



# Sally Cong

SENIOR ANALYST

Valuation and Advisory Services | China



[sally.cong@colliers.com](mailto:sally.cong@colliers.com)

## EDUCATION AND QUALIFICATIONS

Master of Property

Bachelor of Environments  
(Property Major)

Diploma of Languages  
(Japanese)

University of Melbourne

## CONTACT DETAILS

MOB 86 187 0215 1864

DIR 86 21 6141 4310

FAX 86 21 6141 3699

Colliers International  
16F, Hong Kong New World  
Tower, 300 Huaihai Middle  
Road, Shanghai, 200021,  
China

[www.colliers.com](http://www.colliers.com)

## AREA OF EXPERTISE

Sally Cong's expertise lies in property market research and analysis, and has deep understanding on property valuation, property development and management, finance and investment.

## PROFESSIONAL ACCOMPLISHMENTS

- Sally has three years of experience working in the real estate field in China.
- Sally has participated in providing valuation and consultancy services to various projects across China, such as residential, commercial (including offices and retail facilities), industrial (including business parks and warehouses), hospitality (include hotels and senior housing), mixed-use projects, etc.
- Sally is also responsible for market database maintenance, market information and data collection, market research projects and marketing event preparations.

## BUSINESS AND EDUCATIONAL BACKGROUND

Sally graduated from the University of Melbourne, where she obtained her undergraduate and graduate degrees in property.

Prior to Colliers, Sally worked for an asset management company as an investment analyst advising on acquisitions of land and properties in Japan's major cities.



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## REPRESENTATIVE CLIENTS AND PROJECTS

Market analysis for a logistics property portfolio in China

Valuation, analysis and consultancy for a retail property portfolio in China, which contains supermarkets across many Tier-1, Tier-2 and Tier-3 cities

Presentation slides for a REITs forum reviewing the global REITs industry and introducing know-hows on launching REITs

Market analysis for a due diligence study on shopping malls across China

WeChat article on global cap rates

Market analysis on an industrial property portfolio comprising warehouses and ports in Hangzhou and other cities across the Yangtze River Delta

Market analysis on a mixed-use project in Shanghai comprising office, retail and hotel