

Real Estate Brand Value Study 2018:

Drees & Sommer Once Again Project Manager with Strongest Brand

On Tuesday May 15, the Real Estate Brand Institute (REB Institute), in collaboration with the Zentraler Immobilien Ausschuss e.V. (German Property Federation - ZIA), held its Real Estate Brand Awards in which it honored the strongest brands in the European real estate industry. As in previous years, Drees & Sommer was awarded first place in the Project Management category and second place in the Real Estate Consultant category,

thereby defending its industry top dog position for the sixth year in a row. Responding to a question from REB Institute CEO Harald Steiner as to how it was possible constantly to occupy pole position, given the ever-increasing range of providers on the market, Sandra Brand, Corporate Communications and Marketing Manager at Drees & Sommer SE, said: 'It is a great challenge to integrate growth, innovation and new investments in such a way that they are perceived as being of equal value under our strong brand. We achieve this by maintaining our strong market leadership position.' With their comprehensive range of services and innovative strength, Drees & Sommer also achieved an impressive second place in the Real Estate Consultant category for the fourth year in a row.



Photo caption: (From left to right) Ulrike Schweizer, Deputy Marketing Manager and Sandra Brand, Corporate Communications and Marketing Manager accepting the coveted brand diamond. © Drees & Sommer

The REB Institute uses these awards to honor brands whose professional market leadership successfully distinguishes them from their competitors. As part of the largest empirical brand value study of the real estate industry, this involved examining, for the first time, over 1,400 corporate brands in 30 studies, and surveying over 94,000 industry experts in 47 European markets.

Further information on the Real Estate Brand Awards can be found on the website of the [REB Institute](#).

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Drees & Sommer: Your Innovative Partner for Consulting, Planning, Construction and Operation

For over 45 years, Drees & Sommer has been supporting private and public sector principals and investors in all aspects of real estate and infrastructure. The Group is managed by its partners and has a workforce of around 2,400 employees at 43 offices worldwide. Its headquarters are in Stuttgart, Germany.

Economy, quality and ecology are the basic values of Dress & Sommer's services. The Group calls this holistic and sustainable approach 'the blue way'.

Drees & Sommer and EPEA Internationale Umweltforschung (Environmental Research) in Hamburg, Germany, are jointly committed to the Cradle to Cradle® principle in the building industry, bringing principals, investors, architects and manufacturers together to promote the approach.

Nadja Lemke
Head of Media Relations and International Communications
phone +49 (0)711 1317 177 • mobile +49 (0)172 7699566
nadja.lemke@dreso.com

Barbara Wiesneth
Deputy Head of Media Relations
phone +49 (0)711 1317 2411 • mobile +49 (0)172 7995752
barbara.wiesneth@dreso.com