



## **Press information**

Berlin, June 23, 2021

### **EUROPEAN REAL ESTATE BRAND AWARD 2021**

Honouring the real estate industry's strongest corporate brands.

The European Real Estate Brand Institute honor the strongest brands in the European Real Estate industry for their activities in brand management and their overall positioning at the REAL ESTATE BRAND AWARD.

#### **Live stream overall Europe Award Gala with Barbara Schöneberger**

The AWARD of the strongest brands is performed for the first time as part of a Hybrid LIVE STREAM AWARD Gala.

TV - presenter Barbara Schöneberger and Harald Steiner, CEO, European Real Estate Brand Institute will present the gala evening, while simultaneously broadcasting a bilingual live feed via the REAL ESTATE BRAND CHANNEL.

The real estate industry CEOs from the strongest brands will be present at this specific evening live at the Gala in Berlin and, via live stream, all the other European markets in the UK, France, Benelux, Baltics, Nordics, CEE and Southern Europe.

Under the Headline "Disruption meets Resilience", the focus will be on the driving indicators of the industry - Employer Branding, ESG, Resilience and Digital Marketing Leadership.

Special thanks go to the sponsors: KVL Group, Feldhaus Klinker, Haushahn Aufzüge and Westwind Real Estate Executive Search.

**When: 23 June 2021**

**Start: 17:00h**

**Where: Axica, Berlin at the Brandenburg Gate**



### **Background to the study**

The basis of the survey is provided by the Real Estate Brand Value Study - the largest empirical brand study of the real estate industry based on the scientifically recognized Brand Potential Model of the European Real Estate Brand Institute.

The professional opinion of more than 109,000 real estate industry experts on over 1,400 brands from 45 European markets creates the data that serves the Berlin-based European Real Brand Institute, and is the basis for Europe's most important Real Estate Brand Value Study, which will be conducted for the 13th time in a row in 2021.

### **All relevant company brands from the sub-sectors are evaluated:**

Architects, Analysts & Appraisers, Asset Managers, Banks, Brokers, Developers, Facility Managers, Integrated Real Estate Managers, Investors, Lawyers, Project Managers, Property Managers.

### **More information & contact:**

The European Real Estate Brand is the brand management and corporate development platform for the European real estate industry. The largest annual scientific brand study provides scientifically valid data on positioning. Essential strategic recommendations for action can be derived from the mapped results.

### **Contact:**

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