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Vanessa Hale appointed as Chief Executive of Real Estate:UK

Vanessa Hale has been confirmed as Real Estate:UK's founding Chief Executive ahead of its official launch as the new collective voice of the UK's real estate industry on 30th April.

She joins Real Estate:UK from BNP Paribas Real Estate where she was Head of Research & Strategy and a member of the UK executive leadership team.

Vanessa has more than 20 years of global experience in research and strategy within the built environment, providing advisory services on complex projects across various asset classes such as the Build-to-Rent, office, retail, and industrial sectors.

Her significant contributions to the Urban Land Institute include serving as the youngest Chair of ULI UK, regularly liaising with government bodies and engaging with media.

The legal merger of the Association of Real Estate Funds (AREF), British Property Federation, and Investment Property Forum is expected to complete on 30 April 2026, following a unanimous vote last year across the organisations' memberships to create a single voice for the UK real estate sector.

The new organisation will represent the whole of the real estate sector, comprising institutional and private investors, property companies, developers, asset owners, managers and advisers.

Its activities will be based around six key pillars: advocacy; research and data; thought leadership and innovation; networking and events; upskilling and training; and standards and guidance.

The Board of Real Estate:UK will initially be chaired by Anne Breen, Global Head of Real Estate at Aberdeen and current AREF Chair and will comprise of leading industry representatives nominated by each organisation.

Anne Breen, current AREF Chair and Global Head of Real Estate at Aberdeen said: "I am delighted to congratulate Vanessa on her appointment. With her breadth of experience and strong industry credibility, she will be a powerful advocate for UK real estate and is ideally placed to lead the new organisation as it brings the industry together with a single, authoritative voice. I'm certain her commitment to sustainability, diversity and supporting the next generation of talent will set a strong and progressive direction for the industry."

Simon Carter, President of the British Property Federation and Chief Executive at British Land said: "Vanessa was the standout choice to lead Real Estate:UK. Her compelling vision for the organisation and experience across all asset classes and leading ULI UK will be invaluable as we partner with Government to unlock more capital to invest in our towns and cities. I wish her every success in this important role."



Ben Sanderson, former Investment Property Forum chair and incoming Real Estate:UK board member said: “Real Estate: UK will become the beating heart of the property world, with a powerful research programme and vibrant events at its core. Vanessa will be the ideal person to lead this agenda, as well as representing the industry to government and wider stakeholders.”

Vanessa Hale, incoming chief executive of Real Estate:UK, said: “I am excited to begin this next chapter for the real estate industry as the first appointed chief executive of Real Estate:UK. We have a huge opportunity to create a new single convenor and voice for UK real estate building on the successes of AREF, BPF and IPF and I look forward to working with Anne and the RE:UK Board to bring that vision to reality for the benefit of the sector and all our current and future members.”

Prior to joining Strutt & Parker (later acquired by BNP Paribas Real Estate), Vanessa worked in the United States, focussing on Chicago office market analysis and corporate workspace strategies.

Vanessa has served on the Commercial Property Forum of the Ministry of Housing, Communities and Local Government, and has been a member of the Property Industry Alliance board.

She has a deep understanding of membership-based organisations, combined with a powerful ability to focus on the integration of data, technology and sustainability considerations in real estate decision-making and cross-sector collaboration.

Vanessa Hale will begin her role as chief executive of Real Estate:UK in July.

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About Real Estate:UK

Real Estate:UK (RE:UK) is the new champion for the UK’s real estate industry - the place where global capital, world-leading expertise and forward-thinking policy come together.

We connect UK and international investors with the insight, networks and opportunities that make the UK one of the world’s most attractive and innovative real estate markets.

We work with national governments and alongside regional leaders to promote the UK as a premier destination for investment. By engaging directly with Ministers, policymakers and advisers, we help shape a policy and regulatory environment that unlocks growth and gives investors’ confidence.

On the global stage, we collaborate with partner bodies to influence international policymakers and regulators whose decisions impact the UK market. At home, we represent the industry with



decision-makers, in the media and the wider public arena, ensuring the value of UK real estate and proptech is understood, recognised and championed.

Through trusted research, authoritative data and the sharing of best practice, RE:UK drives higher standards, greater efficiency and continuous innovation across the sector. We nurture a more skilled, diverse and connected industry through bespoke programmes, insight-led events and powerful networking opportunities.

Above all, RE:UK is built on partnership. We bring together the people, organisations and ideas that will shape the future of UK real estate - and help the sector thrive for decades to come.