

Avison Young's Innovation and Insight team expands office research capability with appointment of Sophy Moffat

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Avison Young has appointed Sophy Moffat as Director and National Offices Lead in its Innovation and Insight team, which provides data-driven consultancy and analysis of trends in the real estate market and the wider economy.

Sophy will work alongside the Office Agency and Investment teams to provide clients with actionable insights into the latest market trends. Based in London, Sophy's national remit will also cover Avison Young's regional markets, further supporting strong local client relationships and long-standing insights into the 'Big Nine' office markets.

Drawing on over 10 years of industry experience covering cross-sector research in occupier and investment markets, Sophy's expertise lies in devising effective research strategies to support agency teams and clients with data-led intelligence.

Sophy joins Avison Young from Cluttons, where she was Head of Research, having joined the consultancy in 2019. She has held previous research positions at Zoopla, Cushman & Wakefield, DTZ and Savills.

Avison Young is actively investing in the growth of its Insight and Innovation team, as part of a drive to produce industry-leading market intelligence, which will be vital to inform business decisions in a post-COVID economy. The team combines top talent with top tools, including 'AVANT', Avison Young's market intelligence and research platform, which provides clients with a suite of bespoke reporting options. AVANT consolidates core property management data, client supplied data and external data into dashboards

which visualise, identify and assess opportunities and strategies from portfolio to property level.

Natasha Patel, UK Head of Innovation and Insight, said: “Investors, occupiers and developers are relying more heavily than ever before on technology-led, data-driven analysis to inform their real estate strategies. Avison Young’s research capabilities are uniquely positioned to support the business and our clients in adapting to a rapidly evolving built environment landscape.

The appointment of a well-respected research professional like Sophy adds great value to our business through the provision of thorough and innovative analysis and will further enhance the wider research offering at Avison Young.”

Sophy Moffat added: “Real estate is set to be impacted by much change in the coming years and I look forward to working within an ambitious team to generate insights that will support Avison Young’s clients and professionals as the future unfolds.”