

Erste Group Immorent is awarded most valuable real estate brand

01.06.2012

Erste Group Immorent awarded for strategy and strong market position by the European Society for Real Estate Brand Monitoring (Europäische Gesellschaft für Immobilienmarkenbeobachtung, EUGIMB)

Over 1,000 brands in the German and Austrian B2B real estate industry were reviewed

Assessment criteria included brand recognition, business success and expertise

Erste Group Immorent, one of the leading providers of real estate and infrastructure financing in Central and Eastern Europe, was awarded 'the most valuable real estate brand 2012' in the category 'real estate bank' by the European Society for Real Estate Brand Monitoring (EUGIMB). By offering services ranging from the development of individual solutions to the delivery of made-to-order, turnkey projects, Erste Group Immorent has positioned itself successfully as a specialist for real estate infrastructure funding and project development in the company's core markets of Central and Eastern Europe.

"We are honored to receive this award, which testifies to Erste Group Immorent's market leading position in Central and Eastern Europe. Our key strategy is to cover the entire real estate value chain, so that clients turn to us as the absolute expert in real estate and infrastructure financing in CEE", highlights Martin Schlichting, International Clients director at Erste Group Immorent.

More than 10,000 office and commercial real estate properties, business parks and shopping centres, residential buildings and infrastructure projects have been built in the past 40 years with Erste Group Immorent acting as a reliable financing partner.

As one of the 1,000 brands reviewed, Erste Group Immorent was evaluated based on 17 criteria, including brand recognition, business success, market size, expertise, innovation quality, trust and credibility, reputation and price-return ratio.



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