



## PRESS RELEASE

### **Digital easol Platform Grows to 84 Billion Euros in Assets under Management**

- Real estate assets under management increase by 25 percent year on year in 2021
- Number of clients grows by around 50 percent
- Concept of the easol community working out: broader client base enhances processes, interfaces and data quality
- Growth target for 2022: 100 billion euros in assets under management

**Hamburg, 14 February 2022** – easol GmbH (“easol”), a provider for digital ecosystems in asset and property management currently manages real estate assets worth 84 billion euros on its platform. This means that the company experienced a 25 percent year-on-year growth in assets under management in 2021. The number of clients increased by nearly 50 percent to a current total of 16.

Marko Broschinski, Managing Director of easol, commented: “The demand for software-as-a-service products and interconnected software solutions remains strong. So, we were able to integrate additional clients into our platform in 2021. The growing easol community and the increasing complexity that comes with the growth are a great boon for us. After all, the more interfaces and data we integrate, the more stimuli we have to keep automating the interlocking processes. It further enhances the productivity of the eco-system as a whole. In short, the concept of the easol community is working out beautifully.”

Going forward, easol is planning to expand the platform further by adding new suitable software solutions. The next addition will be cloudbrixx, a construction and real estate management application.

easol is also aiming to bring its total assets under management up to 100 billion euros in 2022. In addition to the current main target groups of asset, fund and property managers, the focus has gradually shifted to include clients among investors and corporates. Broschinski added: “The extremely positive performance of easol since its formation in 2019 demonstrates that our idea of a digital ecosystem has been embraced by the market – and will keep gaining ground.”



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**About easol**

easol GmbH (“easol”) provides fully integrated software products for the management of real property and other real asset types within a single ecosystem. Within the easol suite, all aspects of managing such assets are digitally mapped, from property management, to asset management, and all the way to fund management. At the moment, easol is used to digitally represent and manage assets worth c. 86 billion euros.

Its software products currently include SAP (local GAAP and property management), bison.box (asset & portfolio management), ASCAVO ALL.FONDS solutions, iX-Haus (property management) and the PropTech solutions Coyote (Acquisition Pipeline Management), EVANA (intelligent data rooms), PRODA (verified rent roll data) and Docuware (workflow management for invoicing, among other things). Within the easol community, easol software partners collaborate with their users to keep developing ever more efficient IT solutions.

The company’s partners are INTREAL, a third-party AIFM for real estate, and control.IT, a software vendor and IT service provider.

[www.easol.eu](http://www.easol.eu)