



PRESS RELEASE

Berlin, March 12th 2024

NOMINATED for the REAL ESTATE BRAND AWARD 2024

Europe's largest scientific brand study in the property industry, the Real Estate Brand Value Study 2024, has been completed.

Over 1,500 brands from 21 sub-sectors in 45 European markets were evaluated.

It is worth to convey, that over 94% of the brands analysed register substantial losses in confidence in several fields.

The multiple challenges of the EU taxonomy and the influences of the financial markets, display a significant various picture.

They led to several brands fail out of the relevant set, however, at the same time some brands strategically realised the opportunities to arise.

The short list of the strongest brands in the European property industry provides unique findings into the significant cross-industry transformation.

The TOP 3 shortlist of the strongest brands, beyond all sub-sectors and asset classes, represent their strength in the following relevant criteria particular:

- **Resilience**
- **trust**
- **Innovative strength**
- **E-S-G Expertise**
- **Social responsibility**

Information & contact:

The European Real Estate Brand Institute - REB.Institute, is the leading platform for brand positioning and corporate development in the European real estate industry. The Real Estate Brand Value Study is the largest scientific brand survey evaluated on a yearly bases. Individual findings about the positioning and development of real estate brands and resulted strategic recommendations are implemented individually by REB.Institute specialists.

The REB Brand Rankings summary is published in the Real Estate BRAND BOOK.

The Real Estate Brand Book is the key medium for brand management and corporate development.

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