



Nearly 50% of European real estate investors plan to invest in 'Living' within the next three years

The asset is expanding because of the possibilities it offers to the new demand marked by flexibility, diversity and age

Executives from King Street Capital Management, Rockfield Real Estate, Cushman & Wakefield, Praemia Reim or Care Property Invest, will study in The District 2024 the rise of 'Living' and the opportunities it raises for capital

The summit will also focus on affordable housing, which is once again in the spotlight due to von der Leyen's announcement of a European Affordable Housing Plan

Barcelona, 24th July 2024 - Living is the asset par excellence that is reflecting the change of habits within Real Estate. In this sense, the sector is innovating in the traditional 'residential' segment with the incorporation of proposals that take into account the current demand, so that the 'asset' is expanding its boundaries to include options that are related to affordability, temporality, age or diversity. As a result, and due to the business opportunities it is generating, forecasts suggest that 'Living' will be one of the real estate assets that will generate the most transactions by 2024.

According to industry data, 48% of EU real estate investors expect to increase allocations to living in the next three years, and only around a third have less than 25% of their real estate assets under management allocated to living. Thus, capital's attention to Living is clearly on the rise, as it responds to, among other factors, the need for affordable housing, the requirements of the younger generation for flexibility, the plurality of communities and the challenges of an ageing population.

Therefore, [The District 2024](#), the largest European real estate meeting designed by and for capital, which will take place from 25 to 27 September in Barcelona, will be the summit where experts such as Carlos Ortega, Investment Professional at King Street Capital Management, and Josep Franch, Investment Director for Southern Europe at Rockfield Real Estate, will shed light on the success of this asset. Specifically, both leaders will evaluate the state of student residences, which are at their peak due to the volume of international student movements registered. In fact, CBRE points out that capital is strengthening its investments in alternative assets, with student living leading this growth in countries such as the United Kingdom, Germany, France and Italy in recent months.

'Flex Living', a transforming driver for investments

Within the revolution that is taking place in 'Living', The District 2024 will explore the macro-trend of 'Flex Living', a concept that is taking hold in today's Real Estate. In practice, this is an example of the transformation that the real estate industry is undergoing in order to adapt to the profiles that are emerging nowadays, such as 'digital nomads' or expats, in addition to the local population, who, due to the lack of housing supply, are opting for more temporary models.

Globally, there is already a market dedicated to 'Flex Living', however, capital has set its sights on Spain and, according to industry figures, it is estimated that the supply of beds could double



in the next two years, reaching a figure that will total almost 27,000 beds in spaces of this type (coliving, smart living and corporate living). Madrid, in fact, is set to lead the way in terms of supply - it is already leading the way (71%) - thus becoming a European benchmark.

When it comes to investment, Flex Living has experienced a significant dynamism. As reflected by CBRE, this has been the alternative segment of 'Living' that has received more funding after student residences in the second quarter of 2024 in Spain, and is predicted to continue to be one of the most popular in terms of investment levels in the coming years in countries such as Italy. A recognized expert like **Juan Manuel Acosta**, Investment Director and Head of Spain at Rockfield Real Estate, will analyse at The District 2024 the evolution of the trend at European level, and what its roadmap is.

Another of the segments that is becoming more dynamic within 'Living' is 'affordable', according to the results obtained in the first half of the year, so that capital is perceiving it as a niche to bet on due to the high demand. In addition, the announcement proposed by Ursula von der Leyen, recently re-elected president of the European Commission, to create a European Affordable Housing Plan puts this category in the spotlight and raises it as a community issue, thus affecting its investment. **Francisco Rocha**, Co-President of the European Affordable Living Council of the Urban Land Institute (ULI), and **Helena Beunza**, President of Asval, will bring to the table at the international summit the initiatives of the twenty-seven countries in favour of guaranteeing residential access in different countries. Together with them, **Raul Blasco**, Director of the housing rental platform, Bialto; **Joan Clos**, President of FIABCI Spain; **Javier Kindelan**, Vice President and Head of Living CBRE Spain; and **Tamara Marañón**, Director of Capital Markets at AEDAS Homes, will comment on the initiatives that have arisen in this field and their development in the coming months.

The ageing of the population, an opportunity to invest for the better

The entry into retirement of the first baby boomers and the low birth rate are some of the factors that are marking the ageing of Western societies, so that in the coming years the demand for retirement homes, nursing homes, hospitals, clinics and other services related to the 'Healthcare' segment will be stimulated.

This approach taken to 'Living' is leading to the strengthening of 'Senior Living', a housing proposal dedicated to people over 65 years of age, which includes different exclusive services for this group. In this respect, assets related to health and the silver generation will continue to grow and will play a leading role in the coming years. CBRE highlights the investment momentum in real estate related to the senior population in Europe, placing it as the second type of asset with the greatest projection, while health-related assets are in fourth position.

Carlos Escoda, CEO of SmartRental Group; **Miles Leonard Millán**, associate in the Capital Markets Group at Cushman & Wakefield; **Felipe Pérez**, head of Spain for the European real estate asset manager, Praemia REIM; and **Philip De Monie**, Director of Business Development at Care Property Invest, the Belgian regulated public company that focuses exclusively on housing for the elderly, will study the success stories and the rise of 'Senior Living', which will mark the short-term future of the sector.



About The District (September 25-27, Barcelona): is the largest European event dedicated to Real Estate from an investment perspective. The summit has a Hospitality area and a content program in The District World Summit 2024, the global reference congress on capital structures in the real estate industry, which has 5 auditoriums. It is the main meeting forum where the different Real Estate agents who are looking for opportunities and new real estate projects that drive urban transformation meet with the aim of designing the future of the sector in Europe. The District is an event organized by NEBEXT - Next Business Exhibitions.