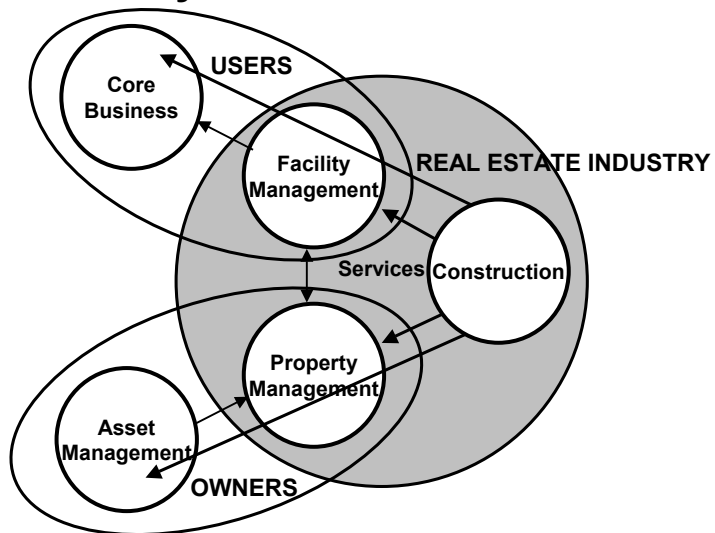


REAL ESTATE MANAGEMENT BRAND A Technology Programme for Real Estate Business and Services

1999-2003



New View to the Real Estate Industry

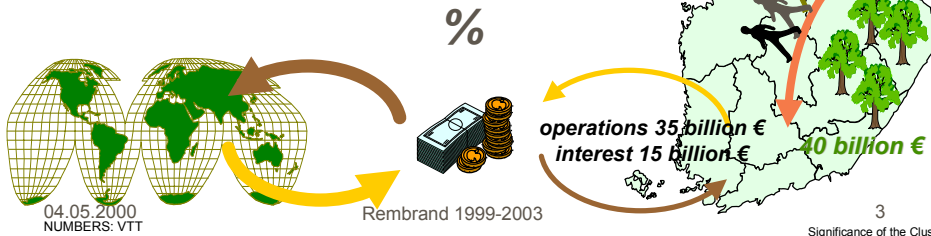
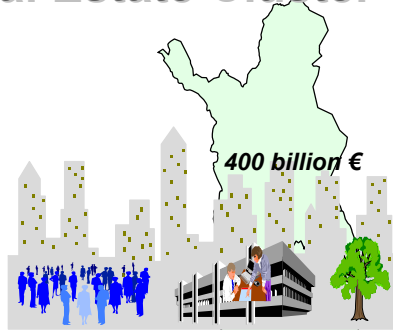




Rembrandt
RILJUNIA KIRJEKOKKUNEN

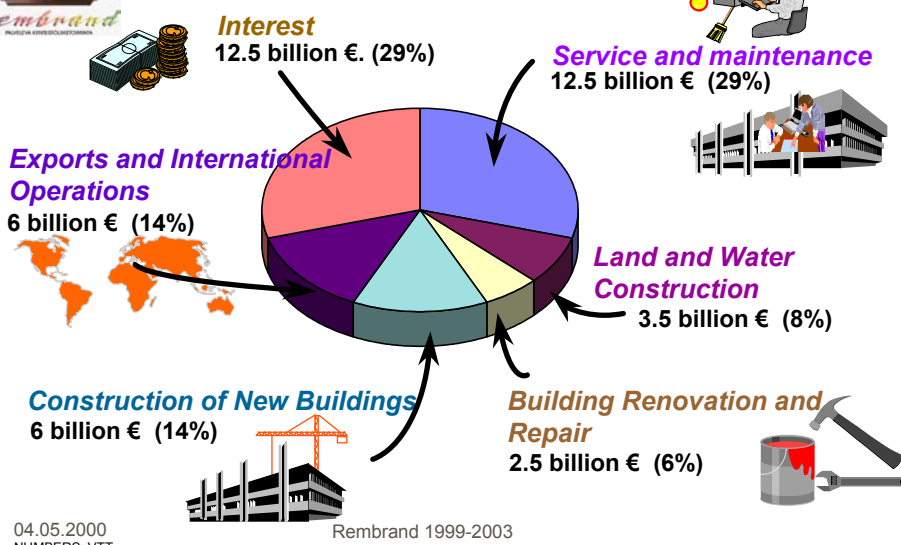
The Finnish Real Estate Cluster

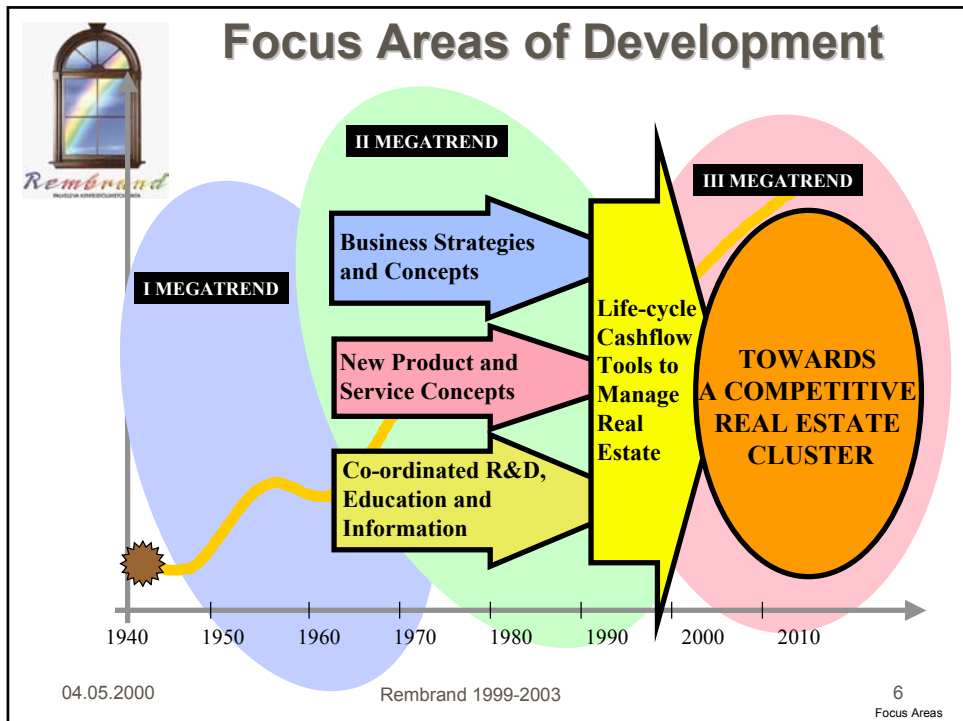
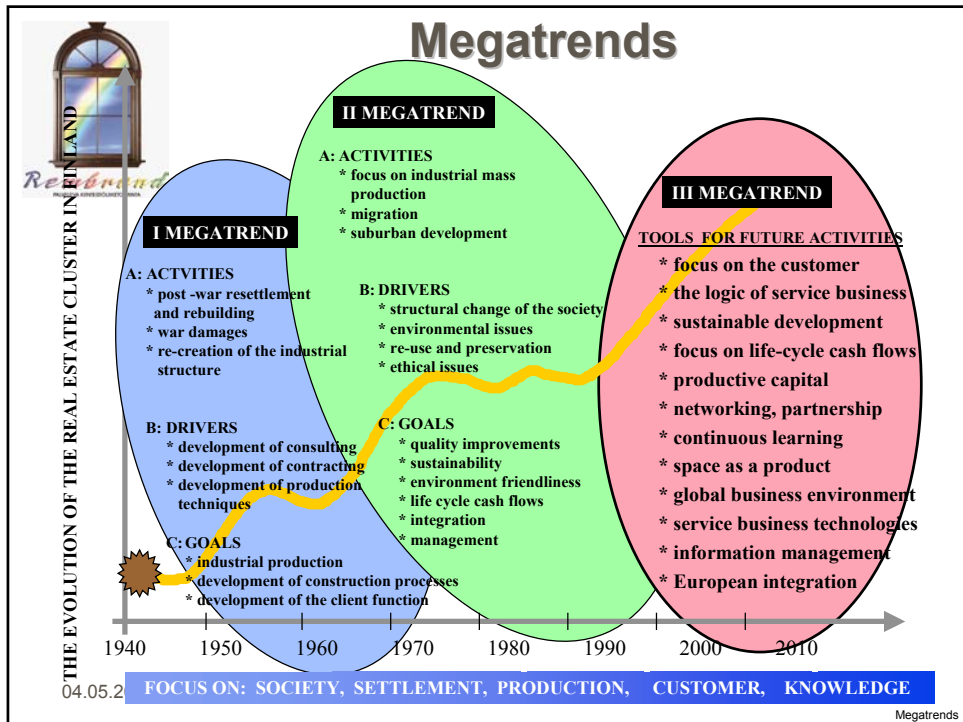
- produces and maintains the built environment for businesses, services and living
- constitutes the main part, 70%, of the Finnish national assets
- employs more than 500 000 Finns = 20% of work force



Rembrandt
RILJUNIA KIRJEKOKKUNEN

The Finnish Real Estate Cluster







Rembrand



- A major effort to develop world-class know-how in Real Estate Management and Services
- Develops new technologies and concepts in the Real Estate Industry
- Financed by Tekes, the National Technology Agency
- Co-ordinated by the Finnish Association of Building Owners and Construction Clients (RAKLI)
- Programme Manager is Kaj Hedvall <kaj.hedvall@rakli.fi>
- The programme duration is from 1999 to 2003
- Total funding is 120 million FIM (20 million €), ~50% funded by industry and ~50% by Tekes

04.05.2000

Rembrand 1999-2003

7



THE AIM

The aim of Rembrand is to create a unified real estate cluster consisting of networked sectors of the entire real estate and construction industry.

Only by putting the end-user in front of all processes the needs of the clients can be efficiently and competitively met.



04.05.2000

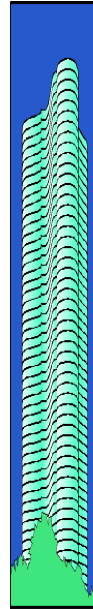
Rembrand 1999-2003

8



THE OBJECTIVES

- to raise the standards of functional quality in services offered by the Finnish real estate sector to the same level as in the leading countries in the world
- to increase and diversify market services in the real estate sector
- to create the ability to export real estate know-how



04.05.2000

Rembrandt 1999-2003

9



FOCUS AREAS

- Internationally competitive **service concepts** that rely on partnerships and networks
- **Transparent real estate markets** and transparent organisational cultures in real estate functions
- Efficient use of capital and knowledge to **support the core business of the end-user**
- **Life-cycle co-operation agreements** to functionally integrate the real estate cluster
- The **quality of the real estate** is seen as one of the **key features in core business competitiveness.**
- **Integrated education and R&D** to enhance the speed of technology adoption

04.05.2000

Rembrandt 1999-2003

10



WHAT IS REMBRAND?

Key driver
**Continuous
processes**



04.05.2000

11



WHAT IS REMBRAND?

Key driver
**Service concepts
and brands**



04.05.2000

Rembrandt 1999-2003

12



WHAT IS REMBRAND?

Key driver Customer Relationship Management



04.05.2000

Rembrand 1999-2003

13



WHAT IS REMBRAND?

Key driver R&D a strategic issue in every company



04.05.2000

Rembrand 1999-2003

14