



PRESS RELEASE

Berlin, 28 May 2020

EUROPEAN REAL ESTATE BRAND AWARD: Award for the strongest brands in the real estate industry 2020

The most comprehensive empirical brand value study of the European real estate industry has identified the sector's strongest brands. Now, on 28 May 2020, the winners will be unveiled and the coveted REAL ESTATE BRAND AWARDS 2020 will be presented as part of the largest livestream awards ceremony in the real estate industry.

For the twelfth year in succession, the Berlin-based European Real Brand Institute has canvassed expert opinions from 109,000 real estate industry specialists on more than 1,000 brands in 45 European markets for Europe's preeminent Real Estate Brand Value Study. The brand value study provides the empirical basis for the EUROPEAN REAL ESTATE 500, the benchmark for identifying the 500 strongest estate brands in Europe.

Livestream AWARD Gala with Barbara Schöneberger

On 28 May, the leading figures of the European real estate community gathered for the first ever livestream event to honour the continent's strongest real estate brands. TV presenter extraordinaire Barbara Schöneberger and Real Estate Brand Institute CEO Harald Steiner hosted the ceremony, which was broadcast live on the REAL ESTATE BRAND CHANNEL. In addition to unveiling the award winners, the show also focussed on the industry's key drivers – sustainability, innovative strength & digitalisation competence. During the ceremony, special thanks were extended to the event's main sponsor, BF Direkt, and other partners, Probis, 21st Real Estate, KVL Group, Feldhaus Klinker, Westwind Real Estate Executive Search and Berliner Sparkasse.

The strongest corporate brands BALTICS: 6 industry segments, 6 winners of the REAL ESTATE BRAND AWARD

- Investors: KILDARE PARTNERS
- Developers Office: GALIO GROUP
- Developers Retail: LINSTOW
- Developers Logistics: BALTIC SEA PROPERTIES
- Real Estate Brokers: NEWSEC
- Integrated Real Estate Managers: COLLIERS INTERNATIONAL

More information:

*The **EUROPEAN REAL ESTATE BRAND INSTITUTE** is the leading platform for the financial and behavioural evaluation of corporate brands in the European real estate industry. The Institute's annual study provides empirical data on brand positioning and the study's findings form the basis for important strategic recommendations for action.*

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