

Press Release

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Heimstaden Encourage Landlords to do Customer Surveys and Publish Results

Unlike many other industries, most landlords are not doing or publishing customer surveys, making it difficult for tenants to compare. Coming from Sweden, where private and public landlords have done this for years, and where media brings attention to the results, we want landlords in the rest of Europe to do the same.

"Homes are so important for us all. The more attention landlords get on customer experience and transparency, the more they will focus on improving product and service – beneficial for customers and society. With us doing and sharing results from customer surveys, we increase customer focus in the rental industry" says Patrik Hall, CEO at Heimstaden.

Heimstaden is the second largest landlord in Europe, with a mission to provide Happiness and Life Quality at Home for Customers. The company measure customer satisfaction in regular surveys and wants to push the industry in a more customer-oriented direction, making it easier for tenants to compare landlords.

Heimstaden scores higher in most countries in 2021 compared to 2020 and receives important feedback from the customers in what to improve. Heimstaden still has a positive development in Scandinavia, and scores in Czech Republic and Netherlands improved significantly. The "first-timers" Germany and Iceland score good, Iceland standing out with exceptional good results.

"We make our customers lives better – happy customers fulfil our vision to enrich and simplify life through Friendly Homes. Even though most of our customers are happy, by listening, we learn what they appreciate and where we can improve," says Hall.

Facts:

- Using data-driven analytics, AktivBo measure customer experience for Heimstaden and 450 other real estate companies in Europe.
- 29% of Heimstaden's appr. 110.000 households answered the 2021 survey.
- Heimstaden started measuring in Sweden in 2017, Norway and Denmark in 2019, Netherlands and Czech in 2020 and Germany and Iceland in 2021.
- Main categories of the Customer Scorecard:

- Service Index combines scores from categories such as taking customers seriously. 70% of feedback is positive. Highest score in Sweden (78,4%), best improvement in Netherlands (+2,7%).
- Profile Index combines scores from categories such as well-being and societal contribution. 72% of feedback is positive. Highest score in Iceland (85,5%), best improvement in Netherlands (+7,5%).
- Customers recommending Heimstaden are improving - on average 80% of feedback is positive. Highest score in Iceland (93,4%), best improvement in Norway (+4,6%).
- Heimstaden's "The Friendship concept":
 - Friendly Services simplifies customers life, such as 24/7 customer service, MyHome (digital customer platform) and 2 hours of free move-in help.
 - Friendly Concepts enriching customers life, such as HeimGardening, HeimCooking and Customer ambassador program.
 - Friendly Happenings and events
 - Friendly Deals with great offers from selected partners.
- Visit heimstadenbostad.com/customers for detailed information and results.

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Heimstaden is a leading European residential real estate company that buys, develops, and manages homes. Through our values Care, Dare and Share, we create value for owners and Friendly Homes for customers. We own about 150,000 homes with a property value of SEK 290 billion. Read more at www.heimstaden.com.
