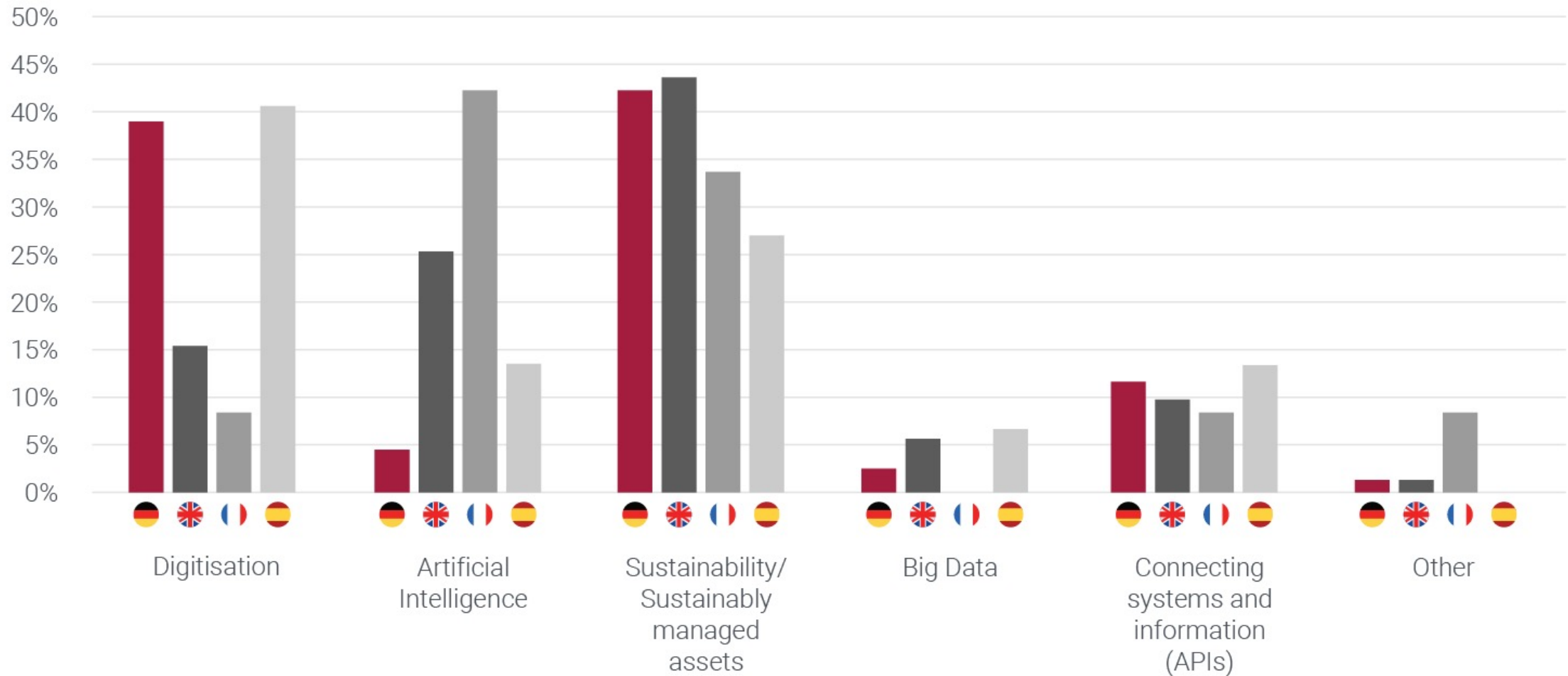# Drooms

Online Survey:

"Trends, needs and challenges in real estate asset management"

Drooms online survey, March 2021
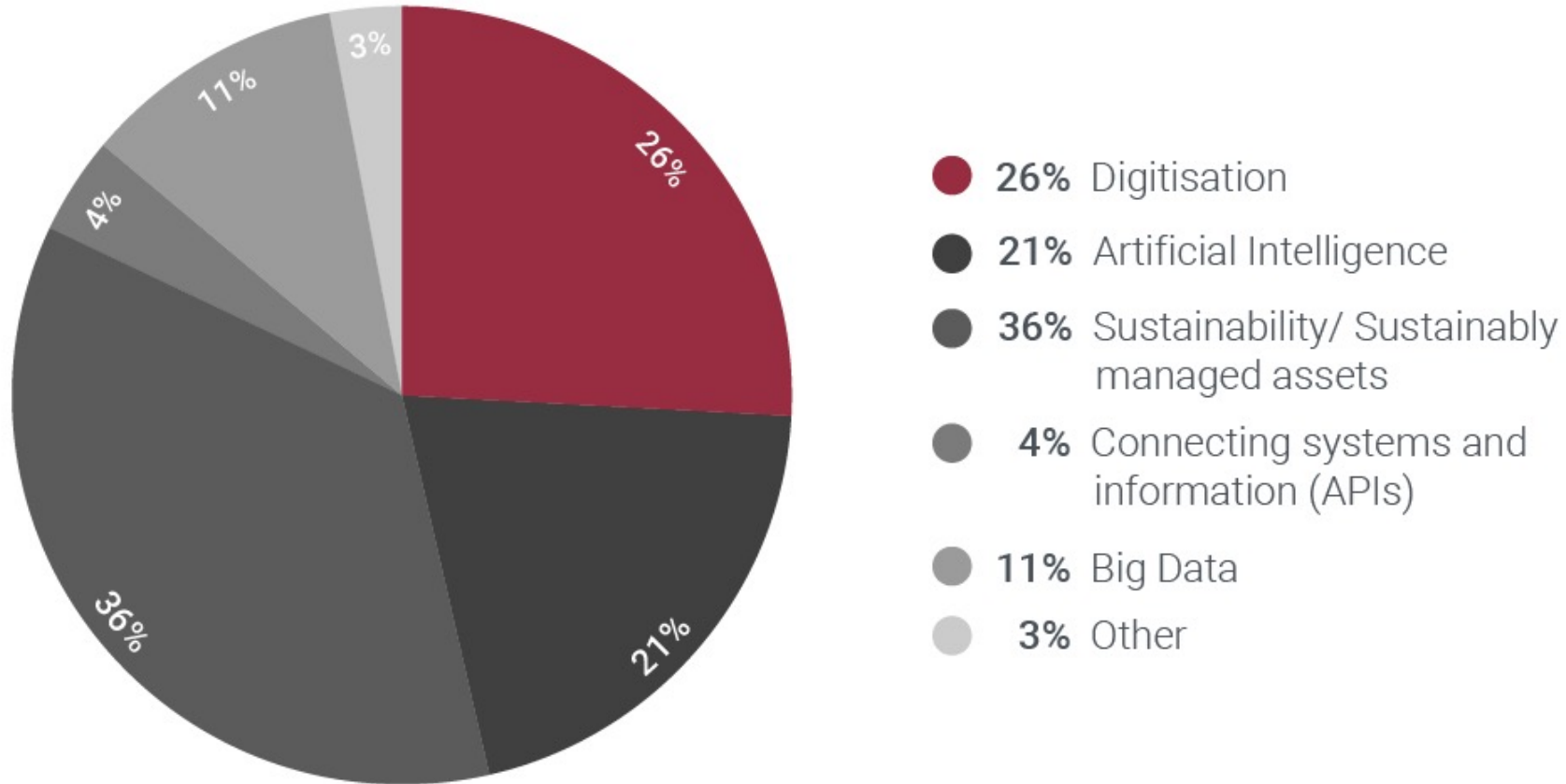
255 Participants

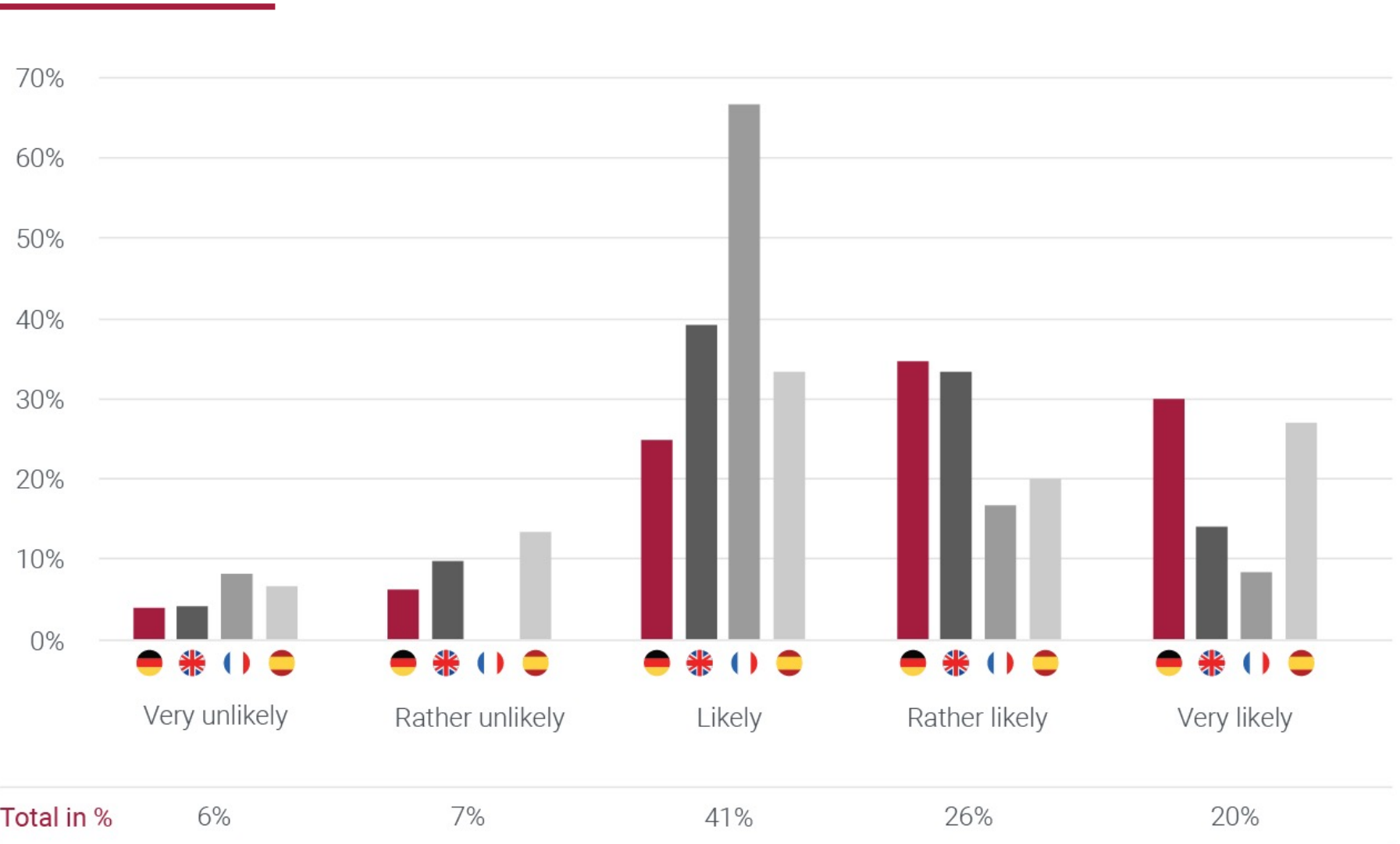# 1. What do you think is the biggest trend in Europe's real estate market going forward?*

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*Per country

drooms.com

1.1 What do you think is the biggest trend in Europe's real estate market going forward?*

- **26%** Digitisation
- **21%** Artificial Intelligence
- **36%** Sustainability/ Sustainably managed assets
- **4%** Connecting systems and information (APIs)
- **11%** Big Data
- **3%** Other

*Total

2. How likely is it that your business increases its budget in technology in the next 2 years?

	Very unlikely	Rather unlikely	Likely	Rather likely	Very likely
Total in %	6%	7%	41%	26%	20%

3. What do you think are the main challenges to technology implementation in the real estate industry?*

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| Total in % | 45% | 38% | 26% | 32% | 27% | 48% |
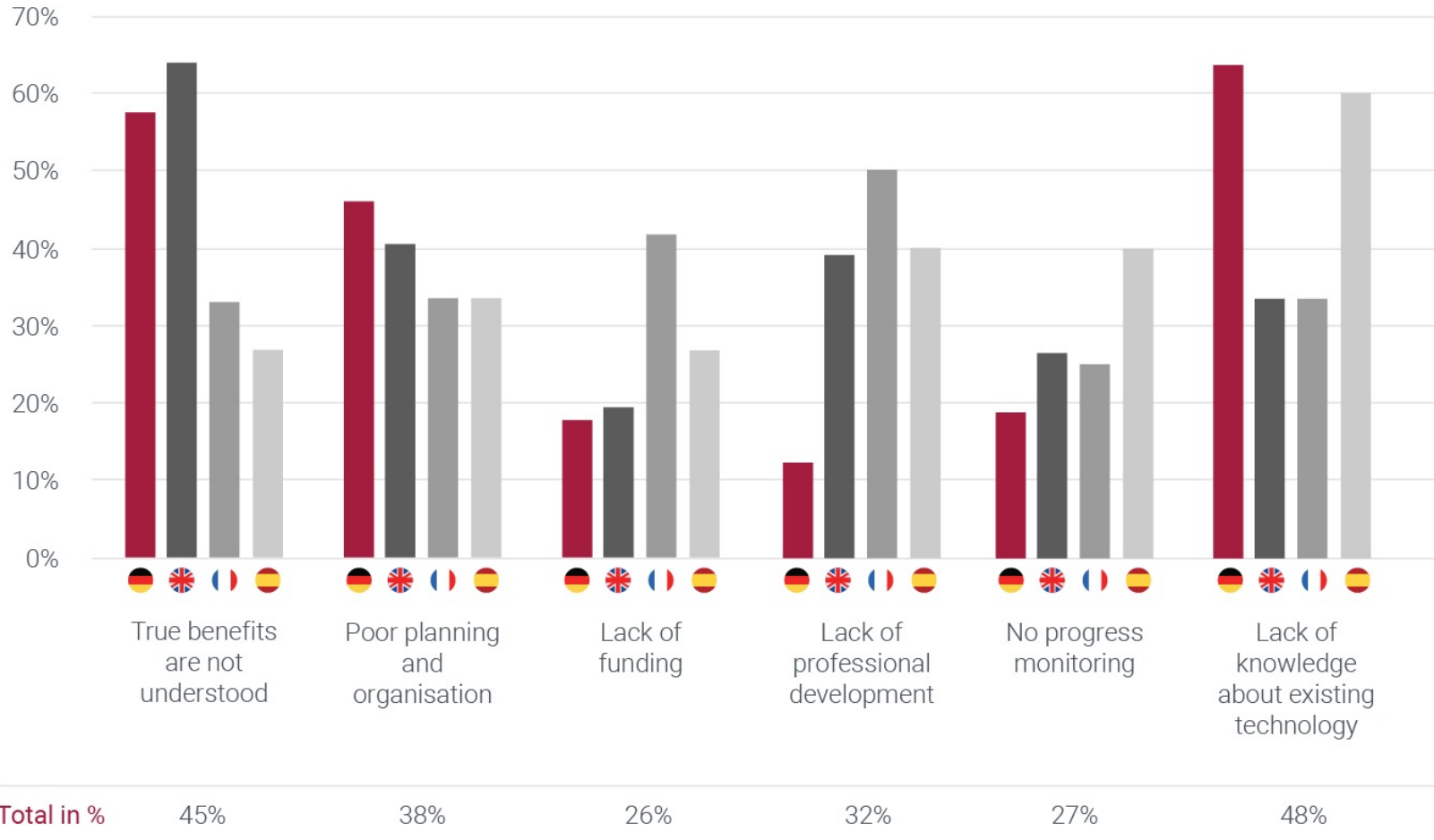
*Multiple answer

4. What is the biggest challenge you face when managing a real estate asset?

| Total in % | 7% | 11% | 15% | 35% | 15% | 13% | 3% |
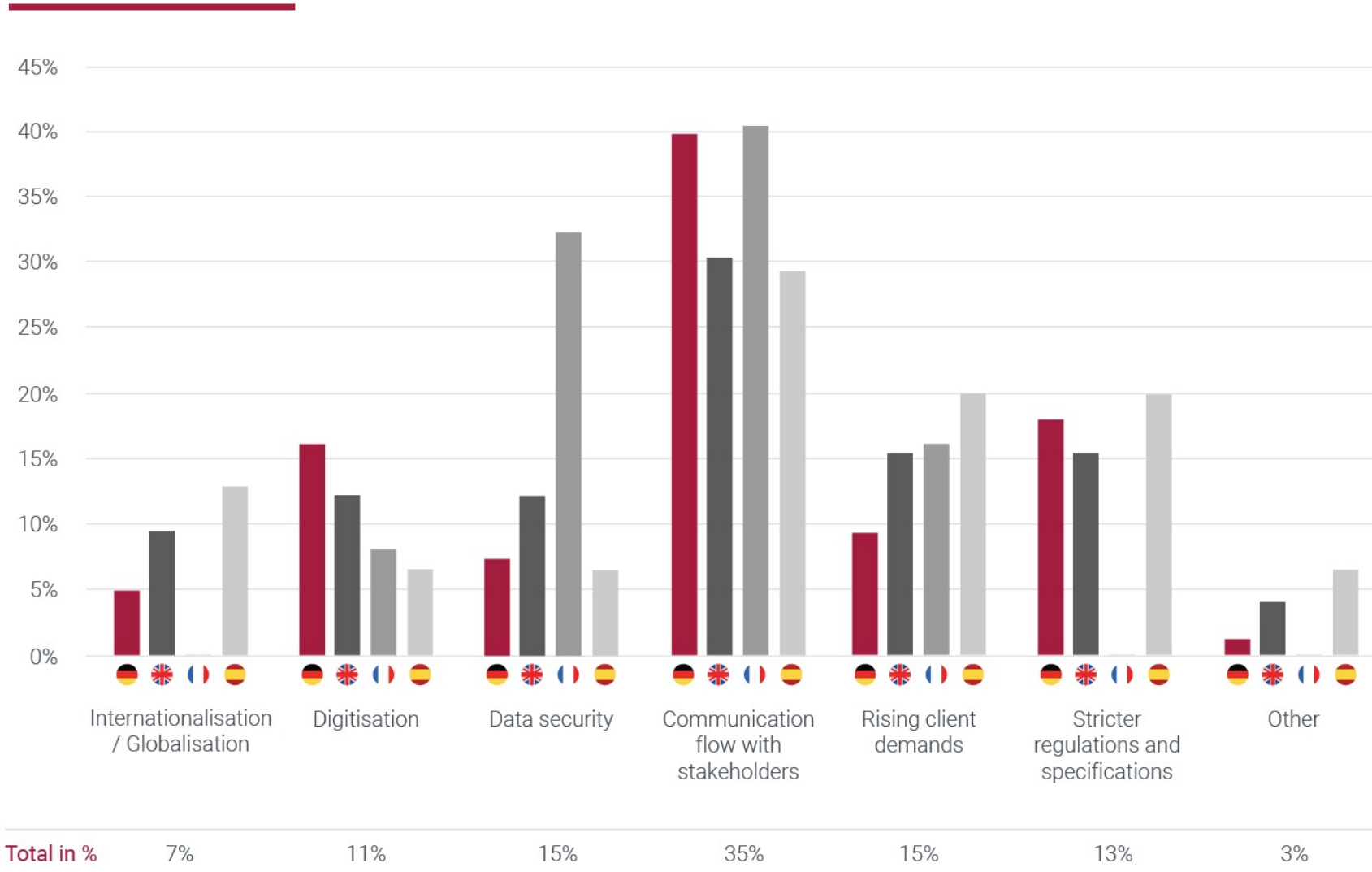
5. What are the main benefits real estate firms get from having greater control of data?

|	Higher client satisfaction	Enhanced operational efficiency	Increased investment performance	Reduced costs	Improved information flow	Higher transparency	Higher saving of time
Total in %	24%	70%	14%	15%	46%	17%	14%
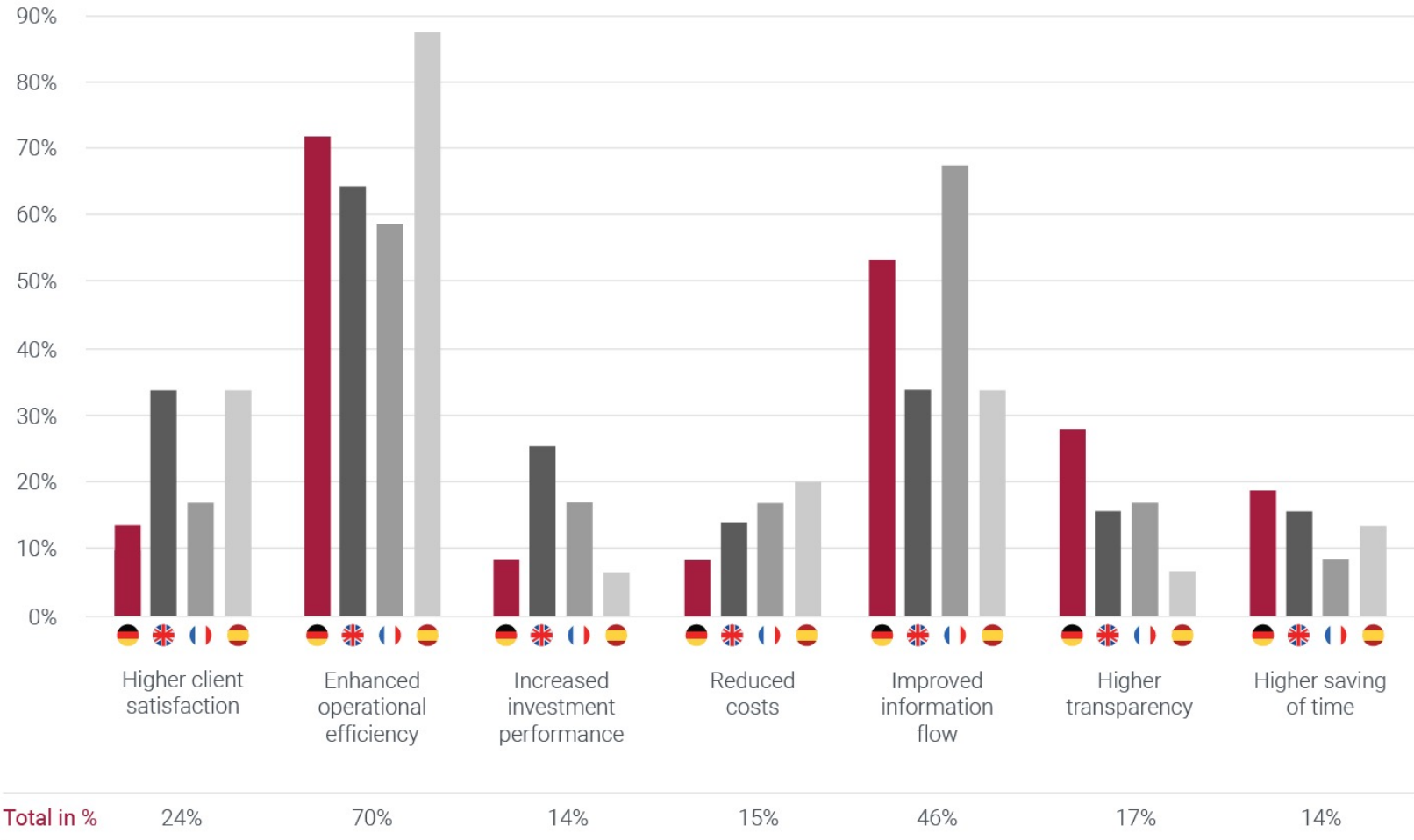
*Two answers

6. How much of a challenge do you believe searching, locating, and managing asset-related documentation is to the workflows of real estate firms today?
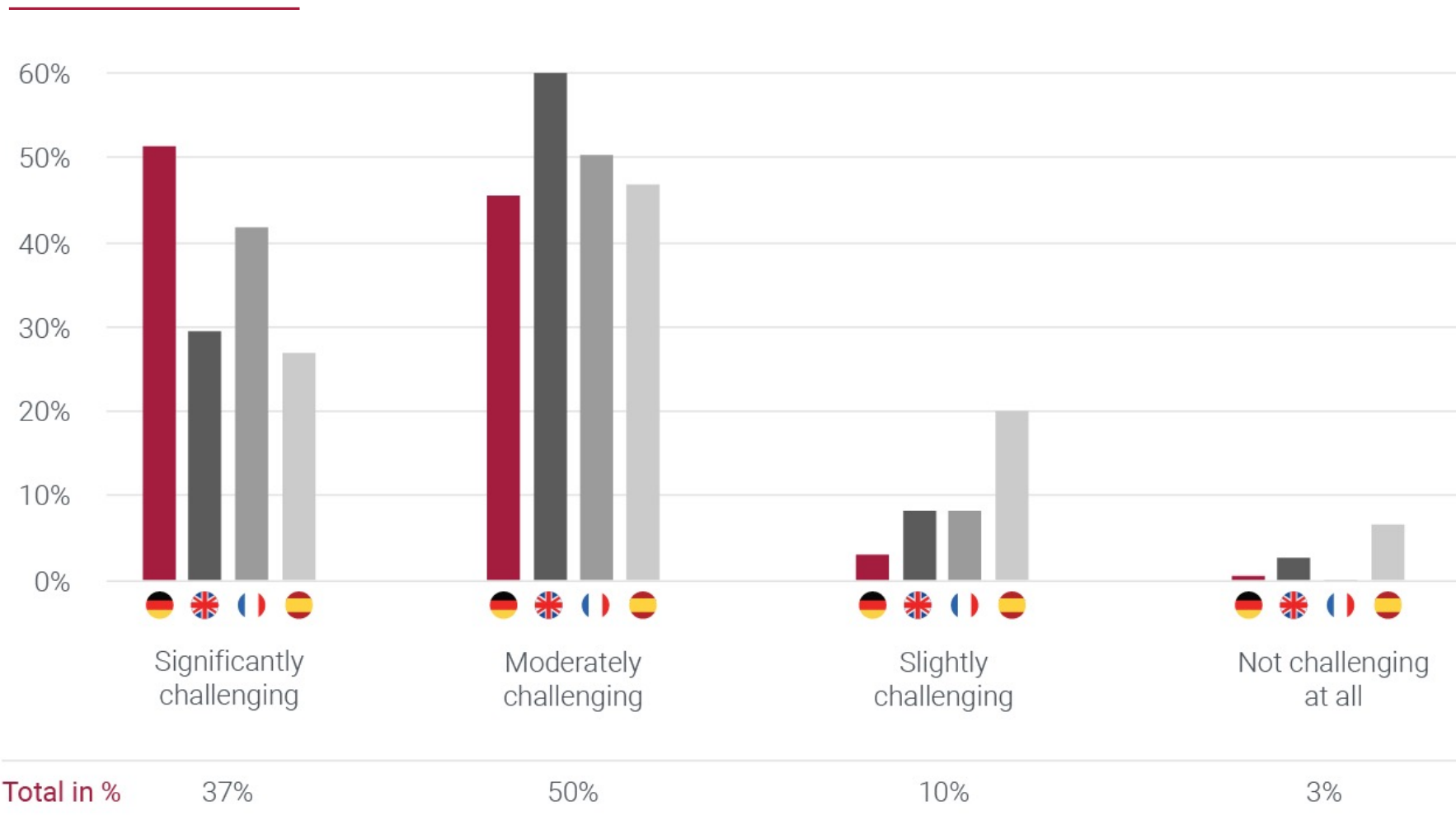
7. How significantly do virtual data rooms (VDRs) optimise your workflow?

| Total in % | 2% | 3% | 32% | 48% | 16% |
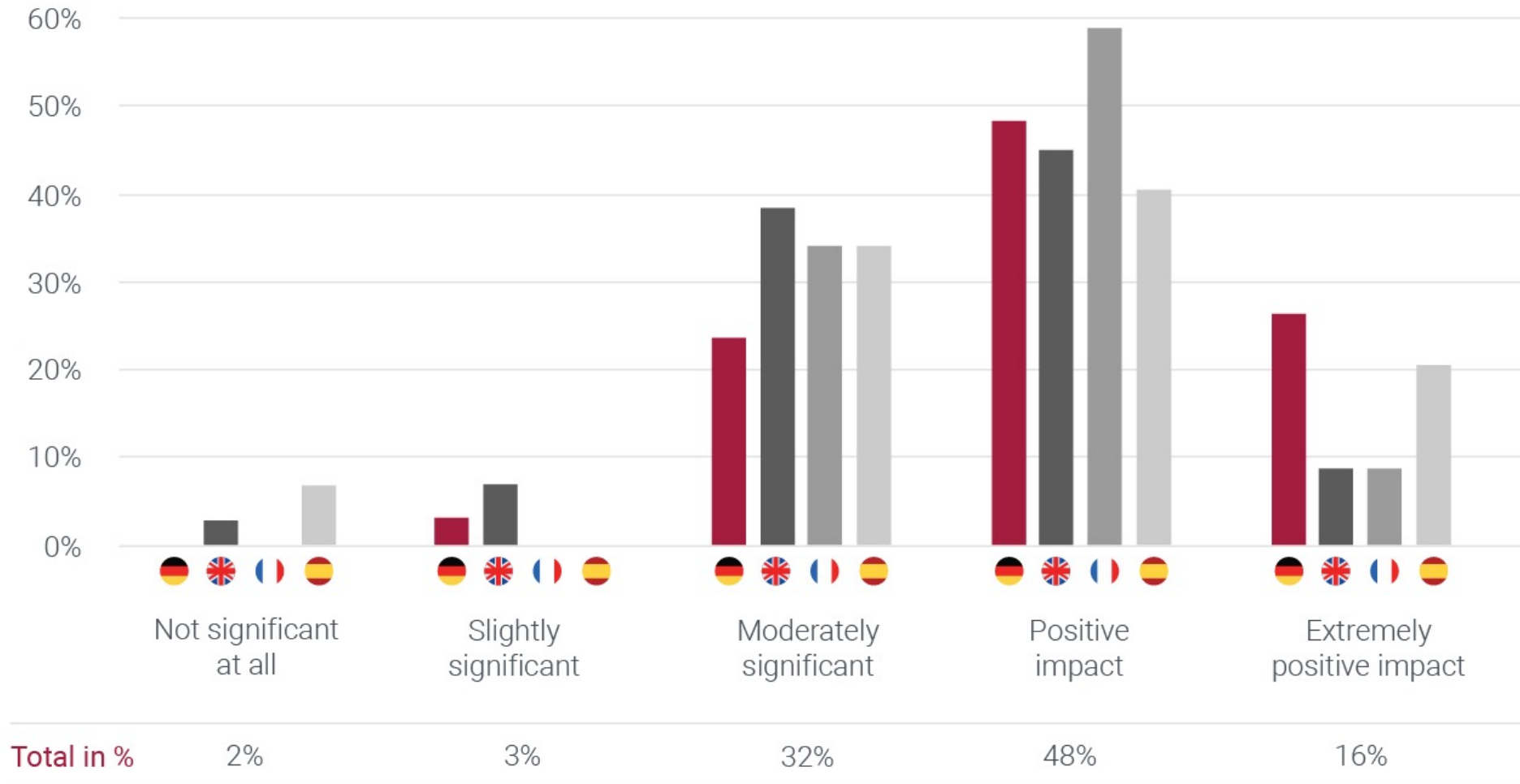
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Do you have any questions?

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