

ZEITWOHNEN UPDATE

THE NEWSLETTER FOR THE NEW FORM OF HOUSING MOBILITY



DEAR READERS, DEAR FRIENDS OF ZEITWOHNEN

The world is growing ever closer together, distances are becoming smaller and borders are being overcome. But as flexibility increases, so does the complexity of things. Be it new digitalized processes, data protection requirements, sustainability requirements for new homes or sensible labor law specifications to promote diversity and fight discrimination.

Young people in particular are increasingly taking it for granted to live and work in different places. "Digital nomads" are even turning it into a lifestyle of their own, simply working from wherever they want. At Wunderflats, too, many team members already work "fully remote", i.e. without a fixed workplace in our Berlin office.

As is well known, temporary furnished housing offers the flexible and uncomplicated solution required for modern residential mobility. But more and more landlords also expect additional services, from the sustainable and modern furnishing of an apartment, the management of advertisements, to the selection of renters and the assurance of a contact person on site.

Read about what increasing flexibility means for Zeitwohnen and what demands landlords are increasingly making of digital platforms in the May issue of our newsletter.

I hope you will enjoy reading our newsletter!

Yours sincerely,

Jan Hase

Jan Hase is the founder and CEO of Wunderflats GmbH, the market leader for temporary furnished housing in Germany. Wunderflats has its headquarters in Berlin.



Extended Mobility of Housing

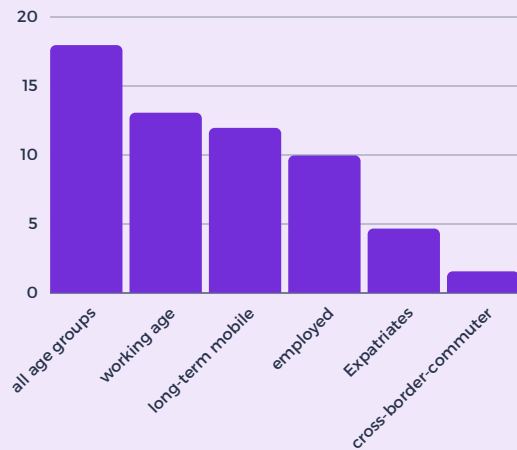
Service Expectations of Landlords and Tenants alike are increasing in the temporary housing sector

MOBILITY IN TIMES OF INCREASING DEMANDS

A look at the rising numbers of the many millions of people who do not live and work in their country of origin quickly reveals that flexible forms of housing will continue to be in increasing demand in the future.

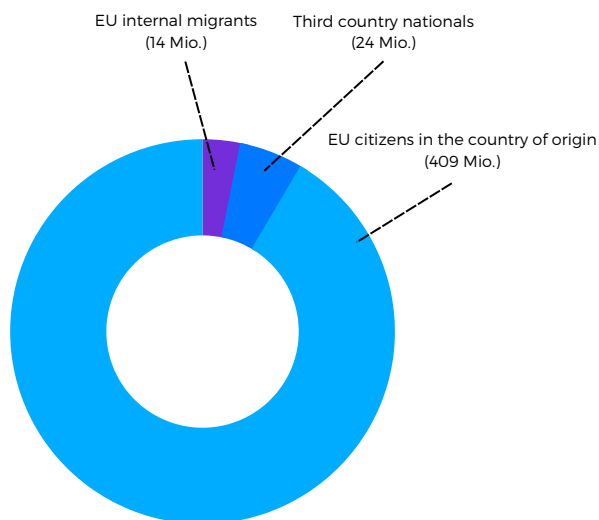
But landlords also face the challenge of meeting the growing needs of mobile people. And their own demands on service providers and platforms are also rising in times of increasing regulation and time-consuming administrative tasks.

After all, not every landlord has the opportunity or interest in administratively managing several tenancies per year. In this respect, there is a need to expand the range of services offered by platforms such as Wunderflats.



EU INTERNAL MIGRATION BY CATEGORY

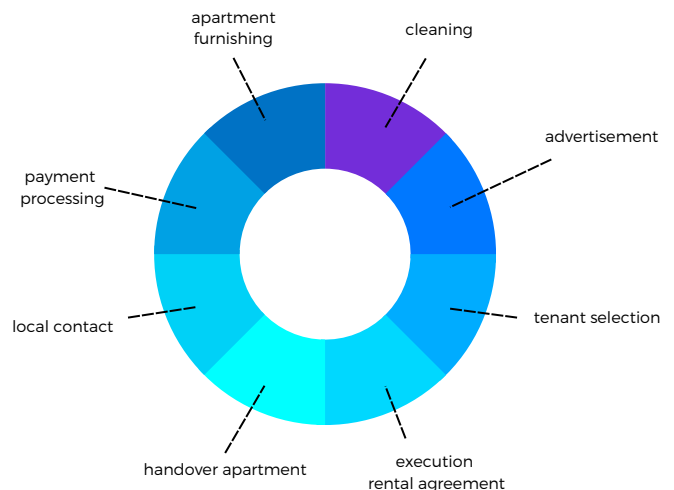
Composition of EU internal migrants in 2019/2020 (in millions)



COMPOSITION OF PEOPLE LIVING IN THE EU

Composition of the EU population in terms of migration status in relation to the country of residence in 2020/2021

Sources: Bundeszentrale für politische Bildung, Statistisches Bundesamt, EU-Commission, own data



ADDITIONAL SERVICES IN DEMAND

Overview of the additional services most frequently requested by landlords engaged in temporary furnished housing

Housing Market and Temporary Rentals

Democratization of housing sustainably relieves
conventional housing markets

Flexibility instead of location, location, location?

Cosmopolitan cities have a competitive advantage such as diversity, creativity and innovation have a home here. People of all origins and ages increasingly prefer to live in attractive metropolitan areas. Young people in particular have the greatest educational and career opportunities here. The ever-increasing mobility within Europe, but also internationally, offers unimagined opportunities for everyone. However, high mobility in combination with ever shorter periods of residence has brought about a new quality requirement for housing: flexibility. This is needed in many cases: the grandmother who supports her daughter for a few months after the birth of her grandchild, the Spanish programmer whose project in Berlin will last two months longer than intended, or the refugees from Ukraine who can move into their new apartment earlier.

Whereas in the old millennium the location of an apartment or house was often at the center of considerations, flexibility and short-term availability are now a key selection criteria in the urban search for housing. Flexibility for many also means a sustainable approach to apartment furnishings and state-of-the-art technical equipment. Although in the past apartments were often completely or partially refurnished by each tenant, furnished housing ensures sustainable and long-term use of the furnishings - and the cost- and time-intensive furnishing is also only done once. Also, vacancy periods, which are to be avoided especially in the case of housing shortage, are minimized.

Political recommendations for an increase in available housing

Create individual law for temporary furnished housing. Although the existing legal framework recognizes temporary and furnished rentals, it no longer reflects the realities of the housing market and the needs of landlords and tenants. A separate contract type "temporary furnished housing" as well as a dedicated temporary furnished housing law create reliability and transparency for all parties involved.

Trust by information. Clear and nationwide uniform framework conditions as to which rental relationships are to be classified as temporary furnished housing and what constitutes touristic accommodation create confidence among tenants and landlords.

No longer play landlords and tenants off against each other. Especially in times of tight housing markets, a cooperative and trusting relationship between landlords and tenants is needed. Political instrumentalization of the scarce housing space and criticism of landlords impedes the best possible and most efficient use of existing housing space.

Housing Market and Temporary Rentals

Democratization of housing sustainably relieves
conventional housing markets

Services and housing – the perfect addition to flexibilization?

Housing is becoming increasingly complex for both tenants and landlords. Temporary furnished housing already gives an advantage by completely eliminating aspects such as Internet provider setup, utility costs or electricity provider registration for tenants through inclusive rents. Also moving is far less complicated and expensive as no furniture has to be transported.

As of now, digital platforms such as Wunderflats assist landlords by bringing together supply and demand and ensuring a smooth rental process. However, furnishing the apartment, managing the listing and the respective rental agreement, as well as handovers at the beginning and end of the lease are still tasks that landlords had to perform. This often made it impossible to change tenants during their own stay abroad – inefficient vacancies were the result.

It is therefore not surprising that there is an increasing demand for support in these tasks among landlords in the temporary housing sector. Tenants and landlords alike benefit from an improved amount of professionalization. Rentals are managed on the basis of a standardized and cost-efficient service that complies with all rental law requirements and ensures a high occupancy rate. Also, a local contact in case of problems is locally available at all times. At Wunderflats, we call this additional services "Wunderflats Plus".

Political recommendations for the strengthening of temporary housing market

Do not overburden start-ups and digital platforms.

Data protection guidelines and extensive obligations to cooperate, such as the "Datenschutzgrundverordnung" and the "Plattformen-Steuertransparenzgesetz", must not overburden digital platform providers. Start-ups in particular need all the resources they can get to stand a chance in the tough international competition.

Create VAT exemption for temporary furnished housing.

Temporary furnished housing is not touristic accommodation. The basic VAT obligation for rental contracts of less than six months, which is aimed at tourist accommodation, should only apply to rental periods of up to four weeks. This change will relieve people who are dependent on temporary furnished housing and thus reduce their cost of living as well as bureaucracy for the landlords.

The Wunderflats Team

Shape the future of housing with us

over 160
employees



in the heart of
Berlin



multi-award-
winning digital
scale-up



Join us on the road to the future of housing

Wunderflats is a digital platform for temporary furnished housing that brings together the demand and supply of landlords and tenants.

While vacation rentals take away living space from cities, temporary furnished housing helps relieve the pressure on the traditional housing market. This is because specialists, project workers and highly specialized experts often request apartments that are rented out temporarily in a manner that conforms to the intended use, but are not currently available to the permanent housing market.

At the same time, temporary furnished housing is still too little known in terms of its importance and the many opportunities it offers, among other things for a fair housing market and its contribution to economic promotion by solving the shortage of skilled workers.

Therefore, it is necessary to create a framework that recognizes temporary housing as a pillar of support and a solution to the problem.



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