

Take one!

Bloomberg Businessweek

February 18, 2019 ● ASIA EDITION ● SPECIAL DOUBLE ISSUE

The Real Estate Issue

HOT DEALS



Live like an oligarch on a plutocrat's budget

LONDON! SYDNEY! DUBAI! HONG KONG!

p46

CASH 4 HOUSES

Zillow's "algorithm" will buy your home

★ **RIGHT NOW** ★ p40

The Brad Pitt School of Homebuilding



Learn about high design—and class-action lawsuits p50

THE WORLD'S MOST POPULAR MID-RISE



They're made of wood!

p58



FREE *
SOLAR PANELS

*WITH MODEST 240-MONTH CONTRACT p62



More Inside

PLUS

- ✓ Blackstone's magic p68
- ✓ Where the bubbles are—and where they aren't p38
- ✓ Sleep next to your Porsche every night p56

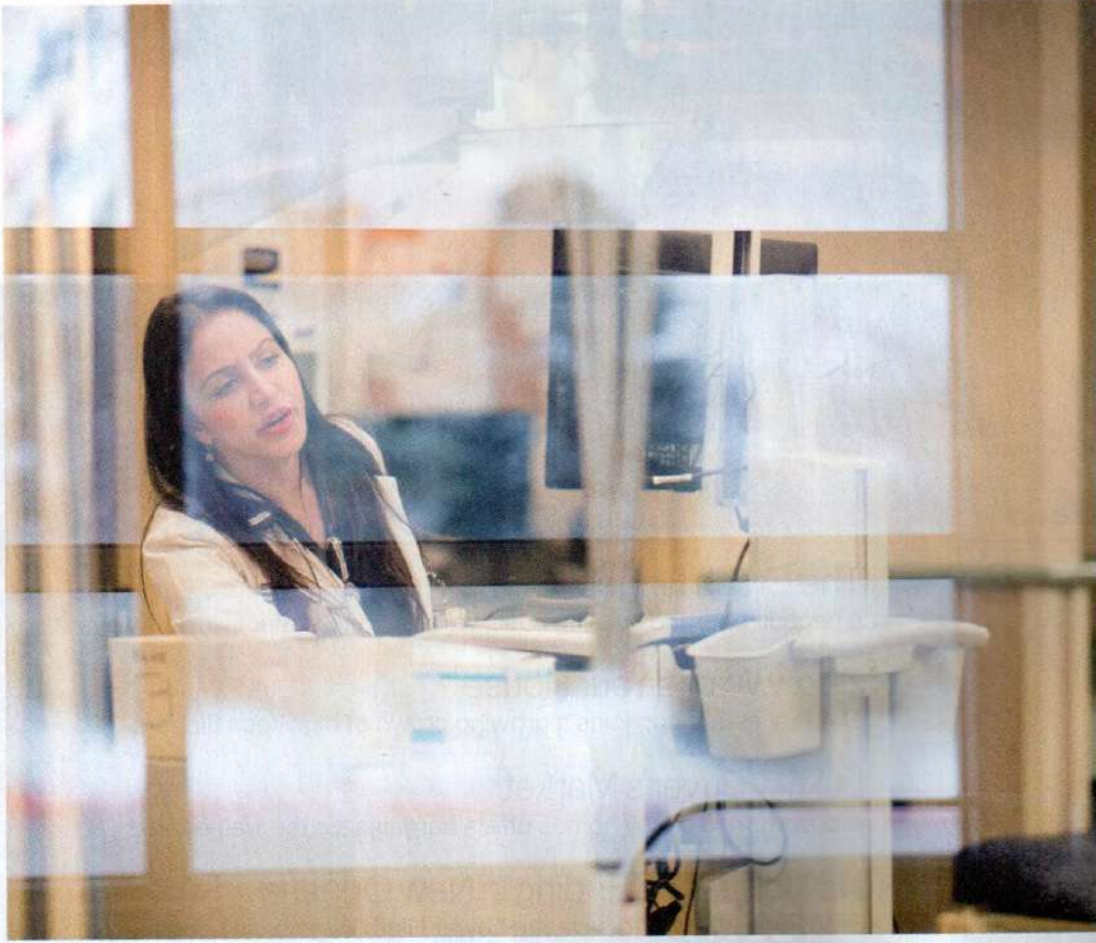


◀ Inside the elevator that whisks owners—and their cars—to apartments in the Porsche Design Tower in Sunny Isles Beach, Fla.

**THE
REAL ESTATE
ISSUE**

- 38 **The Crash Lingers On**
A decade after the housing bust, we're feeling its effects in new ways
- 40 **Zillow Wants Your House**
The real estate app joins a growing crowd of high-tech flippers
- 46 **Luxury Buyer's Market**
A downturn in pricey homes offers bargains for the well-heeled
- 50 **No Hollywood Ending in New Orleans**
Brad Pitt's attempt to save the Lower Ninth Ward hasn't gone as planned
- 56 **Rise of the Branded High-Rise**
Why just wear a label when you can live in it 24/7?
- 58 **The Apartment Building That Conquered America**
A history of the blocky, forgettable mid-rise that's seemingly everywhere
- 62 **Rooftop Solar—There's a Catch**
Those panels are a good deal, if you actually own them

■ IN BRIEF	5	Snap election likely in Spain; R.I.P. Mars Opportunity
■ AGENDA	6	The Fed on the Hill; Buffett sends his annual letter
■ OPINION	6	There's still a chance to correct Trump's nuclear error
■ REMARKS	10	Who wants to be back in the USSR?
1 BUSINESS	14	The Swede in Ferrari's rearview mirror
	16	Instead of an empire, Murdoch's heirs will get a war chest
2 TECHNOLOGY	18	IPO darling Adyen may struggle to keep investors happy
	20	Lessons in security from Estonia's cybermilitia
	21	Solar cell towers bring remote regions online
3 FINANCE	22	Should Wall Street let darts do the selling?
	23	Consumer protection might get buried in a sandbox
	25	Big traders could put a dent in stock exchanges' business
4 ECONOMICS	28	▼ It turns out automation requires lots of human labor
	29	Silicon Valley doesn't like to share diversity data
	31	Saudi authorities no longer see red on Valentine's Day
5 POLITICS	32	Who's afraid of the Green New Deal? Not Wall Street
	34	Justin Trudeau's worst enemy may be Justin Trudeau
	35	Lessons from a 2009 crash have made air travel safer
■ LAST THING	68	Why Blackstone is now the world's biggest landlord



How to Contact
 Bloomberg
 Businessweek

Editorial
 212 617-8120

Ad Sales
 212 617-2900
 731 Lexington Ave.,
 New York, NY 10022

Email
 bwreader
 @bloomberg.net

Fax
 212 617-9065

Subscription Customer
 Service URL
 businessweekmag
 .com/service

Reprints/Permissions
 800 290-5460 x100
 or email
 businessweekreprints
 @theygsgroup.com

Letters to the Editor
 can be sent by email,
 fax, or regular mail.
 They should include
 the sender's address,
 phone number(s),
 and email address if
 available. Connections
 with the subject of
 the letter should be
 disclosed. We reserve
 the right to edit for
 sense, style, and space.

Follow us on
 social media

Facebook
 facebook.com/
 bloomberg
 businessweek/
 Twitter
 @BW
 Instagram
 @businessweek

Cover, from top:
 Bryan Schutmaat
 for Bloomberg
 Businessweek. Laura
 Buckman for Bloomberg
 Businessweek (2)