



Germany's top Property Managers – the definitive ranking

The Cologne-based **Bell Management Consultants** has produced its eighth annual report on the German property management industry, including its well-recognised hit-list of the country's leading property managers ranked according to a variety of criteria.

The survey has established itself as the leading ranking list of market participants, similar to the same consultancy group's ranking of *Germany's Asset Managers*, which we reported on in July this year.

The Bell consultants surveyed 117 asset managers, investors and fund managers for their feedback, along with along with other available input from data sources from a further 49 service providers. In an industry that is as fractured as the property management industry in a market as big and regionally diversified as Germany, the goal of the Bell Consultants analysis is to establish a reputable ranking list based on the characteristics of "Brand Strength" and "Competence", according to director **Peter Brieger**.

The enormously comprehensive report divides the market up into categories by size (above and below the

benchmark of €17m) and asset type. A clear message from the report is that increased specialisation is the hallmark of the industry now, with particularly service providers with turnover in the category of less than €17m turnover achieving higher customer satisfaction ratings than the larger enterprises.

The highest overall property manager rating was earned by **HIH Property Management (HPM)**, while **ECE Projektmanagement** had the highest turnover and the company with the highest name recognition is now Tectareal. Across a broad range of asset categories, respondents named the biggest likely competitors to their existing service provider as **Bilfinger Real Estate, BNP Paribas and Strabag PFS**.

Among the large office property man-

agers (turnover above €17m), BNP Paribas headed the list, as it did last year, followed by **Tectareal Property Management** (which jumped up from last year's fifth), and **JLL**, then Bilfinger RE and Strabag.

In the smaller office category (below €17m), HIH Property Management headed the list, followed by **GGM** and **Goldbeck Procenter**, then **IC PM** and **PropertyFirst**.

In residential property management, the highest rating was achieved by DIM for the third year in a row, followed by Strabag Property and Facility Services and – at some distance – **Treureal**, and then **BauGrund**.

In retail, ECE Projektmanagement headed the list, well ahead of next-placed **Estama** and then Bilfinger Real

Specialisation is becoming increasingly important, with 75% of property managers mainly focused on one asset class, up from 72% in last year's survey. 31% are focused on office property, followed by residential at 20%, shopping centres at 11%, other retail 7%, logistic centres 4% and retail parks at 4%.

The Bell Consultants Property Management Report is available from: **peter-brieger@bell-consultants.com**