



INDUSTRIES



Build on Market Research – Ensure Sales Success

INNOFACT Business Area Real Estate Industry

Market research provides valuable data for planning, development and operation of real estate projects. As a leading German online market research institute, **INNOFACT** has direct access to over 500,000 consumers and the core target groups of the real estate industry via its own panels. Decision makers, homeowners, investors, tenants, landlords, people ready to move and interested to buy can be analysed nationally, regionally or against any of the top-fourteen property locations in Germany.

Companies in the real estate industry use the cooperation with **INNOFACT** to check awareness and image, to explore the wishes and opinions of their target group, and to align offers even more closely to the needs of their customers. In this way Clients secure a decisive competitive advantage in fiercely competitive markets.

INDUSTRIES

Real Estate
Industry



Success through using scientific analyses

INNOFACT explores trends, analyses markets and opinions of target groups, determines willingness to purchase, and surveys customer satisfaction using tried-and-tested as well as innovative methods in modern market research.

Market research services

- Market analysis
- Target group analysis
- Project analysis
- Acceptance checks
- Marketing checks
- Customer satisfaction analysis

Market research solutions for

- Agencies (real estate marketing and PR)
- Estate agents and brokers
- Project developers and construction firms
- Researchers
- Housing companies and property managers
- Housing cooperatives

INNOFACT at a glance

INNOFACT is a leading market research institute in Germany and has direct access to its own panels of over half a million consumers. Having about 100 employees at locations in Düsseldorf, Berlin, Zurich and Lengerich, the institute realises annually more than 1,200 projects for clients in various industries.

INNOFACT's employees are experienced in co-operation with the real estate industry and conduct both surveys in the role of neutral institute as well as on behalf of the customer.

Omnibus surveys

The **INNOFACT Omnibus** is a weekly or daily multi-topic survey. The sample of approximately 1,000 subjects, can either be representative of the population or the internet regarding criteria of age, gender and federal state. There are only 24 or 48 hours between submission of the questions and returning the results.

INNOFACT Omnibus surveys are starting from EUR 399 (excluding VAT).

Your contact person:

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