

Brussels, December 2024

CEPI Activity Report 2024

The European Association of Real Estate Professions - CEPI aisbl is a Brussels-based non-profit organization serving as the umbrella association for 34 leading national real estate associations across 24 countries in the EU and wider Europe. CEPI's mission is to elevate standards within the real estate profession by advocating for qualified, ethical professionals in real estate brokerage and property management. The association leverages its collective influence to represent the interests of real estate professionals before decision-makers, tackling practical challenges related to the implementation of European policies and legislation. With a dedicated Secretariat and a strong focus on policy, lobbying, and advocacy, CEPI ensures a significant presence in Brussels.

- **Policy Priorities**

In 2024, CEPI maintained an active engagement in its policy priority areas, building on its efforts from recent years. Alongside regular monitoring and information sharing, CEPI provided updates through tools such as the **seven-weekly policy newsletter** and the **bi-monthly “Brussels Flash”** news report. The organization also continued its **“CEPI Meets”** series, featuring interviews with decision-makers, key stakeholders and new members and observers, which were shared with members throughout the year. Additionally, the **CEPI Podcast**, launched in 2021, reached a milestone of 18 episodes, featuring speakers from across Europe and beyond, with an average audience of approximately 200 listeners per episode.

This year, **CEPI's policy work** concentrated on several key issues, highlighting their significance to member associations and their relevance within the current economic and political landscape. The **Permanent Technical Committee (PTC) Policy Playbook and Work Programme for 2023–2025** outlines the following policy priorities:

- 1) Energy and Climate/Sustainability;
- 2) Anti-Money Laundering;
- 3) Professional regulation, de-regulation and self-regulation;
- 4) Digitalisation;
- 5) Asbestos in buildings;
- 6) Illegal occupation of housing;
- 7) Short-term rental Initiative (STR).

- **Energy Performance of Buildings Directive (EPBD)**

Seen as one of the key tools introduced by the European Commission to advance the EU Green Deal's ambitions and enhanced reduction targets, the revised Energy Performance of Buildings Directive (EPBD) was finally adopted by the EU decision-makers on the 12th of April and published in the Official Journal of the EU on the 8th of May. As the implementation phase is the next steps that the Member States have to proceed with, during 2024, the Secretariat has already started working on assisting the national associations in their implementation efforts. The main action taken in this sense was the establishment of a **new Working Group of National Lobby Experts** which serves as a basis for the implementation efforts in each country and as a channel of on-going communication between the national actions and EU policymakers.

With the final version of the EPBD in hand, the impact of the file on real estate professionals was constantly evaluated during the meetings of the PTC Policy and National Lobby Experts WG. This version brought no harmonization and no specific deadlines for the Energy Performance Certificates (EPCs) across Europe. Also no specific targets were foreseen in terms of requirements for energetic classes to be reached by the set milestone-years and the financial support mechanisms will mainly be coming from the Union level (RRF – Recovery and Resilience Facility, SCF – Social Climate Fund, InvestEU etc.) in combination with the national energy efficiency funds.

The necessary actions that need to be taken at the national level related to energy were also discussed with several stakeholders as CEPI made great progress in making several **alliances**. One of them is **Construction Alliance 2050**, a body established in 2020 representing more than 50 European organisations of the energy efficiency, construction and built-environment sectors aiming to coordinate common political messages to raise the importance of the above mentioned industries at the European level. **EPBD.wise – Building Performance Institute Europe** is another project that CEPI became part of in 2024 where together with other stakeholders the focus is on how to provide direct support to local authorities in designing and implementing the revised EPBD. One more alliance is the **EU PEERS Platform**, where several actors/stakeholders in the energy efficiency and sustainability based all over Europe are gathering and sharing their experiences and knowledge.

A cooperation with one of the largest French banks, **BNP Paribas**, took also place in the energy field as we contributed to their report called **“Just Transition Observatory 2024”** published in April.

On the 7th and 8th of March 2024, the CEPI Secretariat participated in the first ever **Buildings and Climate Global Forum** organised by the UN Environment Programme (UNEP) and the French Government. The Forum was dedicated to the decarbonisation and climate resilience in buildings, and it brought together over 1400 participants, ministers and high-level representatives of key organisations. They were there to discuss and initiate new pathways for the international collaboration on resilience and decarbonisation in buildings and plan follow-up meetings in the years to come.

- **Anti-Money Laundering EU Package and CEPI AML Tool**

In 2024, the EU decision-makers adopted the most recent set of rules on anti-money laundering. The set composed of a Regulation, a Directive and the Regulation establishing a new Authority was officially published in the Official Journal of the EU on the 31st of May. During the creation of the legislation, our work was focused on keeping the CEPI preferred wording of **Article 19 of the AML Regulation (in the final text renumbered as Article 23)** dealing with the timing of the verification of the customer and beneficial owner identity.

Much attention and effort was also given to the establishment of a **CEPI AML tool** which should ensure easier compliance with the most recent AML laws, simplifying the daily business life of our professionals. The development of the tool started in the first part of 2024 in cooperation with CEPI digital sherpa, Optimasys, and is scheduled to become operational in the first part of 2025. The success of this project is also a result of the close cooperation with AML experts of our various national associations.

Several meetings took place with the responsible persons in the European Commission which are following closely the progress on the tool. Also at the European level, we kept a very close contact and cooperation with the European Commission as we were requested to contribute to the preparation of the **4th Supra National Risk Assessment (SNRA)** aiming to prevent and fight money laundering and

terrorist financing. This was also made possible thanks to the close coordination with our experts from the national associations who send us their inputs which we delivered to the European Commission.

At the international level, CEPI maintained the same active engagement with the **Financial Action Task Force (FATF)**, the global authority on anti-money laundering and counter-terrorist financing and we created an important new link with a leading association in the field, the **Association of Financial Crime Prevention Professionals – AMLP**. As a sign of a future closer cooperation, CEPI was invited to their high level event, the **18th Annual European AML & Financial Crime Conference in London in November 2024** and we were proudly represented by one of our AML experts.

- **Regulation of the profession**

In October 2024, CEPI published a new report on the **“Regulatory Situation of Real Estate Professions across Europe”**, a comprehensive guide to the current regulatory frameworks governing real estate professions across Europe. This report, crafted with insights from CEPI’s national regulatory experts, offers a country-by-country analysis, highlighting key areas such as licensing, ethical standards, and anti-money laundering requirements.

New for 2024, the report includes contributions on the potential of Multiple Listing Services (MLS) within Europe, exploring both opportunities and compliance challenges for enhancing transparency across the sector. The report also expands its perspective with regulatory insights from countries outside Europe, including the United States, Canada, and Mexico, offering valuable comparisons and potential best practices. The next edition is scheduled to be produced in 2026.

- **Housing affordability**

This topic is the most recent addition on the agenda of the PTC Policy and National lobby experts WG as it became a critical issue all over Europe. It was decided to include this point as a permanent issue on our working agendas and to check the situation in each country via a questionnaire. A report on the matter will be issued in 2025.

- **Image of property managers**

Following the example of the Belgian exercise through which they explored the reasons why people are losing interest in the property management profession, CEPI decided to do a similar exercise at the European level.

The Professional Division of Property Managers, CERA, will be requested to answer a questionnaire to be distributed throughout their national membership and a report with the findings aimed to be launched in a press conference in Brussels in the start of 2025, in the presence of national and European decision-makers. The Secretariat is working closely in analyzing the data with the Irish association, SCSi and with an independent university spokesperson.

- **Communication and MMCEPI European Quality brand**

The Secretariat focused intensively on the further development of **CEPI’s communication strategies (CEPI Factsheet, CEPI Social Media strategy, CEPI Podcasts, CEPI Academies, CEPI Social Media activity)**.

In 2024, the primary focus was on the development and promotion of the MMCEPI European Quality brand among members, with the goal of establishing it as the leading quality stamp for professionals across the European real estate industry, starting **January 1, 2025**. The MMCEPI Working Group, which met every six weeks, continued its efforts throughout the year. Since the start of its activities, the group has laid the groundwork for the European MMCEPI Register and established the initial criteria for using the brand and certification.

Since the beginning of December 2024, **the first European Public Register** for the real estate sector in which all recipients of the European Quality Label MMCEPI will be listed and categorised by country and association, is available online on the CEPI website and can be consulted by clicking [HERE](#). The Secretariat also received several Memoranda of Understanding on the use of the MMCEPI label in national markets and many more member associations are announced to join the community in early January.

- **Education**

CEPI's educational projects were continued through the work of the PTC Education and the Eureduc Special Committee.

Three new educational establishments joined the **CEPI Eureduc programme** this year namely, Steinbeis Hochschule, the Akademie der Immobilienwirtschaft (ADI), both from Germany and SNPI Campus from France. IPD Opleidingen from the Netherlands is set to join soon. Approximately 1000 certificates were distributed in 2024 in the Eureduc network all over Europe.

The **Eureduc Alumni** newsletter continues to be an important tool for our alumni community and we kept the work going as in the previous years releasing two editions in 2024.

In 2024, the number of countries participating in the **Attestation of Recognition (AoR) programme** raised to 13 associations from 11 different countries. We welcomed two new associations in the programme, ABI from Romania and ASACON from San Marino.

- **Digitalisation**

The Digitalisation Working Group discussed potential new and useful digital tools for professionals of the real estate sector. 2024 brought Stellar MLS, Realtyna and IGLUU as new knowledge partners and the working group worked on promoting their services. A series of online seminars were held by Stellar MLS and IGLUU on MLS services and a new idea of drone certifications started to be discussed.

Since the development of the AML tool took place during the meetings of the Digitalisation working group, the decision was taken to have joint meeting with those interested in the tool.

- **Enlargement**

Our efforts to expand the CEPI family of leading national real estate associations were also successful with the membership of another Romanian association, ABI, the Latvian association, LANIDA, and the observership of Barcelona's COAPI. Also, former member APEMIP from Portugal will re-join CEPI as an observer as of the first of January 2025 and membership/observership talks are on-going with Armenia, Montenegro and CIB from Belgium.

- **Budgetary developments**

The CEPI President, Secretary-General, Treasurer and financial advisor held regular meetings with CEPI's Director General and Membership and Certifications Manager to keep a close eye on

developments budgetary and otherwise. During the general meeting in Milan, the Treasurer presented the anticipated positive results for 2024. At the same time, the General Meeting unanimously approved the 2025 budget.

- **CEPI Secretariat**

The year 2024 also brought some important changes to the Secretariat, namely with the addition of a new permanent staff member, Marie- Amélie Brun as Office Manager.

- **New directors for the CEPI Board**

Two highly reputed CEPI delegates. Luis de Prado, delegate of the Spanish association CGCAFE and CEAB president, and Axel Wittlinger, delegate of the German association IVD and CEPI General Secretary, both announced their retirement at the end of 2024. Two candidates were proposed to take their positions, namely: Leonardo Caruso, ANACI delegate, to accept the CEAB presidency and Carolin Hegenbarth of IVD to accept the free Board member position. Both candidates accepted their nomination and the decision was also ratified unanimously by the General Meeting in Milan in October 2024. Further additions to the Board will be discussed also in view of the upcoming elections for a new Board and President at the end of 2025.

A full calendar of meetings for 2025 is expected to be shared with members at the beginning of next year.

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Connecting European Real Estate Professionals across Europe

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