How to recognise good asset management for commercial property

The future of a commercial property is decided not by the market alone, but by the quality of its asset management. These eight criteria help when selecting an asset manager and when insisting on quality.

By Oliver Handschuck, Head of Commercial Asset Management · As of October 2026

	GOOD COMMERCIAL ASSET MANAGEMENT	WARNING SIGN
☐	✓ Clarify the use first, because it determines the value	× The property is administered with no plan for its use
☐	✓ Assess each property individually: location, building fabric, market and planning law	× Generic market logic with no regard for the individual property
☐	✓ Choose honestly: what is viable and what is not	× Holding on to uses that are no longer viable
☐	✓ Intensive work on the property, with a presence on site	× Remote management with no direct control
☐	✓ Run the numbers on alternative uses and conversion	× The existing use is simply carried forward
☐	✓ Lettable space and marketing that reaches the right occupiers	× Standard marketing through a single channel
☐	✓ Investment where it makes space usable and secures income	× Refurbishment from a standard list
☐	✓ Factor in holding, developing further or selling from the outset	× A sale only comes up at the end

Tick what your asset manager already does today.

Why it matters

With commercial property, the use determines the value. Unlike housing, commercial property has no broad underlying demand that will eventually absorb vacant space. Without a use there is no income, only rising costs.

That is why our standard is intensive work on every single property: clarifying the use, examining difficult routes too, from alternative uses and conversions to new letting concepts, and working on site with tenants and prospective tenants.

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