



BUILDINGMATE

Commercial Real Estate
Advisory and Brokerage

SEOUL / SOUTH KOREA

COMMERCIAL REAL ESTATE / ADVISORY & BROKERAGE

Building Value in Seoul

Local insight. Personal commitment.
From acquisition to ownership.

FOR INTERNATIONAL PRIVATE INVESTORS, FAMILY OFFICES & BUSINESS OWNERS

2026

Who We Are

A local partner for your next real estate decision.

BuildingMate is a Seoul-based commercial real estate advisory and brokerage firm specializing in building acquisitions and sales.

For private investors, family offices and privately held companies, we connect local property knowledge with hands-on support—from sourcing and negotiation to leasing, refurbishment and ongoing ownership.

Led by Na-rae Song, our team brings a personal approach to each assignment, informed by local market analysis, comparable transactions and practical experience across the property lifecycle.



Na-rae Song

FOUNDER & CEO / BUILDINGMATE

US\$650M+

Cumulative transaction value*

100+

Development & refurbishment
advisory assignments

10+ years

Founder's real estate experience

*Company-reported cumulative figures. Original transaction value: KRW 900bn+. USD equivalent as stated in company materials.

From Acquisition to Ownership

Practical support across each stage of your Seoul property investment.

INVEST

Investment Sales & Acquisitions

Location and comparable sales analysis.
Acquisition and disposal advice.
Legal, financing and tax coordination.

IMPROVE

Development Advisory

Feasibility and property repositioning.
Vacant possession coordination.
Design and construction support.

LEASE

Leasing Advisory

Leasing strategy and marketing.
Tenant briefings and negotiations.
Rental income management.

OPERATE

Property Management

Rent and utility administration.
Vacancy and tenant relations.
Building maintenance and repairs.

THE ACQUISITION PROCESS

01 Source

Identify suitable on-market and privately sourced opportunities.

02 Assess

Review pricing, location and property fundamentals.

03 Negotiate

Coordinate seller communication and commercial terms.

04 Execute

Support the transaction path through closing and handover.

What We Work With

Urban opportunities where location, income and the potential for improvement can be clearly understood.

FOCUS MARKETS

Gangnam / Seongsu
Central Seoul
Selected Seoul districts



Commercial buildings

Income-producing and owner-occupied assets.



Land & redevelopment

Sites with location strength and planning potential.

Images: selected BuildingMate assignments.



Value-add opportunities

Vacancy, leasing upside and repositioning.



Business premises

Buildings aligned with the buyer's operating needs.

Turning Buildings into Leased Assets

Three completed whole-building leasing assignments from our company portfolio.



01

MONTHLY RENT

KRW

69m

Whole-building
lease completed



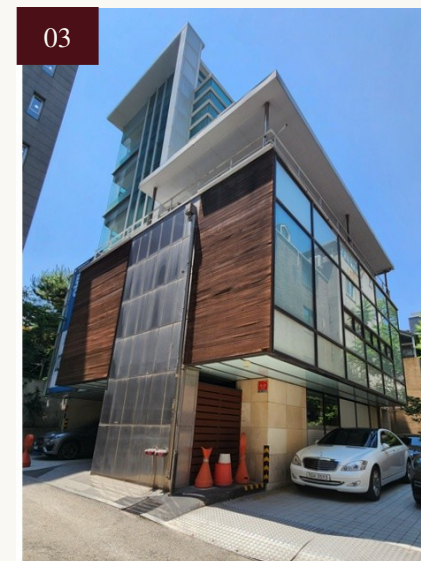
02

MONTHLY RENT

KRW

80m

Whole-building
lease completed



03

MONTHLY RENT

KRW

40m

Whole-building
lease completed

Security deposit

KRW 800m

Security deposit

KRW 800m

Security deposit

KRW 400m

Leasing support that carries the investment plan through to occupancy.

Lease figures are reported in the original currency (KRW); “m” denotes million. Source: BuildingMate company profile.

Repositioning in Practice

From property improvement to leasing: three examples of local execution.

Gangnam-gu

NEW DEVELOPMENT



LEASING OUTCOME

Whole-building lease completed after construction.

Seocho-gu

NEW DEVELOPMENT



LEASING OUTCOME

Leasing completed across separate units after construction.

Seocho-gu

MAJOR REFURBISHMENT



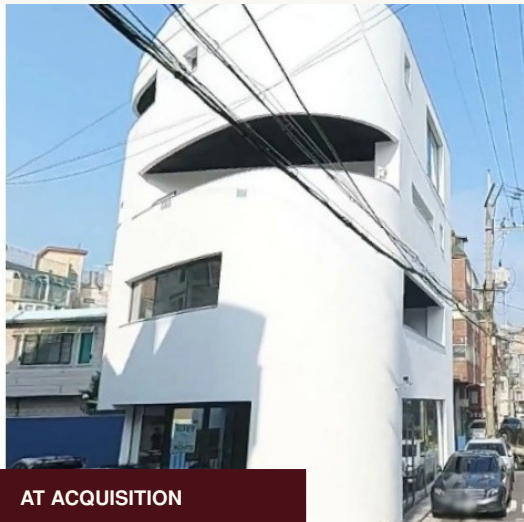
LEASING OUTCOME

Leasing completed across separate units after refurbishment.

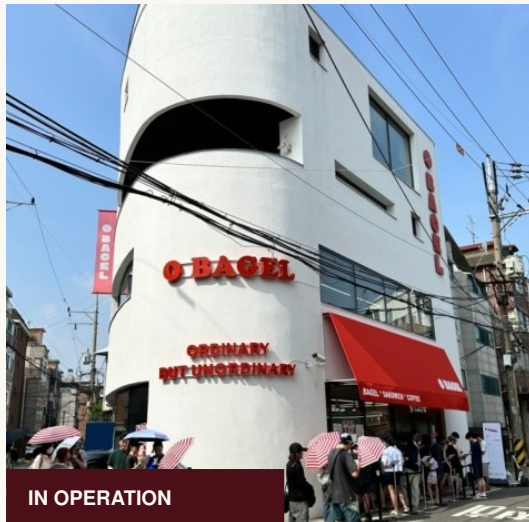
Real Estate for the Way You Do Business

MAPO-GU

A bakery café and corporate offices



AT ACQUISITION



IN OPERATION

ACQUIRED ASSET

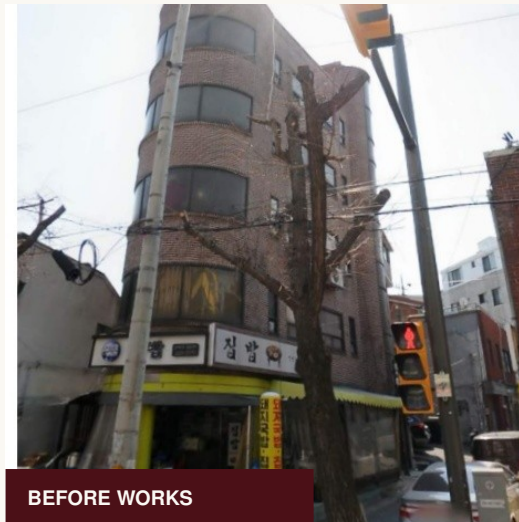
Newly built commercial property

BUSINESS USE

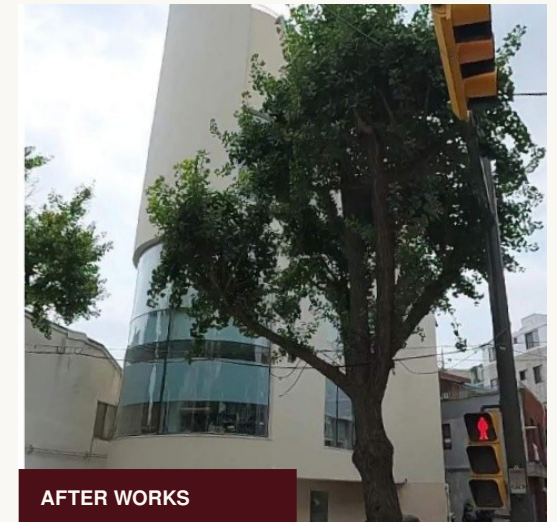
Bakery café and the buyer's own offices

JUNG-GU

A building shaped around the brand



BEFORE WORKS



AFTER WORKS

ACQUIRED ASSET

Existing commercial building

BUSINESS USE

Corporate offices following major refurbishment

Local Insight. Coordinated Execution.

01 Local market judgment

Location and comparable sales analysis informed by actual assignments.

02 Continuity through ownership

Acquisition, improvement, leasing and property management support.

03 A personal point of contact

English-language coordination for overseas clients through David Shin.

Local Execution Network

Specialist support coordinated around your assignment.

01 Financing

Woori Bank · Hana Bank · Shinhan Bank
KB Kookmin Bank
Industrial Bank of Korea (IBK)

03 Tax

Yejong Tax Group

05 Architecture & Technical

Due diligence, design
and construction advisory

02 Legal

Law Firm Jeong Yoon
Gaon Law Office

04 Valuation

Independent appraisals
and market analysis

06 Property Management

Asset management
and operational support

Specialist scope and engagement are agreed for each assignment.

— YOUR NEXT ACQUISITION IN SEOUL

Let's Talk Seoul.

Tell us where you want to invest,
what you want to achieve and when.

David Shin

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Seoul photography: Minku Kang / Unsplash



Your Criteria

- 01 Preferred location
and investment budget
- 02 Investment objectives
or business use
- 03 Acquisition timing
and financing needs

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