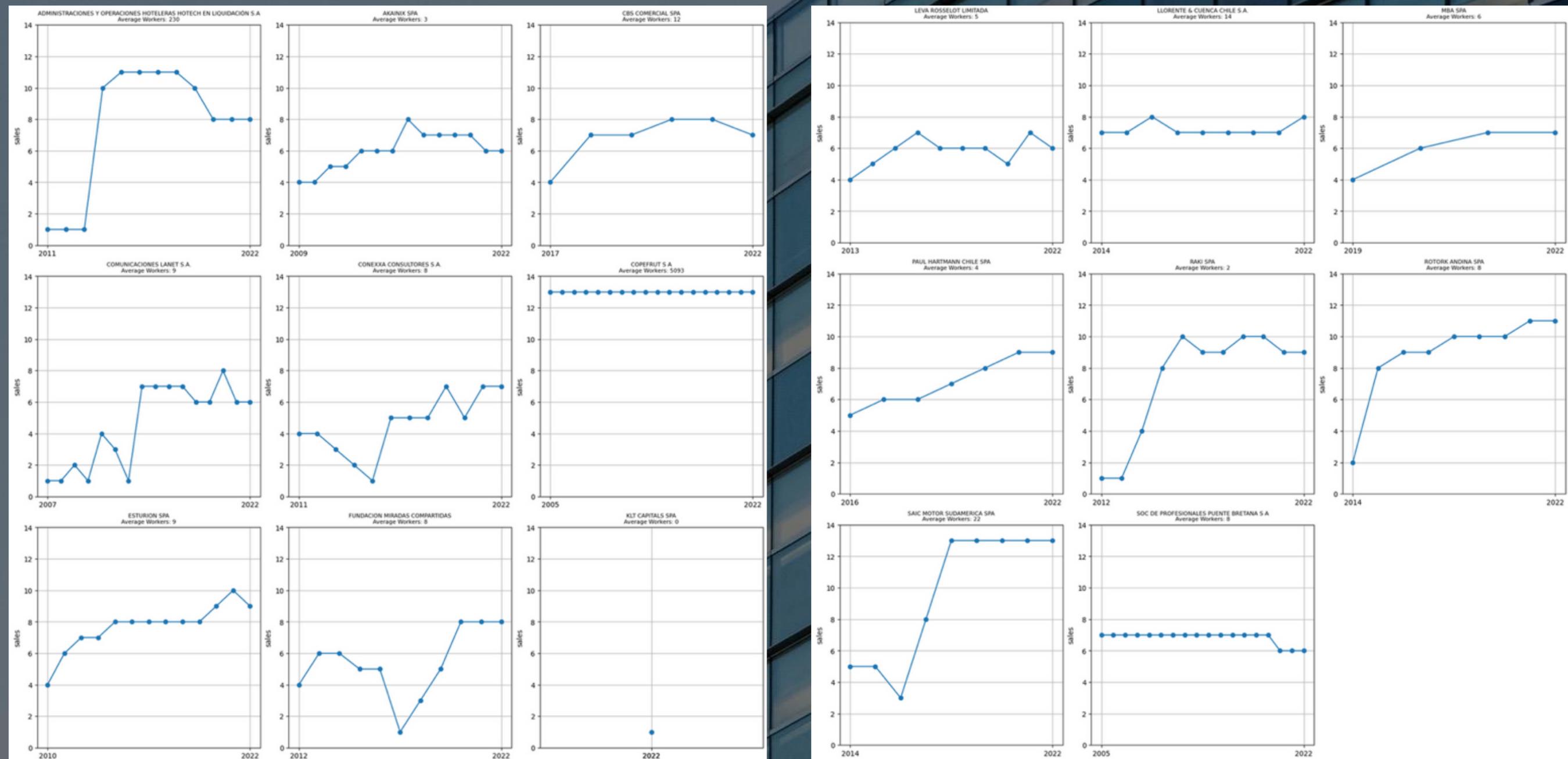
# Rent Roll Patio Kennedy

Centro Comercial	Nombre Fantasia	Razón Social	Superficie
PATIO KENNEDY	HOTECH	ADMINISTRACIONES Y OPERACIONES HOTELERAS HOTECH...	236.00
PATIO KENNEDY	AKAINIX S.A	AKAINIX S.A	236.00
PATIO KENNEDY	LLORENTE Y CUENCA	LLORENTE Y CUENCA CHILE S.A	236.84
PATIO KENNEDY	CBS COMERCIAL	CBS COMERCIAL SPA	236.00
PATIO KENNEDY	ROTORK	ROTORK CHILE SPA	118.00
PATIO KENNEDY	HARTMANN	PAUL HARTMANN CHILE SPA	118.00
PATIO KENNEDY	LEVA ROSSELOT	ASESORIAS LEVA ROSSELOT SPA	118.00
PATIO KENNEDY	COPEFRUT S.A	COPEFRUT S.A	118.00
PATIO KENNEDY	CONEXXA	CONEXXA CONSULTORES SA	118.00
PATIO KENNEDY	RAKI	RAKI SPA	118.00
PATIO KENNEDY	MIRADAS COMPARTIDAS	FUNDACION MIRADAS COMPARTIDAS	118.00
PATIO KENNEDY	KLT	KLT CAPITALS SPA	95.16
PATIO KENNEDY	MBA SPA	MBA SPA	114.00
PATIO KENNEDY	SAIC MOTOR	SAIC MOTOR SUDAMERICA SPA	236.00
PATIO KENNEDY	CHEER FRESH CHILE	CHEER FRESH CHILE SPA	122.00
PATIO KENNEDY	ESTURION	ESTURION SPA	107.16
PATIO KENNEDY	LANET	COMUNICACIONES LANET S.A	236.00
PATIO KENNEDY	PUENTE BRETAÑA	SOCIEDAD DE PROFESIONALES PUENTE BRETAÑA S.A	118.00

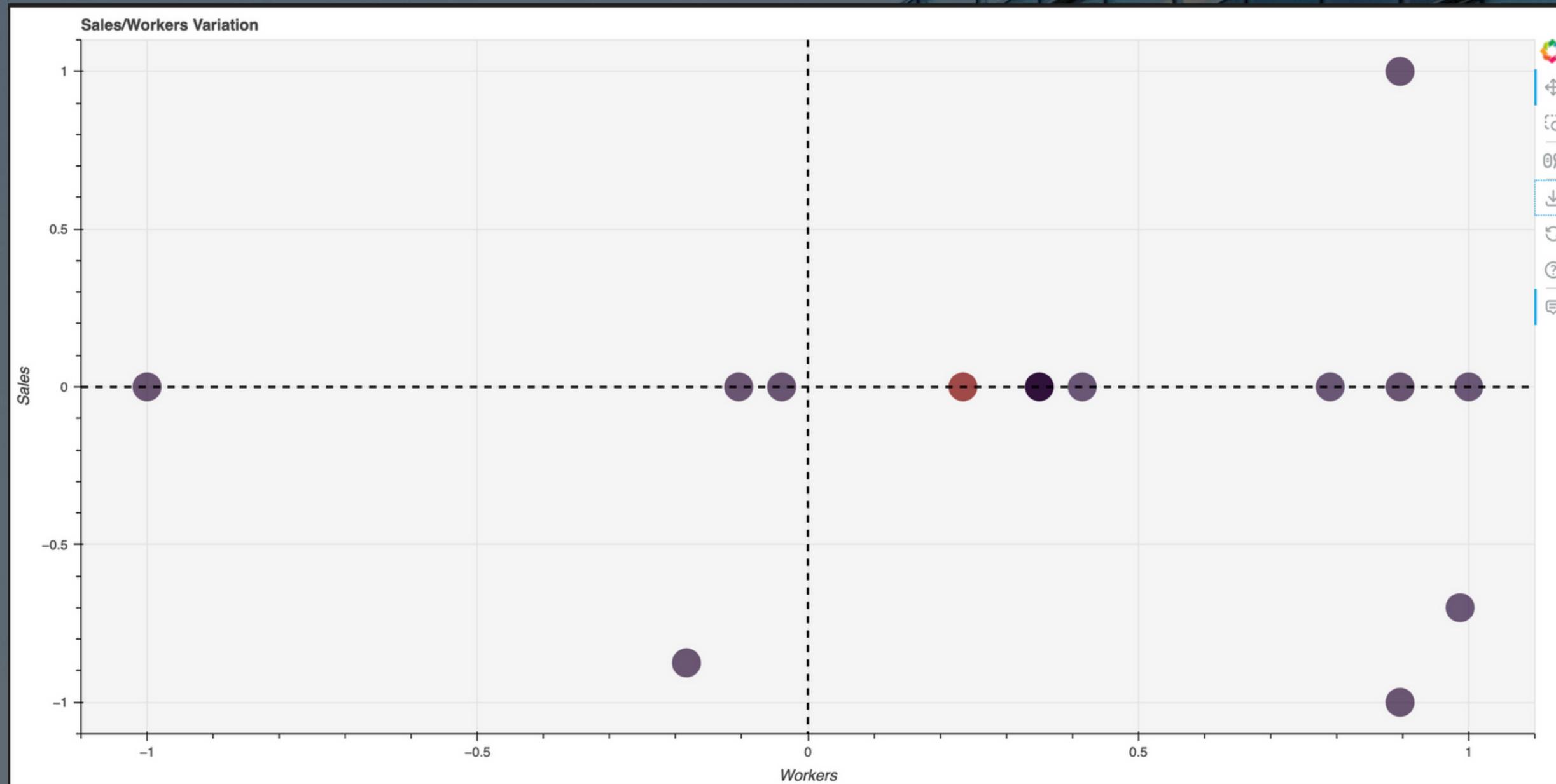
There are 18 companies currently leasing office space in the Patio Kennedy Building. They represent a wide range of sectors and industries, and their revenue sizes vary significantly as well.

**NEWMARK**

# Evolution: Headcount/Revenue



# Evolution: Headcount/Revenue



# Marketing & PR

## A close, emotional, and modern marketing approach — built for social media

- Centennial-generation creative team
- We achieve a lot with very limited budgets
- We break away from traditional approaches
- We are at the forefront of marketing in our industry
- Many competitors are now copying us
- Other companies have approached us to run their marketing and social media (we won't do it)

## Next Steps

- Become a true reference in social media marketing — not just within real estate
- Continue developing BTL and out-of-the-box campaigns, while incorporating more traditional marketing when needed
- Built 100% on technology



PASCAL DAZA A.

Marketing & Pr  
Specialist



MAYRA JIMÉNEZ H.

Marketing & Pr  
Assistant



RAÚL  
PARDAVE S.

Junior  
Creative Designer

# Leaders in Technology and Corporate Content

SUCCESS CASE:  
TICKETMASTER

Generated with AI



NEWLAB BY  
NEWMARK PODCAST

Brand Positioning  
Thought Leadership



NEWLAB BY  
NEWMARK PODCAST

Brand Positioning  
Thought Leadership



# Leadership in Digitalization & Brand

1

## Market Intelligence

We develop territorial analyses, sector studies, and data-based comparative models to support strategic decisions.

Our approach allows us to anticipate trends, identify investment opportunities, and guide commercial decisions with reliable, up-to-date information.

2

## IA

We apply AI to analyze markets, segment opportunities, and automate operational and commercial processes.

By integrating predictive models and data processing, we accelerate decision-making and enhance accuracy in portfolio management and prospecting.

3

## Digital Marketing

We design and implement a digital strategy focused on institutional positioning and effective reach.

We prioritize LinkedIn and complementary platforms to strengthen brand visibility, generate engagement, and build long-term relationships.

4

## Success Stories + Podcast (Thought Leadership)

Generamos y difundimos contenido basado en resultados reales. A través de casos de éxito y del podcast, destacamos a los profesionales detrás de los proyectos, fortaleciendo nuestro liderazgo sectorial, reputación y relación con clientes y aliados estratégicos.

## Paul NEWMARK (AI Agent)

A unified support platform that integrates all tools into a single solution — built on GPT, LLMs, and RAG. One app that brings together everything each business line needs. Less is more.

Technology is not support.  
It's part of the business model.

Technology is not an accessory.  
It's part of who we are.

Find out more here.



**NEWMARK**