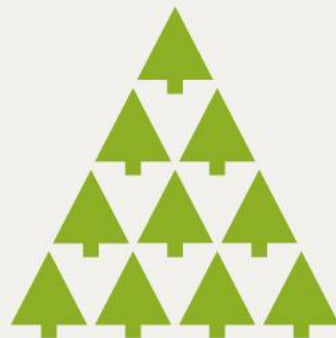


XIII European Mountain Convention

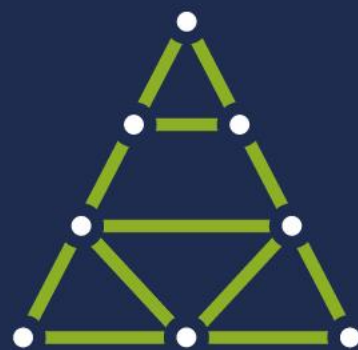
Shaping the future of mountain economies

15 - 18 October 2024 | Puigcerdà - Catalonia



Débora Serrano

Founder, Realserma Rural



How Realserma Rural tackles housing in rural mountain areas of Spain

info@realserma.es

Background and context

Why was Realserma Rural born to tackle this challenge?



A Coincidence | Pandemic Remote Work

The reality of the towns through a LAG

Become aware of Housing challenge | Contribute with my professional experience to the territory



Before pandemic



During pandemic



After pandemic



General Housing challenges

Lack of 3A Houses (3A Accesible, Affordable, Adapted)

- 4.7 million houses in municipalities less than 5,000 people
- More than 50% (+ 2 million) are secondary and/or vacant houses
- Houses vs Flats
- Housing stock is very old and needs refurbishment and/or complete rehabilitation works and therefore financing and economic needs
- Energy inefficient houses
- Big houses not always adapted to the demand standards
- Lack of enough rental stock
- Lack of enough Real Estate sector



What is Realserma Rural?



Realserma Rural is a global solution that develops tailored projects for the public sector and LAG that helps people who need housing in the towns. Short, medium and long term projects.



2022 | Now Realserma Rural

Mission: that housing stops being the problem and becomes part of the solution

How RR tackles the housing challenge for the public sector and LAG

- Diagnosing the challenge
- Preparing a proposal for actions to reduce the challenge
- Preparing a plan and a roadmap
- Executing the plan

¿What are the client goals?

Frameworks

Being in the territory but also **close** to the province and regional **government to help them better understand the needs of the people in housing topics**

Joint the **local Real Estate sector (synergies and scale economies)** and together launch **Real Estate projects** that allow to improve the housing challenge

Launch **specific Demographic Revitalization projects based in housing and local Real Estate sector but integrated with other local sectors**



Activities | More than 25 success cases executed and ongoing



Casos de éxito

Discover our collection of success cases to learn how we have transformed challenges into tangible solutions for rural communities.

rural.realserma.es

What type of projects?

- Rural real estate strategy
- Actions to boost and promote rental housing in rural areas
- Rural real estate investment
- Fairs, conferences and events related to housing in rural areas
- Real estate digitalization / Digital platforms
- Rural real estate inventories/catalogues
- Digital marketing related to housing in rural areas
- Rural real estate market analysis
- Rural real estate valuation
- Value added of real estate portfolios/rural real estate stock
- Real estate representation and networking for the rural world
- Rural real estate consultancy
- Coordination and collaboration with public and private entities and institutions in rural areas
- Real estate development/Urban planning/Construction/Rehabilitation
- If you cannot find what you are looking for in these 15 services, contact us and we will work to offer you what you need



Activities | 4 success projects



- 1 Real Estate network 360
- 2 Public housing inventory
- 3 People Needs Campaign
- 4 Demanda Vivienda Fair (revitalization fair)



1



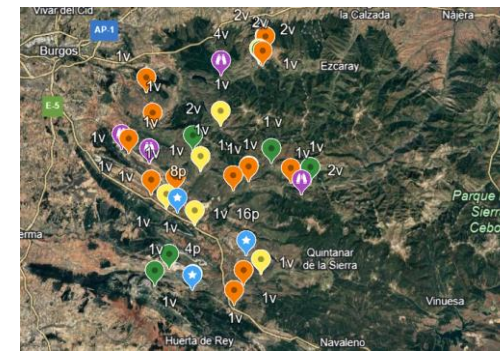
Red 360

Encuentra profesionales de confianza para tu proyecto

Resuelve todos tus retos inmobiliarios con la red más completa de profesionales y empresas de la Sierra de la Demanda.

- Intermediación única
- Legal
- Técnicos
- Interiorismo
- Oficios
- Constructores
- Rehabilitación energética
- Agencias inmobiliarias
- Orden en casa
- Marketing y Publicidad
- Consultoría
- Hogar
- Soluciones digitales
- Compañías de seguros

2



3



4



demanda vivienda

Feria de revitalización rural Sierra de la Demanda

Feria de revitalización rural Sierra de la Demanda

Plazamos soluciones para desarrollar tu hogar



27 y 28 DE ABRIL DE 2024
UBICACIÓN: SANTO DOMINGO DE SILOS

Feria de revitalización rural Sierra de la Demanda

Plantamos soluciones para desarrollar tu hogar



Demanda Vivienda Feria 2024

- 1 Video 1 Demanda Vivienda Feria 2024 | Apertura... Realserma 10:28
- 2 Video 2 Demanda Vivienda Feria 2024 | Apertura... Realserma 14:16
- 3 Video 3 Demanda Vivienda Feria 2024 | Mundo... Realserma 41:23
- 4 Video 4 Demanda Vivienda Feria 2024 | Mundo... Realserma 43:55
- 5 Video 5 Demanda Vivienda Feria 2024 | Mundo... Realserma 34:10
- 6 Video 6 Demanda Vivienda Feria 2024 | Mundo... Realserma 25:04
- 7 Video 8 Demanda Vivienda Feria 2024 | Mundo oficios... Realserma 27:13
- 8 Video 9 Demanda Vivienda Feria 2024 | Mundo... Realserma 31:17
- 9 Video 10 Demanda Vivienda Feria 2024 | Mundo... Realserma 42:41

Demanda Vivienda Feria 2024

- 7 Video 27:13 Feria 2024 | Mundo oficios... Realserma
- 8 Video 31:17 Demanda Vivienda Feria 2024 | Mundo... Realserma
- 9 Video 42:41 Demanda Vivienda Feria 2024 | Mundo... Realserma
- 10 Video 1:02:57 Demanda Vivienda Feria 2024 | Mundo Co... Realserma
- 11 Video 20:56 Demanda Vivienda Feria 2024 | Plan de... Realserma
- 12 Video 12:21 Demanda Vivienda Feria 2024 | Las... Realserma
- 13 Video 37:13 Demanda Vivienda Feria 2024 | Otras... Realserma
- 14 Video 4:34 Demanda Vivienda Feria 2024 | Mapa... Realserma
- 15 Video 6:43 Demanda Vivienda Feria 2024 | Cierre de... Realserma





- 1 Real Estate network 360
- 2 Public housing inventory
- 3 People Needs Campaign
- 4 Demanda Vivienda Fair (revitalization fair)



1



RESULTS AND IMPACT

Before the project: no more than 10 professionals were detected. The commitment was launching a digital platform to give visibility to the sector. At the end of the project: + 90 real estate professionals from different links in the value chain

LESSONS & RECOMMENDATIONS

Don't hesitate to cancel the project if needed. With focus and clear objectives, results will be different. Have clear the goals.

2



RESULTS AND IMPACT

Before the project, it was the thought that this information would not be shared with us. After the project, we have identified more than 100 public houses in the territory.

LESSONS & RECOMMENDATIONS

Think and analyze the failures in previous projects and put you in the skin of your interlocutor, make it simple and ask only for information that is useful for the goals. Introduce a professional Real Estate speech. Have clear the goals.

3



RESULTS AND IMPACT

Before the project, we did not have quantified the demand of the 3 types of targets about Real Estate housing needs. After the project, we have this information for more than 250 people through more than 60 questions grouped in 6 real estate buckets. Also, we have identified more than 300 people (tourist sector, restaurant sector, etc.) that would like to live in a town.

LESSONS & RECOMMENDATIONS

Ask people what they need with concise questions that allow them to be clear. Make easy forms. Mix omnichannel strategy both local and outside territory to reach homeowners that do not live in the town. Adapt your communication channels to your target.

4



RESULTS AND IMPACT

More than 120 interventions from 60 speakers through 16 conferences (related to Real Estate and repopulation), an exhibition space for the local business, and 3 workshops (adobe, and improve commercialization).

Joint the stakeholders, share knowledge, have a nice day talking about common topics, be the reference about real estate and repopulation, attract interest to the territory, create synergies and new opportunities, etc.

LESSONS & RECOMMENDATIONS

Facilitate that the Real Estate sector leads housing tackle, help them to improve their problems, help them to create synergies with other stakeholders and empower the local community.



The 10 Key success factors



- Elaborate strategic plans with the involvement of the local real estate sector
- Launch projects based in a deep diagnosis of the housing challenges in the territory
- Act in the base of the challenges, in the root of them. Balance between short, medium and long-term strategies.
- Collaboration and cooperation between public, private sector and the local community.
- Have clear the needs of all the stakeholders.
- Integrate housing projects into the other strategies of the institution.
- Integrate Real Estate professionals with the institution team to work together.
- Make collaboration agreements with Real Estate professionals.
- Launch projects with the local communities, but also try that the descendants help you as if they were part of the local communities.
- Create deep projects that could obtain financing to be developed.



Gràcies
Gracias
Thank you
Merci

