



ZIEGERT

BATTLE OF THE DEALMAKERS

*WHY DO YOU WANT TO INVEST IN SERVICED
APARTMENTS?*

RECHARGE - BERLIN January 23rd 2019

Dr. Steve Grundmann



MOTIVATION

HIGH DEMAND FOR PROFESSIONAL TEMPORARY LIVING

BEHAVIORAL CHANGE

+

LEGAL CHANGE

+

INVESTMENT CHANGE



BOOMING MARKETS

REAL ESTATE & TOURISM

BENEFIT FROM TWO BOOMING MARKETS



TOURISM

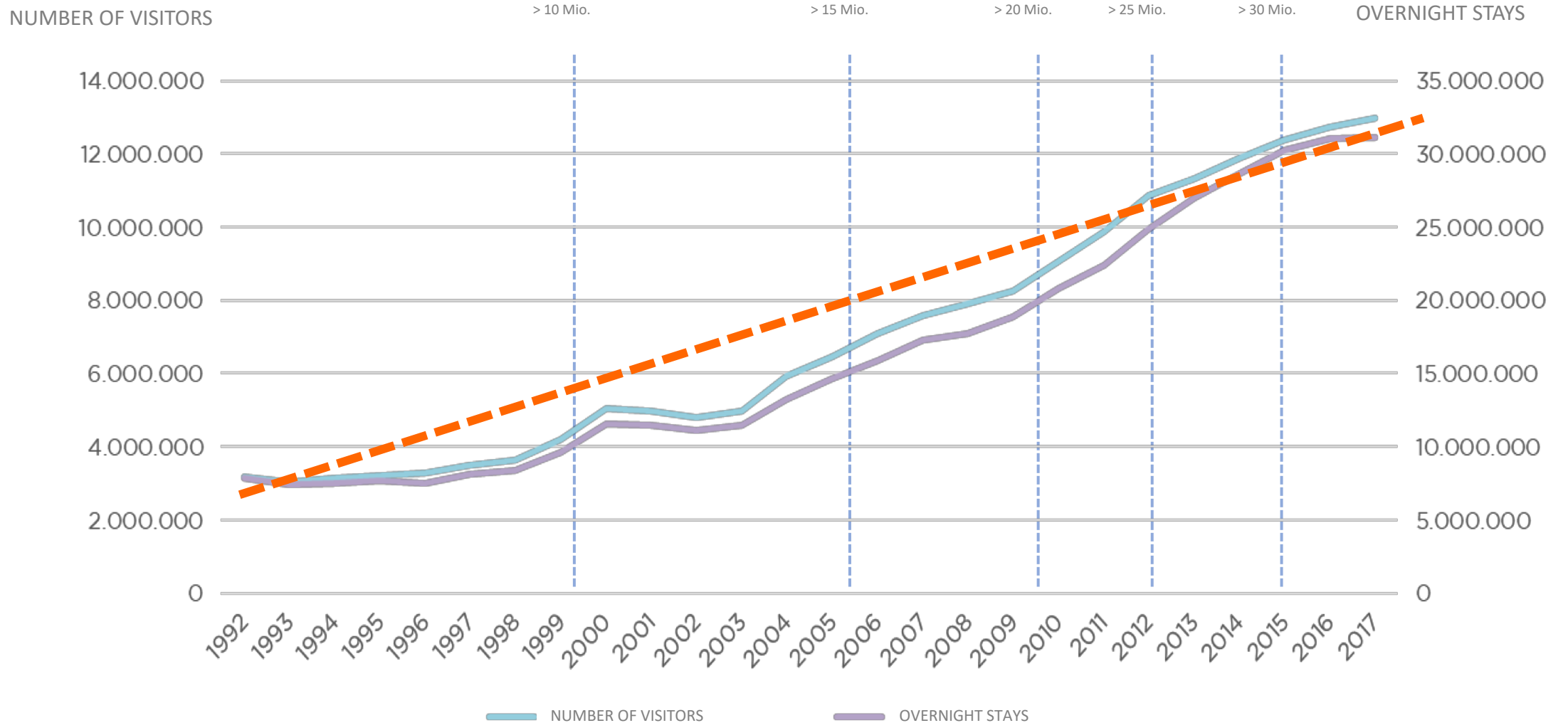


REAL ESTATE



TOURISM MARKET BERLIN

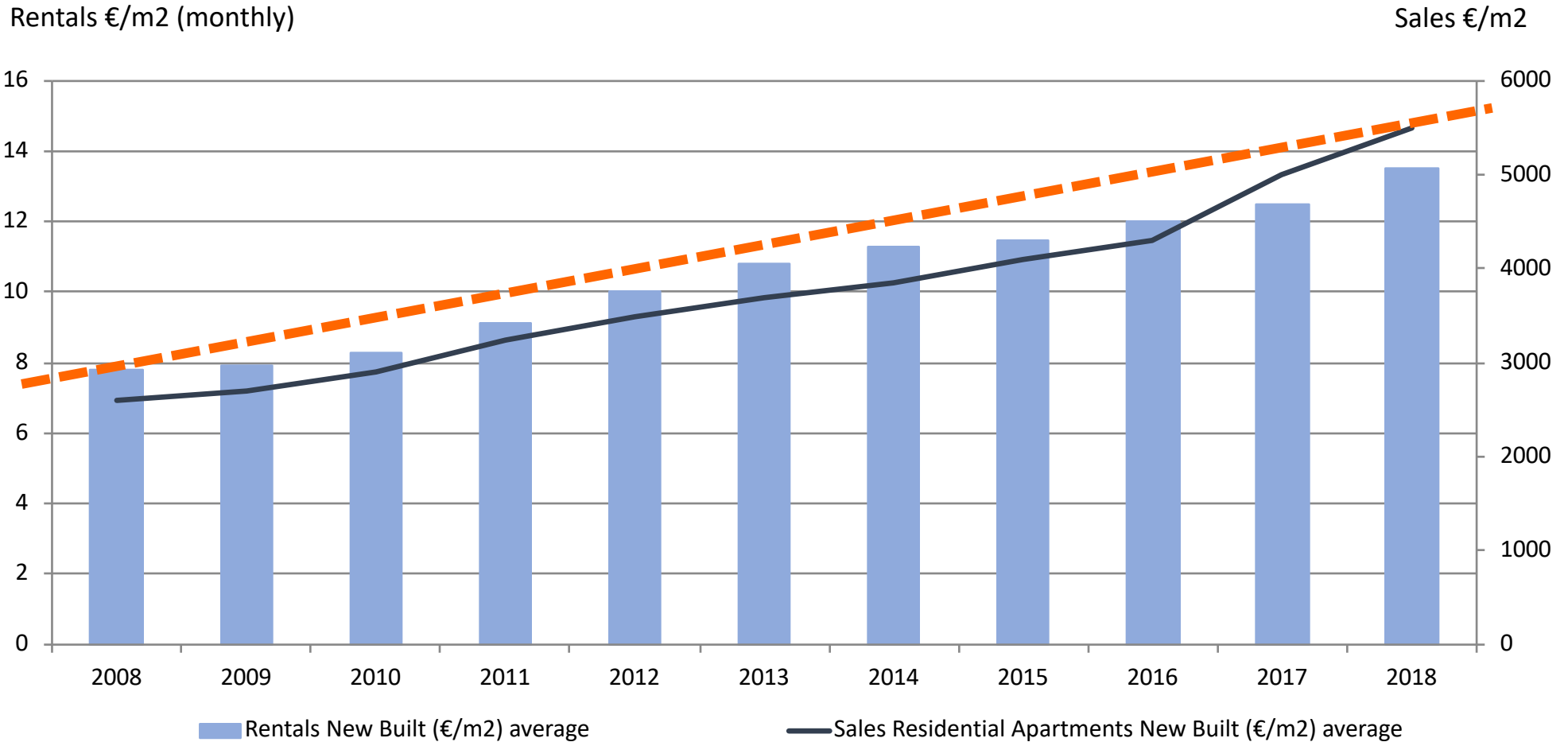
DEMAND





REAL ESTATE GROWTH

RESIDENTIAL RENTALS & SALES (BERLIN)





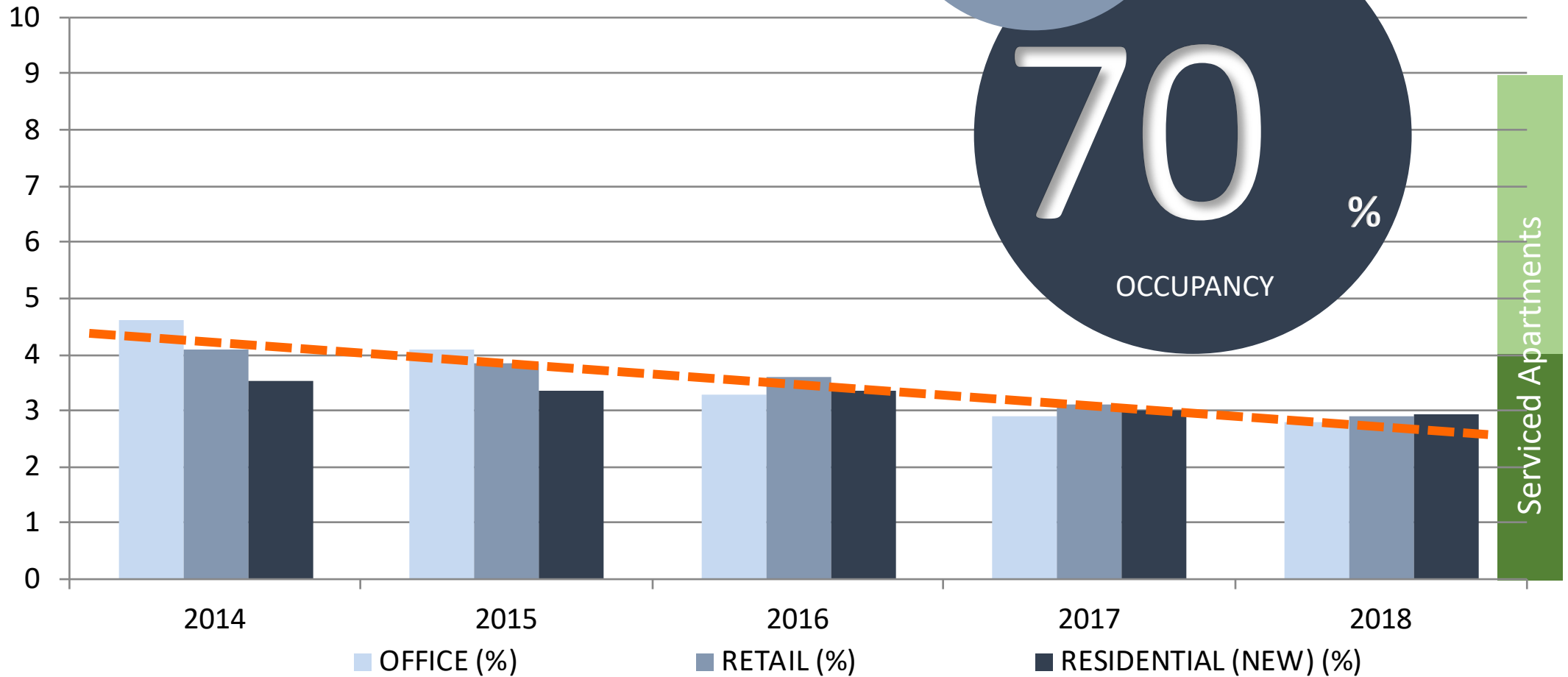
REAL ESTATE ASSET CLASSES

RETURN ON CAPITAL

4,5 %
Return on Invest

70 %
OCCUPANCY

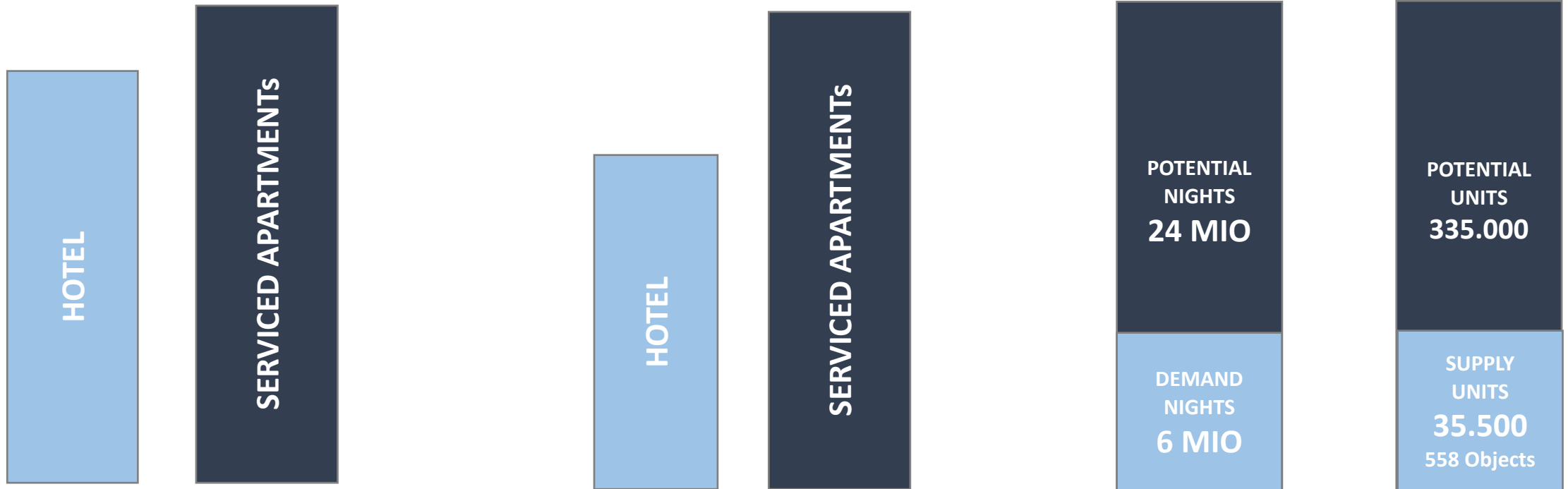
Return on Capital (%)





SERVICED APARTMENTS VS. HOTELS

MARKET & KPI (GERMAN MARKET)



OCCUPANCY

71 % Hotel vs. 77 % Serviced Apartments

(ZIEGERT RESEARCH 2018)

RevPAR

> 10 % Hotel

(ZIEGERT RESEARCH 2018)

MARKET POTENTIAL

(BUSINESS TRAVELLER 2018;
CATELLA 2018)



PROJECT DEVELOPMENT

NEW BUILT OBJECT





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PROJECT DEVELOPMENT

NEW BUILT OBJECT





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PROJECT DEVELOPMENT

EXIT STRATEGY

SINGLE UNIT SALES

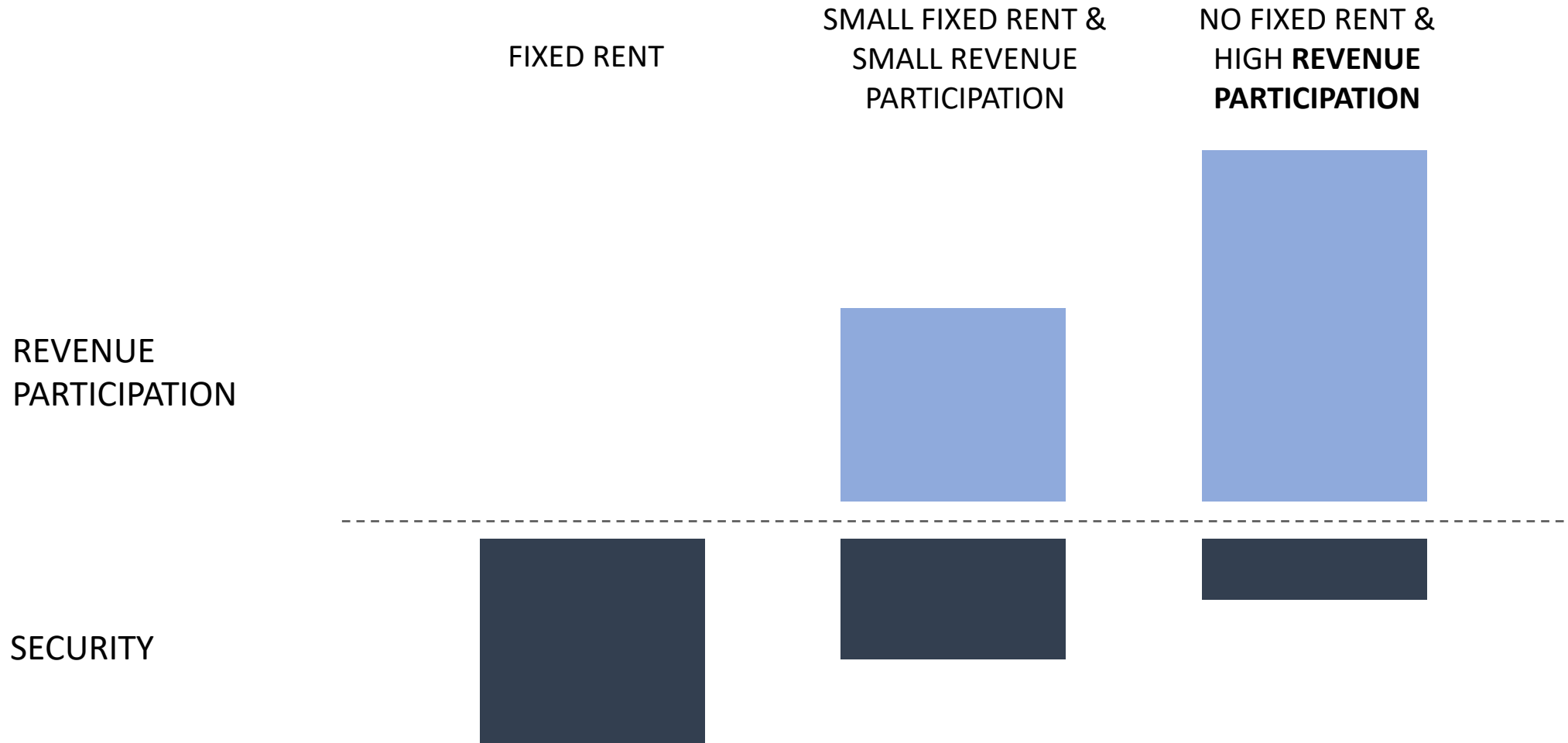


GLOBAL SALES





OWNERSHIP PARTICIPATION MODELS





STAKEHOLDERS

PERSPECTIVES & ADVANTAGES



DEVELOPER

- „new“ product on the market
- different exit strategies
- planning flexibility
- access to private investors



FINAL INVESTOR

- small units & small prices = small tickets
- high return on invest
- broad range of target groups & guests
- legal flexibility
- less responsibilities
- emotional investment / product



CONCLUSION

INVESTMENT PRODUCT SERVICED APARTMENTS

WHY DO YOU WANT TO INVEST IN SERVICED APARTMENTS?



SMALL INVESTMENT



HIGH RETURN ON CAPITAL



Thank you for your attention!

Dr. Steve Grundmann
Hotel Business & Serviced Apartments

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