

Integrity

As a global professional body, integrity has been our watchword at RICS since the late 19th century. We are proud of our reputation and we guard it fiercely. The RICS brand promises to deliver confidence through professional standards. We keep this promise by promoting and enforcing international standards and by harnessing the best expertise in land, real estate, construction, and infrastructure to protect the public interest.

An RICS qualification stands for the highest professional values and expertise; an indicator of trust and integrity that is recognised and valued around the world.



In a time characterised by lightning change and huge challenges, the work of our professionals continues to shape the world.

From the land that sustains us to the homes we live in; minerals in the ground to intangible brand assets, virtually everything that makes up the fabric of our lives is, at some point, touched by one of the many land, real estate, construction and infrastructure disciplines.

Our professionals keep businesses running, cities functioning, economies working, our whole world turning

As the global body that safeguards the integrity of this work, RICS is tasked with a great responsibility. Over two-thirds of the world's wealth is bound up in land and real estate. Our sector is a dominant economic force for our planet and plays a pivotal role in supporting sustainable investment and growth around the globe. It is also right at the heart of life. We depend on the land for our food and shelter. We live, work and socialise in buildings. We rely on infrastructure for our everyday needs and activities.

The depth and breadth of this work is unique in our industry. And in everything we do, wherever we do it, we never lose sight of our ultimate purpose: to act in the best interests of the public.



Mission

Our mission at RICS is three-fold:

- **To qualify** and equip our professionals to the highest level
- **To promote and enforce** standards
- **To lead** solutions to the major challenges facing the built environment through professional expertise

Our world: the challenges

Mass urbanisation

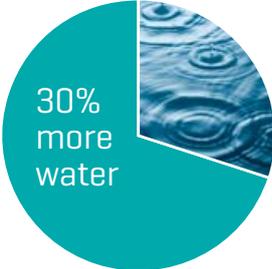
by 2030 there are likely to be 41 mega-cities of 10m+ people

Globalisation driving risk

in professional services and businesses

Increasing pressure on resources

compared to 2012. By 2050 the world is expected to need:



Growing inequality and instability

the combined wealth of the world's richest 80 people is equivalent to that of the poorest 3.5bn

Rapid rise of the middle class in emerging economies

with vastly increased demand for infrastructure, housing and the skills to deliver them



Our work: meeting the challenges

We accredit and monitor 125,000 professionals in 148 countries.

We also collaborate at the highest levels – for example, partnering with the United Nations to advance responsible land, construction and real estate business practices worldwide.

We harness the best expertise and encourage innovation through new strategic alliances and are equipping next generation professionals through a network of regional training hubs.



Partnering with the United Nations to advance **responsible and sustainable work practices**



Engaging organisations and professionals across our sector on **the impact of urbanisation**

Land, real estate, construction and infrastructure =

70% of global wealth

10% of total GDP

7% of the world's jobs



Pioneering international ethical and technical standards in land, real estate and construction and to support global market stability



The RICS School of Built Environment in India is training **a new generation of professionals** in one of the world's fastest growing markets

Our standards set
the benchmark
for integrity and
professionalism
necessary for
market confidence

Championing international standards

We believe that standards are the foundation stones on which strong markets are built. And we recognise that the ultimate market is the global market.

With the ever-increasing internationalisation of investment, companies are increasingly competing on a global playing field. In this intricately interconnected marketplace, consistent international standards are vital. For businesses they are an assurance of professionalism; for governments they provide the confidence that's needed to attract international investment. In short, they are fundamental to global economic security.

This is why we are championing international standards for a globalised world. The World Economic Forum stated that 50% of property transactions are now global. As an independent body with a presence in all the major political and financial centres, we are uniquely placed to work with governments and major organisations, influencing policy, harnessing expertise and drawing on that expertise to produce internationally recognised standards.

The standards we are helping to create and promote encompass the five key areas of property, land, construction, ethics and valuation. International Property Measurement Standards, for example, aim to make sure that property is measured consistently around the world – something which is integral to effective facility management, efficient energy use, and accurate valuation and financial reporting across borders. Organisations that have committed to implementing these standards range from the International Monetary Fund to global businesses such as Vodafone.

Globally, real estate assets reached a value of \$217tn in 2015. This is equivalent to 3 times the world's GDP and 3.2 times the total value of equities (\$67tn). Without property, the world's capital would not grow or flow. In

Key areas

- Property
- Land
- Construction
- Ethics
- Valuation

the knowledge that global financial stability is built on a property platform, and that trust is fundamental to vibrant sustainable markets, we are at the heart of the International Ethics Standards Coalition which is developing the first ever set of globally recognised ethics standards for property and related professional services.

The vast amounts of equity traded throughout the world all rely on a valuation.

If the valuation is inaccurate, the consequences can be devastating. RICS Valuer Registration provides a benchmark of integrity that banks and financial institutions are increasingly asking for as a prerequisite to valuation instructions.

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Delivering confidence

Standards are nothing without enforcement. Not only do we accredit our professionals, we also make sure they remain professional throughout their careers.

An RICS qualification signifies true professionalism. Whether they've achieved accreditation through years of demanding study or work experience, the people we qualify are required to meet international benchmarks of excellence and ethics, and to undertake continuous professional development. If they should fall short in any way, we will support them back to compliance. From the point of view of clients and the public, the ultimate safeguard is expulsion from the profession.

Impartiality is integral to confidence, and we do everything in our power to make sure of it. The monitoring and enforcement of standards at RICS is overseen by an independent board; a deliberate strategy to rule out any conflicts of interest.

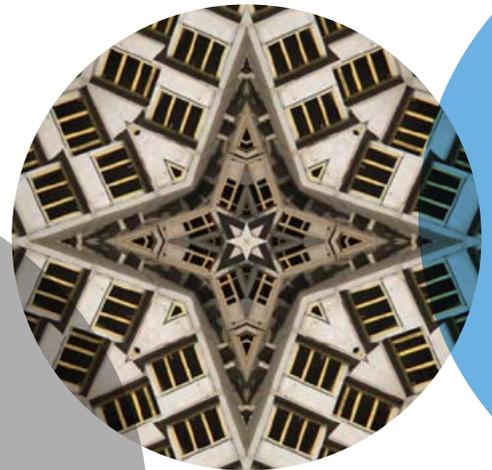
Taking all this into account, the answer to the question 'Why use an RICS professional?' is clear. In doing so you can have confidence in the job being done right first time – with professional standards as the backbone.



The letters that spell confidence

MRICS

The credentials MRICS signify a chartered qualification underpinning work of the highest industry standards. FRICS denotes Fellowship of RICS, an elevated class of the profession awarded on the basis of achievement



From best vision to best practice



We harness professional expertise to find real, practical solutions to real, planet-sized challenges.

From infrastructure financing to real estate investment flows, we bring together industry experts to harness the world's most visionary thinking. From this position of collective expertise we're able to influence and shape public policy, and to work with other pioneering organisations to make the vision a reality – encouraging vibrant and sustainable markets across the globe.

One example is our collaboration with the United Nations. Together we've pinpointed the most critical issues in land, construction and real estate, and set out practical, achievable actions to harness the sector's great power for the benefit of people, communities and the earth that is, effectively, home to us all.

"There is a tremendous opportunity for real estate to become a driving force for a more sustainable financial, economic, social and environmental system, through collaboration and collective action."

Georg Kell,
Former Executive Director,
United Nations Global Compact

Technology has a leading role in making the changes that are urgently needed, and equipping people with the latest technological expertise helps them to shape these changes.

Building information modelling (BIM), for example, is set to transform the way buildings are designed, planned and managed, revolutionising strategic facility management and dramatically enhancing the quality and sustainability of the places in which we live and work.

Global insight, global impact

2030

The RICS Futures programme explores the implications of key drivers for change in our industry to 2030. We identified six areas where action is needed to respond to the new social, economic and business challenges. One of the six is creating successful and sustainable cities. This involves providing affordable housing, creating jobs and establishing sustainable transport systems. It also entails improving city management by using professional expertise to help secure finance for development, and build in all aspects of sustainability to land use planning and procurement practices.

Urbanisation is one of the biggest challenges the world faces, whether that's mass urbanisation in developing countries or smart urbanisation in developed markets. Taking this into consideration, the technological evolution we're seeing is a very necessary evolution.

We are working with governments of some of the world's fastest growing nations to develop standards, practices and tools that will help to meet the ever-increasing need for affordable housing. In Sichuan, one of China's largest provinces, we have partnered with the Department of Housing and Urban-Rural Development and a range of local professional institutions in order to deliver training in quantity surveying, project management, facility management, and planning and development.

Connected

Global, connected, impartial

On the strength of our reputation and global reach, we advise governments and other professional bodies on their own standards and processes. We've worked with government departments across all continents.

RICS professionals: bringing quality to life



PHOTOGRAPH BY ANTHONY CHARLTON

The work of RICS professionals is enormously varied and touches every aspect of our lives. The profession truly shapes the world around us.

Whether their expertise is in valuation, quantity surveying, land or facility management, or any of the other chartered disciplines, they all offer the client and public confidence that comes with our world-leading standards.

Importantly, as well as depth of knowledge, an RICS qualification signifies a breadth of experience and understanding of the whole property life cycle.

Across 148 countries, 125,000 RICS professionals are delivering:

- Project and cost control for major energy and transport infrastructure programmes
- Responsible, expert management of billions of dollars in real estate-based funds
- Projects to rebuild cities destroyed by conflict
- Advising the investment and construction communities on how to meet climate change targets
- The conservation of historic buildings based on expertise in original construction techniques
- Infrastructure projects of global significance like the Olympics
- The basis of land rights to underpin emerging economies
- Designs for economic development and regeneration projects
- Strategies for smart cities
- Great workplaces for the next generation of employees

Find out more about the work
that shapes our world at [rics.org](https://www.rics.org)

The standards we champion are viewed by financial institutions and governments worldwide as the 'gold standard' when it comes to professional assurance in the land, real estate, construction and infrastructure sectors





Confidence through professional standards

RICS promotes and enforces the highest professional qualifications and standards in the development and management of land, real estate, construction and infrastructure. Our name promises the consistent delivery of standards – bringing confidence to the markets we serve.

We accredit 125,000 professionals and any individual or firm registered with RICS is subject to our quality assurance. Their expertise covers property, asset valuation and real estate management; the costing and leadership of construction projects; the development of infrastructure; and the management of natural resources, such as mining, farms and woodland. From environmental assessments and building controls to negotiating land rights in an emerging economy; if our professionals are involved the same standards and ethics apply.

We believe that standards underpin effective markets. With up to seventy per cent of the world's wealth bound up in land and real estate, our sector is vital to economic development, helping to support stable, sustainable investment and growth around the globe.

With offices covering the major political and financial centres of the world, our market presence means we are ideally placed to influence policy and embed professional standards. We work at a cross-governmental level, delivering international standards that will support a safe and vibrant marketplace in land, real estate, construction and infrastructure, for the benefit of all.

We are proud of our reputation and we guard it fiercely, so clients who work with an RICS professional can have confidence in the quality and ethics of the services they receive.

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