

PRESS RELEASE

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REAL ESTATE BRAND AWARD: Recognising the strongest corporate brands in the real estate industry 2019

The largest annual empirical brand value study of the European real estate industry surveys more than 91,000 industry experts for their expert opinions on more than 1,600 real estate brands. The winners received their REAL ESTATE BRAND AWARD 2019 on 23 May 2019 at a festive gala in the AXICA Congress and Conference Centre in Berlin.

For the tenth year in a row, the EUROPEAN REAL ESTATE BRAND INSTITUTE, which is based in Berlin and Vienna, has evaluated the brand values of Europe's most important real estate brands. The institute's independent study provides real estate brands with detailed KPIs on their strategic orientation and differentiation in a competitive market environment.

Glamorous award ceremony with Barbara Schöneberger

This year's winners received their coveted trophies at AXICA Berlin – right next to the Brandenburg Gate – on 23 May 2019.

The winners of the "Strongest Growth 2019" category were selected on the basis of their performance in eight criteria, which were used across all industry sub-segments. The gala event was hosted by Barbara Schöneberger, who presented the awards to the winners of the EUROPEAN REAL ESTATE 500 together with Harald Steiner, CEO of the REAL ESTATE BRAND INSTITUTE.

The strongest growing brands 2019, eight disciplines – eight growth winners

- Brand Value: eyemaxx REAL ESTATE GROUP
- Awareness: Avison Young Germany
- Innovation: ISS Facility Services
- Competence Digitization: CBRE
- Relevant Set: Tattersall.Lorenz
- Personal Experience: Caverion
- Regional Competence: Bayern Projekt
- Intention to Reuse: GSK Stockmann

The **EUROPEAN REAL ESTATE BRAND INSTITUTE** is the institute for the financial and behavioural analysis of corporate brands in the European real estate industry. The annual study provides scientifically valid data on brand positioning. The institute's findings are the basis for strategic recommendations for action for companies in the real estate sector.

Contact:

EUROPEAN REAL ESTATE BRAND INSTITUTE GmbH

Stefanie Reußner

Luisenstraße 41

10117 Berlin

Fon: +49 30 609648 443

stefanie.reussner@reb.institute