

What can we do for whom?

FRIS makes sure that people and organizations who want to live life to the fullest and perform to the best of their abilities, can find the proper space and get the proper support to do so. When it comes to mediating and managing living and working spaces, FRIS believes in personal and tailor-made services that help in making life easier. That is why, as a full-service real estate agency, we offer a full range of services and solutions; from advice to mediation, from selling to renting, from collecting rent to property maintenance, from managing homes to commercial real estate, and from market research to insurances and appraisals.

How are we different in what we do, and why?

Being able to learn faster is what distinguishes FRIS from our competitors. We are quick and flexible in anticipating the needs of people, organisations and stakeholders. We are co-creators of durable developments in the market and society. FRIS Research & Consultancy lies at the heart of these strategic points of departure. This knowledge centre monitors the market, the target groups, identifies trends and strategic developments, and connects and inspires partners. At FRIS, we consistently study and identify new opportunities that keep our knowledge and services pro-active, innovative and agile in order to adapt to the dynamics of the market. This requires input and commitment from all levels of the organisation, as an essential pillar to our business. We want more than just satisfied customers and relations. Not only today but also tomorrow. This is why we are focused on creating FRIS ambassadors among our clients and relations.

What is the basis of our mentality?

Our level-headed, enterprising mentality is based on a service-oriented family tradition. FRIS is a family business at its roots, and it has a solid market-oriented organisational structure with eight divisions. Our more than seventy employees know that personal attention, clear communication and a customer-oriented internal structure form the solid foundation for job satisfaction, customer satisfaction, as well as for the success and development of FRIS and its employees.

Our objectives

FRIS has chosen for active growth. FRIS wants to make life easier for more customers. We want to further expand our solid top-5 position in the Dutch real estate market. We want to be recognised and acknowledged as a prominent expert in the field and as a full-service provider; as THE dependable proactive local partner for our national and international relations. In addition, FRIS wants to make positive, socially responsible and durable contributions to the environment and to its branch of industry. We want to become better and learn from and with our relations. Our motto is: live, enjoy, perform.

Our DNA

The core values of FRIS articulate the distinctive and authentic culture of the organization as a whole. These form the foundation for the optimal ambitious mindset of the individual FRIS employee. Together, these elements form the Real People of FRIS. The DNA of our culture and organisation consists of 8 characteristics. They are what the customers and relations of FRIS experience when they work with the Real People of FRIS:

- Commitment
- Integrity
- Pro-active approach
- Know-how
- Service beyond expectations
- All-inclusive service
- Professionalism
- Ambition

Would you like more information about our services and what the real people at FRIS can do for you?

Visit our website: www.fris.nl.

FRIS | Real People

FRIS | Real people

FRIS Code Vision | Mission | DNA

FRIS Real People

Meet the Real People at FRIS. Discover our professional and personal services, which go beyond average expectations. Every step we take is toward all-inclusive service for every individual, today and tomorrow. We are real people and we offer real results. We have a clear vision and clear purpose. That is the success story by which we maintain satisfied relations and continue to grow as an organization.

Our Vision

1. Having your own place is a fundamental necessity of life, for every human being.
2. Respectful mediation and management of living and working spaces is a socially relevant service.
3. The ability to learn faster than our competitors gives us a durable competitive advantage.
4. Focussing on the customer determines success in all market conditions.
5. Our understanding of how things work locally, as well as our organisational culture, are what shape our distinctive quality, both from a national and international perspective.

Vision statement 1

Having your own place is a fundamental necessity of life.

In order to function comfortably and to develop, every human being, every group of people and every organization - at any stage of their development - needs their own space; a safe, well-kept, functional and inspiring place to stay, to connect with and receive others, and to renew oneself or to perform. People need a private place to get the most out of life, to face new challenges, to find peace of mind and to feel safe and realise their dreams. This fundamental human need for one's own place is a timeless fact of life. FRIS helps in finding the right space and place for people and organisations so they can live, enjoy and perform at their best.

Vision statement 2

Respectful mediation and management of living and working spaces is a socially relevant service.

In order to find a suitable living and/or working space, there is always a need for professional mediators, who are practical and service-oriented in meeting the primary and secondary needs of people and organisations. The same goes for the professional management of real estate investors, who need the best possible balance between tenant satisfaction, cost efficiency and rate of return through property management, while they are also routinely informed and ensured that things are being taken care of.

Respectful mediation and management of living and working spaces is a timeless service. FRIS views mediation and management of residential

Our vision in practice

Having a place of one's own is a fundamental human necessity in order to develop one's potential. This initial vision statement was the basis for the establishment of the FRIS Children's Foundation in 2015. This foundation focuses on the 50,000 vulnerable orphaned children in the Netherlands who need a safe place and home as the basis for a good life.

Socially relevant

In order to function comfortably and to develop, every human being, every group of people and every organization - at any stage of their development - needs their own space; a safe, well-kept, functional and inspiring place to stay, to connect with and receive others, and to renew oneself or to perform. People need a private place to get the most out of life, to face new challenges, to find peace of mind and to feel safe and realise their dreams. This fundamental human need for one's own place is a timeless fact of life.

Making a conscious contribution

FRIS helps in finding the right space and place for people and organisations so they can live, enjoy life and perform at their best. Unfortunately, having a place of one's own is not automatically available for a certain group of vulnerable children. Through various circumstances - the death of parents, poor economic conditions, abuse, domestic violence or parental incapacity - these children lack access to a safe and inspiring environment in which to continue their development.

Portion of the profits for vulnerable children

In establishing the FRIS Children's Foundation, FRIS has created a charitable fund and platform that contributes to the creation, realisation and support of spaces for the tens of thousands of children who are in need of a safe and inspiring environment. FRIS donates a portion of its profits to this foundation. This donation helps to financially support the initiatives, projects and activities that work to ensure a safe place for these vulnerable children.

www.frisvoorkinderen.nl



and working spaces as a durable and socially relevant service for people and organisations that have a need for made-to-measure solutions.

Vision statement 3

The ability to learn faster than our competitors gives us a durable competitive advantage.

FRIS wishes to expand its customer base and to further expand its solid top-5 position in the Dutch real estate market. It is doing so on the basis of a clear vision, mission and strategy. The art is to be and to remain appealingly distinctive in the services and products we provide. Whoever fails to anticipate and evolve, loses generative capacity and will be overtaken by competitors. The law of the strongest and largest

does not guarantee a durable position.

In the vision of FRIS, the ability to learn faster than our competitors is the most important element in providing a durable competitive advantage. FRIS therefore cherishes its agile organisational structure and promotes an attitude of continuous learning and adapting.

Management and employees pro-actively gather knowledge and reflect on how this can be translated into policies and services. They are sensitive to signals from the market and local surroundings. By being open to its surroundings and to changes, the organisation can respond quickly to market needs and adapt itself in a timely manner, possibly even as a co-creator of innovations.

This requires a keen eye at policy level for what is driving the current

trend and a pro-active, innovative and agile organisational structure and culture. Responding early to current developments and upcoming market needs, ultimately leads to more satisfied customers and it enhances the competitive position of FRIS within its particular branch of industry and its market(s).

Vision statement 4

Customer focus determines the success of FRIS in any possible market setting.

People want to be treated with respect. People want to have things taken care of for them. People want practical certainty. People want to have a positive experience. People - young or old, private or professional - prefer to work together with the party who can best meet these practical and social needs; who really listens to these wishes and desires and who also acts on them from a position of knowledge and experience, and utilising their network and organisation. This also applies to the world in which FRIS is active: brokerage, real estate management, insurance, appraisals, market research and advice.

Satisfying the practical and social needs of people in the field of brokerage, real estate management, market research, advice and insurance is the foundation on which FRIS has been growing since 1923. Customer focus is a central part of the DNA of FRIS and the basis of our success and growth. Customer focus forms the thread in our strategic thinking, management, marketing and operational services. Customer focus determines the success of FRIS in any possible market setting.

Vision statement 5

Our understanding of how things work locally, as well as our organisational culture, are what shape our distinctive quality, both from a national and international perspective.

In an increasingly globalising market with international professional property managers at the top, our distinctive character within the top segment of the Dutch market is our local focus, our knowledge of the local business culture and our situatedness as a family business with a modest, committed and level-headed mentality. As a local competitor, we know more about the region and its cities.

From an international perspective, we are an adept and major local competitor in The Netherlands. From a national perspective, we are a historically adept and trusted competitor in the Amsterdam/North Holland region. Our traditional roots as a family business, our level-headed mentality based on a service-oriented family tradition, and our drive for innovation in combination with this local focus, are what determine our distinctive quality.

Our Mission

All-inclusive service for every individual, today and tomorrow

- Pro-active and agile, offering a full-service package for real estate, management, market research, consultancy and insurance.
- Belonging to the top 5 commercial real estate managers in the Netherlands; a leading expert in our target markets.
- Excellent business operations with a respectful customer service, focused on creating FRIS ambassadors among both customers and relations.
- Learning faster than our competitors is what forms the basis for our innovation, marketing, consultancy and durable co-creation.
- Understanding how things work locally and our level-headed business mentality are what give us our distinctive character, both nationally and internationally.

Who we are and what we do

Since 1923, FRIS has grown to become one of the largest independent real estate managers in the Netherlands, and we have built an excellent reputation as a real estate agent in the greater Amsterdam region. We are the partner who makes life easier; the point of contact for national and international organisations in managing, mediating and (re)developing their properties, including facilitating the best possible return. As a full-service real estate agency, we are active from first-contact right through to implementation and execution of real estate projects. Due to our wide organisational structure, we remain vigilant throughout the entire real estate cycle.

FRIS has not just become an understanding among real estate investors, but also among tens of thousands of individuals and businesses, thanks to our full-service package as manager, insurance intermediary and as an estate agent who "makes life easier". Excellent business operations, respectful customer service, and marketing innovations, form the success factors in our manner of doing business, our growth and overall culture at FRIS. We guarantee that each customer - private or professional - will experience our all-inclusive service.