

Press information 11 September 2017

Digitalisation gains ground: real estate sector on the move

- **Real estate sector plans digitalisation projects**
- **In focus: customer products and customer communication**
- **Digitalisation of financial partners important**
- **Fields of action: digital exchange of documents and faster speed**
- **Interest rates remain decisive factor**
- **German real estate market stable**

Digitalisation is an opportunity

German real estate experts are taking a positive view of digitalisation: 91 % of respondents see digitalisation as an opportunity or take a neutral view of the trend, and 74 % are planning digitalisation measures at their companies in the next two years. Their focus in this regard lies on customer products and customer communication in particular, followed by the introduction of new technologies, paperless offices and electronic files.

When asked what reasons there were for digitalisation, the most common responses indicated a desire to seize the opportunities resulting from new technologies, cost pressure and the need to enhance efficiency. Data security and protection requirements are considered to be the leading digitalisation-related obstacles, followed by the difficulties associated with converting existing IT systems and uncertainties regarding technologies. Financial resources exist for digitalisation projects. A lack of financing options only came in eighth on the list of obstacles.

Digitalisation of financial partner important

Around 65 % of respondents said that greater digitalisation by its financial partner was important or very important. Only 4 % saw no reason for the financial sector to embrace digitalisation.

The digital exchange of documents and information, as well as faster processing speed, were among the things that the real estate experts surveyed most desired, as were products such as crowdfunding and cooperation with fintechs.

Interest rates remain a decisive factor

According to respondents, interest rates and political conditions in Europe remain decisive factors in the development of the German real estate market. Interestingly, only 2 % of real estate experts see the new political conditions in the US as being influential.

The German real estate market remains stable. In the second half of 2016, 82 % of respondents called the German market for commercial real estate “much” or “somewhat” more attractive. That figure stood at 78 % in the first half of 2017.

Among those surveyed, 95 % do not expect the upward momentum in the German real estate market to pick up steam. A large majority of 74 % anticipate a downturn or stagnation within the next two to five years. The sector will have to adapt to changes in due time.

Berlin Hyp is publishing the trend indicator expert survey for the sixth time. In total, around 120 real estate experts based in Germany and abroad assessed the trends in the German real estate market.

Thanks to the experts' active participation, Berlin Hyp was able to donate € 1,800 to Kinderhaus Berlin-Mark Brandenburg e.V. The projects at the Kinderhaus have been supporting children and young people, as well as their parents, for many years.

Please click here for the full expert survey: [trend indicator](#)

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