



## CUSTOMIZED SOLUTIONS FOR THE HOUSING INDUSTRY

Focus on current and future trends  
in the industry

### Innovative holistic approaches

Drees & Sommer supports customers with the full range of housing-related challenges. Our experts help with anything from small issues to major projects, regardless of the task or the type of project involved. We always approach projects as if they were

our own, thus helping our clients to achieve added value. In view of the numerous trends currently shaping the industry – such as changes in lifestyles, steadily growing demand for affordable housing in metropolitan areas, and a constantly growing interest in digital services – we aim to provide holistic solutions that take the broadest possible range of trends and developments into account.

## Approach: TREND ANALYSIS as an example

Social, technical, ecological and economic trends affect our everyday life. We constantly monitor these short- and long-term developments and identify the challenges they bring, thus enabling us to implement customized solutions for you.

**T** = Trend    **C** = Challenge

<b>T</b> Lifestyle changes <b>C</b> Need for different types of housing	<b>T</b> Shortage of buildings sites <b>C</b> Efficient use of residential space	<b>T</b> Difficult procurement situation <b>C</b> Alternative execution models	<b>T</b> Spill-over to second-tier cities <b>C</b> Mobility and residential districts
<b>T</b> Staying rather than moving <b>C</b> Creating better options	<b>T</b> Green Tech = reduced environmental impact <b>C</b> Use of sustainable technologies	<b>T</b> Demand for new housing not met <b>C</b> Rapid project execution	<b>T</b> New work-related culture and communication <b>C</b> Mobility and residential districts
<b>T</b> Price of land as a cost driver <b>C</b> Individuality as a measure of quality	<b>T</b> Better subsidization of housing construction <b>C</b> Establishing subsidy management	<b>T</b> Desire for digital living <b>C</b> Provision of digital services	<b>T</b> Growing demand for affordable housing <b>C</b> Create cost-efficiency for market players
<b>T</b> Increasing complexity in construction <b>C</b> Implementation of residential /construction requirements 4.0	<b>T</b> Slowing price dynamics <b>C</b> Securing the future	<b>T</b> Alliance building integration of PropTech <b>C</b> Developing business cases	<b>T</b> HOFFICE Home + Office <b>C</b> Creating appropriate buildings