

# PROPERTY ONE

## *10 Years – 10 Points*

### «Potential Analyses and Real Estate Investments»

**Anyone who owns a plot of land, a property or an entire real estate portfolio should think about this from time to time: Is its purpose still relevant? Does the return on investment add up? Would it be possible to make more of it with densification? Is there any hidden potential?**

#### **Our 10-point guide for real estate investors:**

1. A sound potential analysis shows what could be done with a property and which measures could be considered to enhance a property or to make better use of a plot of land in order to realise a higher profit.
2. For example, a location analysis includes important criteria and shows how the neighbourhood is renewing itself and how the ownership and tenant structure as well as the environment in general are changing.
3. A building law analysis can be used to explore the potential of rezoning or upzoning and to make feasible adjustments visible.
4. Market analyses show where there is room for improvement in rents and which real estate products are particularly promising in this location.
5. Existing properties are analysed for structural condition, statics and earthquake resistance, contaminated sites or building pollutants.
6. Furthermore, opportunities for a change of use or the transformation of the property must be evaluated.
7. The results of the analyses are as specific and unique as the respective properties. With an optimal division of the plot, extensions, additions or renovations to the building, added value can be created that is often not evident at first glance.
8. Financing also requires expertise. This entails tailor-made financing solutions with the best possible set-up for borrowing.
9. The potential only becomes obvious once a coherent property strategy is in place: the property is thus transformed from an underused asset into a marketable property that promises optimised returns and long-term added value.
10. A value-enhancing project that can be offered together with the real estate makes it possible to obtain higher prices on the market and, at the same time, reduces the effort for the interested parties.

► Find out more about **exploiting potential in the sale of real estate**