

'Study of trends in the Estate Administration sector'

The Estate Administration will be key to the competitiveness and sustainability of the housing sector

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- **More than 60% of respondents identify the adoption of new technologies as a key factor to facilitate the operational management of communities.**

Barcelona, October 9, 2024 -. The Col·legi d'Administradors de Finques Barcelona-Lleida together with EADA Business School, and in collaboration with Banc Sabadell, have presented this morning the *'Study of trends in the Real Estate Administration sector in 5 years'*.

In a context of constant change and growth, the Property Management sector is faced with a series of challenges and opportunities that will mark its trajectory for the next five years. Based on an exhaustive investigation carried out by experts in the sector, several critical points have been identified that the professionals of the Estate Administration will have to attend to as a matter of priority in order to maintain their relevance and competitiveness.

The report highlights **digitization** as a key priority for estate administrators. More than 60% of respondents identify the adoption of new technologies as a key factor to optimize services and facilitate the operational management of communities more effectively. The results indicate that administrators who use digital tools experience a significant improvement in the customer experience and greater efficiency.

Continuous training is also presented as an essential element to guarantee the competitiveness of the sector. 70% of those surveyed have participated in training programs that allow them to be updated with the latest technological trends. The study recommends promoting learning as an engine of growth to enhance leadership skills and innovative strategies to boost the technical skills of administrators.

Another outstanding element is the **diversification of services**, which is being consolidated as a key strategy for the **sustainable growth** of the sector. Administrators who have increased their portfolio of services through energy

consulting and insurance management solutions report a significant increase in the value perceived by clients and a notable improvement in loyalty.

This expanded offer is aligned with the growing tendency of owners to seek comprehensive solutions that optimize the management of their communities. The incorporation of additional services allows property managers to position themselves as trusted advisors, able to offer a complete and personalized experience.

The report highlights how the **relationship with the client is adopting greater proximity and personalization**. The Estate Managers who rely so much on proactive communication and to understand in depth the needs of each community are succeeding in strengthening ties with the owners and generating a positive impact on coexistence.

The Property Administrator must value his role as a strategic partner, not only in the communities he manages, but also as a **collaborative agent with public administrations**. Its function is essential for the drafting and implementation of regulations that promote an efficient and sustainable management of communities of owners.

In addition, to guarantee effective professionalization, it is **essential to implement compulsory association measures** to defend the values of the Estate Administration and ensure adequate regulation. This should be complemented with the creation of **degree and specialization studies** that encourage a greater professionalization of the sector.

In conclusion, the profession of Property Administrator is positioned as key both from an economic and social perspective. Facilitates coexistence, maintenance and conservation of buildings, acting as interlocutor between owners and public administrations. It is vital, therefore, to guarantee the professionalism and training of administrators, protecting the rights of consumers and contributing to a housing stock that is safe, sustainable and affordable.

Download the study:

<https://www.eada.edu/es/actualidad/prensa/informes/estudi-de-tendencias-al-sector-de-ladministracio-de-finques-5-anys>

About the Col·legi d'Administradors de Finques

The Col·legi d'Administradors de Finques Barcelona-Lleida is a public law corporation with its own legal personality and full capacity to fulfil its purposes. The institution is governed by its own statutes and internal regulations. It is a group of professionals who are dedicated to the administration of real estate assets. Its activity covers the provinces of Barcelona and Lleida and brings together a total of 2,400 members who manage almost 80% of the homes around influence.

About EADA Business School

EADA Business School Barcelona was created in 1957 by a group of businessmen and professionals as an independent institution both ideologically and economically. In addition to appearing in the recognized international rankings of the Financial Times or The Economist, it has the EQUIS accreditation granted by the EFMD (European Foundation for Management Development) as well as the AMBA which recognizes the quality of MBA programs.

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