



Real Estate

Executive Summary

ESG (Environmental, Social, and Governance) is by most real estate actors seen as the biggest strategic challenge for the sector in the years ahead.

There is need for a more strategic approach to digitisation and innovation among the majority of Danish real estate actors. In concrete terms, 84% of Danish real estate companies have increased their use of digital solutions over the past year but only 45% of Danish real estate companies report to have a digital strategy.

Finally, real estate players also seem to invest too little in getting access to digital skills and knowledge, which is key in successful digital transformation. As a result, lack of digital capabilities is still a main barrier for really embracing the digital possibilities.

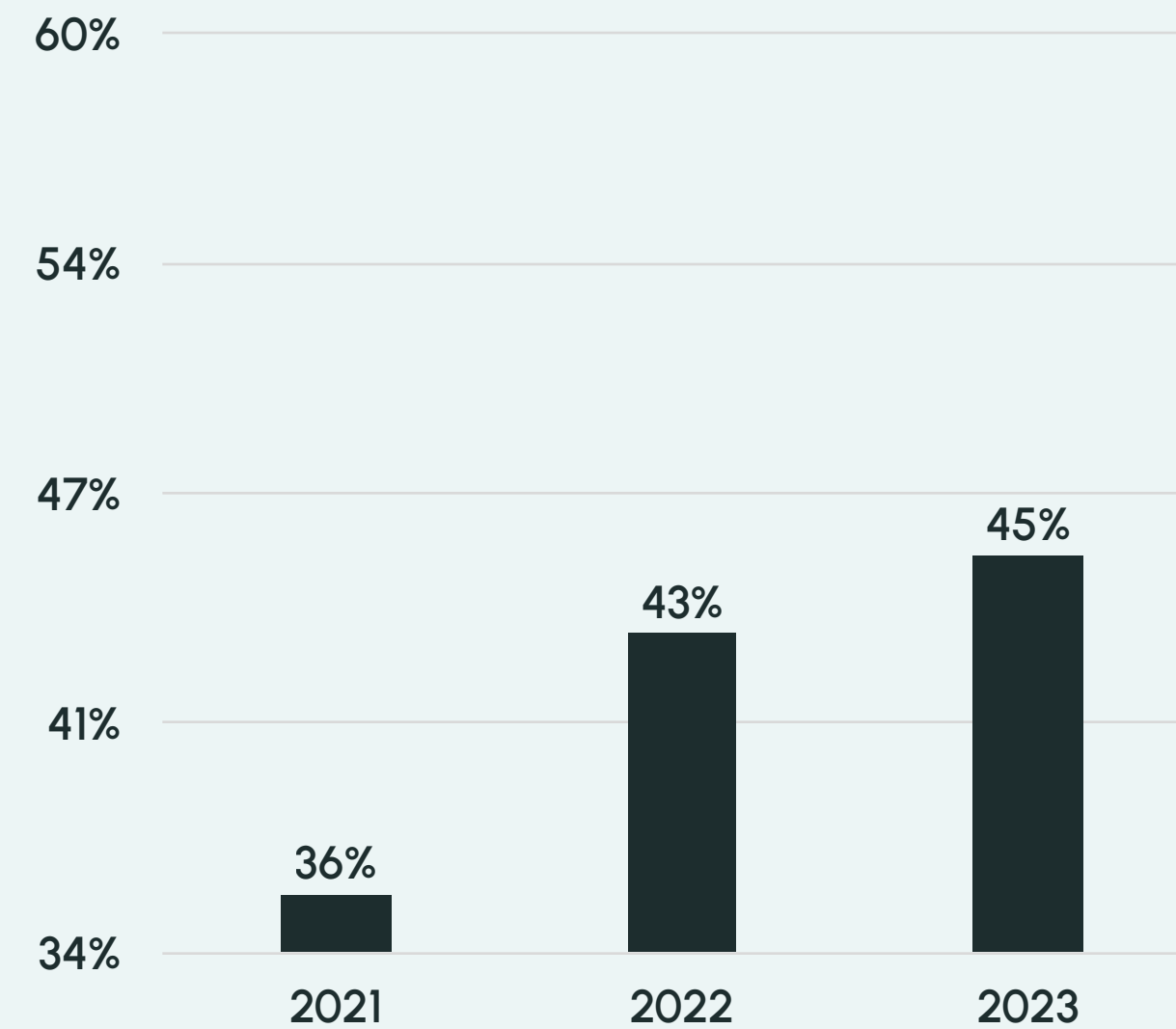
[Download full report](#)

Key learnings

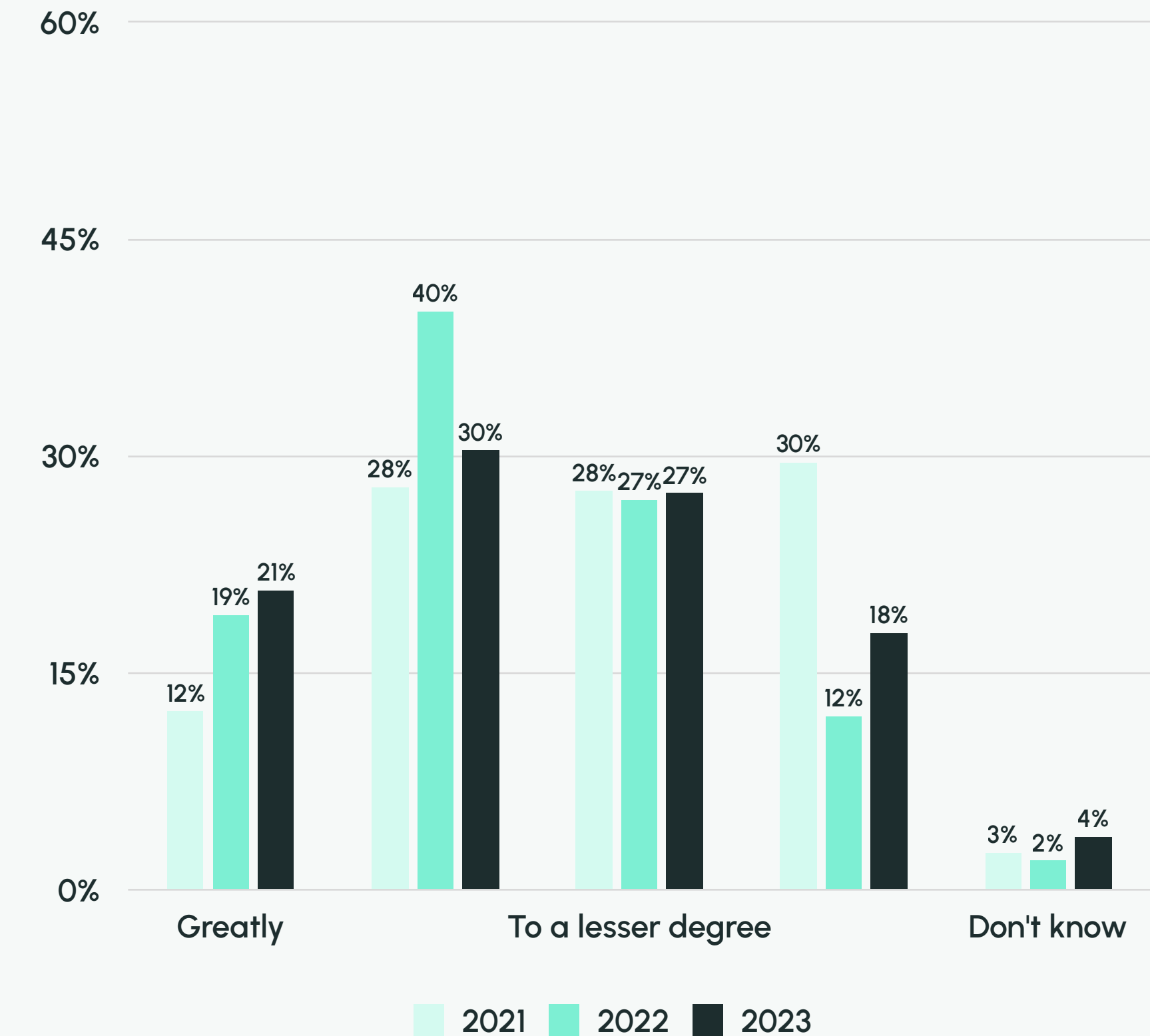
- 1. Green transition** tops the list of overall challenges in 2022, followed by costs. Could both potentially be addressed at the same time?
- 2. Half are steering blind** - 45% of Danish real estate companies report having a digital strategy. Could developing yours with the ecosystem give you an edge?
- 3. Lack of skills and knowledge hinder digital transformation** - Almost 1/3 report too little knowledge of relevant solutions - and a lack of digital capabilities. Is it time to skill up?

Key Graphs

Share of Danish construction and real estate companies that have a digital strategy



To what degree does your organisation utilize digital data sources in decision making processes?



Elevate your digital strategy

What makes PropTech Denmark unique is that we bridge the gap between the new solutions emerging and the traditional real estate investors, asset managers and administrators. Educate your leaders, engage with the ecosystem - and get help for innovation and technology projects - and much more. Get the members-only PropTech Guide and talk to us about Academy and Premium offerings, including innovation sprints.

Contact



Sofie Venndt
Innovation Director
PropTech Denmark

+ 45 26 81 22 40
+ sv@proptechdk.dk
+ proptechdk.dk