

## Savills takes top spot in UK Superbrands list for 16th consecutive year

2 years ago



[Savills](#) has taken the top spot in the real estate agents / advisory category league table in the UK Business Superbrand list for the 16th consecutive year.

The Business Superbrands survey has been tracking the perception of a wide-range of business brands in the UK since 1995. This year's survey evaluated a shortlist of 1,580 brands across 72 categories including quality, reliability and distinction. This was followed by a voting process of 2,517 UK professionals and an independent Business Superbrands Council consisting of 27 leading B2B marketing and business experts.

Now in its 27th year of publication, the Superbrands Annual explores the history, development and achievements of some of the nation's leading brands, providing invaluable insights into their strategy and proposition. Superbrands identifies and pays tribute to exceptional brands across the world.

James Sparrow, CEO of Savills UK and EMEA, comments: "For Savills to once again be recognised for the high quality, reliability and distinction of our brand, not only amongst our peers but across UK businesses, is a real achievement and something we are incredibly proud of. As our brand continues to grow throughout the world we work hard to offer our clients the best possible service. Savills is a people business and the dedication, commitment and hard work of our staff is a true testament to the strength of the brand."

Damon Segal, CEO of Superbrands® UK, adds: "This year has continued to see monumental changes in the way the businesses are working and have had to adapt. A massive congratulations to all those who continue to capture the hearts and minds of their UK audiences."