



Germany/Research

## **Slow decision-making, poor innovation are industry 'top peeves'**

Tediously slow decision making and an unwillingness to innovate are the top peeves in the real estate industry when dealing with clients, according to **Bell Management Consultants** first **'PropTech-Report 2017'** published this month.

Clients who drag their heels when it comes to decision making is the top peeve, according to 33% of the 45 Prop-Techs (start-ups) who participated in the survey, followed by an unwillingness to innovate (21%), lack of basic knowledge (12%), not prioritizing digital innovation (11%), privacy protection/trust (8%), prejudice/fear of new technology (6%) and other reasons (9%).

Indeed, a reluctance to innovate is the biggest barrier to digitalization, participants in the survey said, with 53% of them feeling that an unwillingness to innovate or a dependance on outdated