

**Most Visionary Real Estate  
Management Enterprise  
2024 - Netherlands**

# **Corporate Real Estate Management**

**When it comes to real estate management in the Netherlands, nobody embodies a visionary approach quite like that of Corporate Real Estate Management, an enterprise with a speciality that lies in setting up real estate projects and developing organisations within the social and commercial sides of the industry. Where initiatives need turning into tangible projects and the likes of managers and directors need help with their strategies or setting up shop, this business will be there to offer guidance and support.**

With a diverse client base spanning the likes of governmental, social housing, health, education, and commercial companies, Corporate Real Estate Management certainly has its hands full when it comes to providing its visionary solutions to fellow enterprises throughout the Netherlands. However, with a pioneer like Dr Jan Veuger at the helm, all of this is able to be juggled effectively without the business losing any of the signature edge that has resulted in its frontrunner status and leading reputation across not only this country, but abroad also.

Setting up the business in 2008 on the back of a stellar academic career that saw him gain a master's from the Dutch TIAS School for Business and Society, Jan's dedication to balancing his work and his education then saw him undertake a PhD at Erasmus University Rotterdam just a couple of years later. Leveraging his remarkable academic knowledge and first-hand experience operating in this sector, Jan today manages, directs, and consults all of the clients that come to him with their real estate management needs and concerns.

Ultimately, for Jan, real estate strategy and management is all about crafting a built environment that allows for optimal living and working. Fundamentally, Jan recognises that good property management can help to create communities and societies that thrive. It is largely his openness on this topic that has resulted in him catching the eye of a number of housing association supervisory boards,

academic editorial boards and committees, and even the likes of healthcare institutions, many of which have offered him seats on their councils.

All of this has afforded Dr Jan Veuger a peak behind the curtain when it comes to the industry and has contributed further to his knowledge and unique overarching real estate and property management vision. This expertise has manifested itself in other ways too, with Jan's broader academic insight affording him an understanding that this rather cautious industry is not integrating the latest technological developments into its operations fast enough. Thus, Jan has recently been leveraging the likes of blockchain, IoT, and even AI.

The more this real estate management visionary researches these cutting-edge developments, the more interesting they become to him, and their complex layers wilt away. Jan makes sure to share this learnt knowledge wherever possible through a wealth of published papers and studies, with these covering a diverse range of topics that span blockchain in the healthcare industry through to the likes of waste management and energy transition. The rise of AI has also seen another remarkable paper published, this concerning its use in real estate settings.

However, by far the most exciting development in Dr Jan Veuger's work in recent years is reflected in his new Routledge book about urban facility management. Jan himself explains, "urban facility management is about proper strategic planning and the implementation of management,

operation, and maintenance of real estate at the neighbourhood, district, or city level." The book's topics include the likes of circular economy and the social sphere, value models, health and wellbeing concepts, sustainability, and public private people partnerships.

Explaining the origins of the book, Jan continues, "a result of the Interdisciplinary Research on Real Estate (CIRRE) 2023 Conference and previous years of the conference, this book addresses the current principles of the built environment that enable it to maximise the economic, social, and environmental opportunities of residents, laying the foundation for prosperity and health." This is because, for Jan, "the core of urban facility management lies in open governance, value orientation, and community involvement."

Ultimately, from his home in the quaint village of Sleen in the Netherlands, Dr Jan Veuger employs a revolutionary approach to this field that sees it treated as much more than just bricks and mortar. In an environment that is challenging for companies and institutions alike, Jan's approach turns leading research into demonstrable results, making him and his company, Corporate Real Estate Management, worthy of being recognised with this award.



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