Beat: News

Scout Real Estate - Real Estate Forum 2013.

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USPA NEWS - On 31.10.2013 Scout Real Estate - Real Estate Forum 2013 started in Hamburg again . After all, well over 500 people had signed up in advance to get the best speeches heard at this inaugural event under the motto " The Best Recipes for the acquisition " at Hotel Grand Elysee in Hamburg.

This year's theme all about the VIA concept. Figuratively this, the kitchen has been served, the successes are based on recipes and these forums series aims to present the best recipes for the marketing , image and acquisition. This fits the keynote of TV chef Horst Lichter , who presents his own personal ingredients for a thoroughly satisfying life . Immobilienscout24 this year celebrated two "round" birthdays : 10 Years Scout forums and the important Immobilien Scout 15 years.

A brief insight into the property Scout - Real Estate Forum 2013 - Chef kitchen : " The right ingredients for more success " with Horst Lichter : Horst Lichter is TV chef and successful entrepreneur. Just as he creates delightful recipes, as Horst Lichter has also evolved as a brand. Its hallmarks are mustache and glasses. But what makes him a "brand" is its authentic style and the confidence he exudes. Trust is also what is Horst Lichter. In his own restaurant he cooked for guests, welcomed and introduced you to the table. The close contact with customers quickly made “‹“‹the restaurant a crowd puller. Television and live appearances followed.

Today, Horst Lichter is also known by his unbroken good relationship with butter and cream. On the real estate forum 2013 subscriber have seen how Horst Lichter found the right ingredients for more success. "Your stage for the perfect look " - with Marc Silke VIA : High competitive pressure , low object numbers , possible changes in the law : The real estate industry faces in the coming years, major challenges. Well prepared for it is he who builds a positive image on the net today. VIA provides the stage for the perfect digital presentation.

" Serve or abservieren ? This makes owners happy " Maziar Arsalan : The basis of the real estate business is the object of an owner . But how and where do you find these owners ? Every real estate professional has his recipe for success , and above all his own network . ImmobilienScout24 has owners surveyed in all regions of Germany , which is important in choosing the broker and especially how people make up the broker of trust.

" Learning from the best - Successful online acquisitions " - Kamp Roland Meyer, Reiner Bethke and Ines Loehr : real estate and marketing professionals showed examples from their everyday business. From logo creation to online banners , the participants received a 360 ° view of advertising and image advertising. The solutions presented asked exciting approaches for companies of any size . " Good reputation = job " - with Jessica Dewald , Anne Kathrin Bethke and Ralf Robert Hundt : That 's good reputation is an essential ingredient for a successful real estate business , is undisputed. In times progresses Digitization challenge now is to own good reputation to actively exploit and publicize on the internet.

"Markets , Prices , Trends: This is happening in your region " - with ö.buv Real estate expert Michael Kiefer (FRICS) : " In times of increasing competition , it is increasingly important to convince customers with expertise and market knowledge. Not only for object acquisition, but also the sale and especially for their own business detailed knowledge of the local real estate markets and the key global relationships are more important than ever . the most important facts and figures, the differences and developments in the various regions belong to the everyday tools of real estate professionals. "

" Social media check for real estate professionals " - with Christiane Lehmann and Ina Lutterbüse : "Last year, we brought you a taste , this year we serve you a la carte on Facebook . As an appetizer we chose the recommendation of the kitchen for you : Facebook in VIA coat. For starters , there are the following formal innovations on Facebook. For the main course we serve hearty interaction with the finest range of best-practice snacks from the industry. At the conclusion of our social media menus there is icing on the cake - the Facebook - creations of the house: App broker a fresh design , delicate and expert chat online training for home- Art "

"The energy amendment and its challenges ": Dr. Oliver Buss and Anja Kimm : "This year unsettled an amendment in energy law . This

also and particularly for energy presentation and disclosure requirements for energy efficiency. It is unclear, many real estate companies , whether the new rules already apply. For the EU regulation has not been implemented into national law in Germany . Thanks to the delayed implementation of the Directive by the German legislator real estate professionals have still won some time, but should now prepare for anticipated changes in time . " Prof. h.c. Dr.h.c. Natalia Eitelbach of Philosophy of European Science NCLC Institute USA.

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