

Activating and supporting potential buyers and investors



Goals + Tasks

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Goal

- / Draw attention of potential investors and users to vacant buildings
- / Support them in buying / rehabilitation process

Tasks

1. Clarify what kind of “investors” you look for
2. Prepare information for investors
3. Identify and contact investors
4. Support investors



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Task

/ Clarify what kind of “investors” you look for

Steps

Determine

1. Your vacant building portofolio
2. Development priorities based on your urban development objectives
3. Demand in your local real estate and housing market

INVESTOR TYPES

Owner-occupiers

- Private single investors
- Co-housing groups
- Young families seeking ownership

Renters and landlords

- Financial companies: banks, real estate funds
- Housing companies: (non-)for-profit oriented
- Housing cooperatives
- Social organizations and foundations providing housing or supplementary facilities

Seller after rehabilitation

- Profit-driven project developers
- Financial companies: banks, real estate funds

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Task

/ Prepare information for investors

POTENTIAL RELEVANT INFORMATION

- **Local real estate market:** demand, rent and sales prices
- **Vacant buildings on sale:** building sheet with price, size, condition, etc. or building diagnosis
- **Potentials of the vacant building** based on the interest of the investor.
- **Information about neighbourhood:** location, accessibility, facilities, qualities, planned public investments
- **Financial incentives:** tax incentives, grants, funding programmes

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Task

/ Identify and contact investors

Steps

1. Ask in your circle for recommendations
2. Conduct research
3. Draw attention to vacant buildings through PR, multipliers, events



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Task

/ Support investors

SERVICES FOR INVESTORS

- Information and suggestions about vacant buildings for sale
- Site visits to vacant buildings for sale
- Information about funding opportunities
- Connecting with owners, city administration, experts, grant and financial institutions
- Guidance through purchase procedure
- Information on legal and administrative procedures

Owner-occupier / Co-housing groups

- Support to get organized and funding
- Advice on financial and legal possibilities
- Guiding through administrative procedure
- Informing / connecting with good examples