

PRESS RELEASE

One-stop shopping: ROSA-ALSCHER Group bundles project development with asset, facility and property management

- Significant customer benefits thanks to an integrated range of services from project planning and realization to utilization and deconstruction
- Asset Management as a new business segment of the ROSA-ALSCHER Group
- Project-specific cooperation in the innovative ZAM district center with BNP Paribas Real Estate Property Management and GEMA Gebäudemanagement

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Online retail companies such as Amazon deliver everything from A for access door to Z for zinc gutter to your home, while a visit to IKEA allows you to buy furniture as well as household appliances, home textiles, office equipment and food. This kind of one-stop shopping maximizes convenience and efficiency for customers by bundling products and services at a single location or through a single provider.

Accordingly, it is only logical that the ROSA-ALSCHER Group has systematically transferred the one-stop shopping approach to the real estate sector. The ROSA-ALSCHER Group is expanding its range of services beyond the proven, classic project development with particularly high architectural standards and first-class construction work to include asset management. The focus here is on the professional administration and monitoring of existing properties in order to maximize their asset value and benefit through strategic investment decisions and risk analyses.

To systematically supplement the range of services for existing properties, the ROSA-ALSCHER Group offers supplementary property management together with project-specific cooperation partners. This comprises project-specific measures for the management, marketing and maintenance of properties in order to maintain or increase their value and ensure tenant satisfaction. For the new ZAM urban district center in Munich-Freiham, the ROSA-ALSCHER Group has positioned BNP Paribas Real Estate Property Management GmbH on a project-specific basis, as this company has particularly extensive expertise and experience in the asset class of mixed-use districts.

In addition, professional facility management completes the integrated range of services. In particular, this includes the management and coordination of building services and processes to ensure the functionality,

safety and efficiency of the buildings and their surroundings. In the case of the ZAM district center, the ROSA-ALSCHER Group cooperates specifically with the local family business GEMA Gebäudemanagement GmbH & Co. KG, based in Aschheim. Proximity and local rootedness guarantee both short-term availability and high execution quality.

The first beneficiaries of this integrated range of services consisting of project development as well as asset, facility and property management will therefore be the tenants, residents, visitors and especially cooperation partners of the ZAM district center in Munich-Freiham, which was designed and realized by the ROSA-ALSCHER Group. In the spirit of the Bavarian term ZAM, which means together, the ROSA-ALSCHER Group will design, provide and coordinate all the necessary services “from a single source”.

In the future, the ROSA-ALSCHER Group will outsource all asset management competencies and resources as well as the management of facility and property management cooperations to an independent company. This will create the conditions for offering this integrated range of services to external clients “as a service”. The focus will be on institutional clients and joint venture partners who do not have their own asset, facility or property management and who will develop projects in cooperation with the ROSA-ALSCHER Group and take them over into the portfolio.

Overall, this expansion of the ROSA-ALSCHER Group's business area results in an extremely broad range of benefits for all key stakeholders, in particular tenants, residents, visitors, local authorities, cooperation partners and urban developers:

- **Increased efficiency:** cost and time benefits through the integrated management of all phases and aspects of the real estate life cycle
- **Flexibility and adaptability:** Simplification of smooth and prompt adaptation to changing market conditions and customer requirements
- **Property value enhancement:** Long-term maximization of the value of the property portfolio through professional management and strategic development
- **Communication optimization:** Simple and fast communication through a central contact person for all integrated services
- **Increasing tenant satisfaction:** Improving living and environmental conditions through optimized maintenance to increase tenant satisfaction and reduce the cost of changing tenants as well as the risk of vacancies
- **Enhanced sustainability:** more effective implementation of integrated strategies for environmentally friendly construction and operation
- **Planning security:** Optimization of usage planning for customers and tenants through long-term, strategically oriented management plans for entire properties
- **Quality improvements:** Ensuring uniform quality standards and controls through the integration of all services
- **Risk minimization:** Early identification and minimization of risks through holistic monitoring and management of buildings and areas
- **Value enhancement through innovation:** Increasing the value of the portfolio by implementing new technologies and innovative approaches more quickly and efficiently

For interested customers and cooperation partners, Mr. Richard van de Beek, Head of Asset Management and Leasing, is available as a contact person as well as for detailed presentations and discussions of the ROSA-ALSCHER Group's integrated service concept.

ZAM district center in Munich-Freiham



Visualisierung: moka-studio /
Architekt: Störmer Murpy and Partners



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About ROSA-ALSCHER Group

As one of Munich's leading project developers, the ROSA-ALSCHER Group has been synonymous with city-shaping architecture for decades. The owner-managed group of companies plans, develops and realizes real estate projects that set standards in aesthetics and functionality as well as represent attractive long-term investment values. The group of companies around founder Alexander Rosa-Alscher provides all planning services and covers the entire value chain from the idea to marketing.