

Profile



RICS Business catches up with **Sascha Hettrich**, chair of RICS Deutschland

VITAL STATISTICS...

AGE: 43
LIVES: Berlin, Germany
HOBBIES: science, history, philosophy, golf, jogging

Describe your work

I am the senior partner of Hettrich Chartered Surveyors. The company concentrates on investment sales and acquisitions, investment consulting and valuation services. So, as well as these areas, I work on the company's long-term strategy, its research and development activities and human resource management. I am also a member of the special valuer committee of the city of Berlin as well as a member of the city development committee of the Chamber of Commerce in Berlin.

How would a typical working day pan out?

First I meet with staff to discuss business for the day or week ahead. I then have client meetings all day – sometimes catching the first flight or train to Frankfurt, London, Paris or other destinations. I also have to review various investment analyses and valuation reports, trying to connect to the company's IT network from wherever I may be. Sometimes I don't get back home until close to midnight.

What is the most interesting aspect of your work?

Meeting people from many different countries. I enjoy learning from them in the rapidly changing world in which we live and work.

And the most challenging?

Being aware every day that some new aspect may be added to our work that will change the kind of work we do or the way in which we do it. Also, unexpected everyday events can provide challenges that we have to work through.

What made you decide to pursue a career in property?

I had a very early and strong desire to follow an international career in property. I was very interested in the fact that practitioners have to combine local market expertise with knowledge of business strategies at a nationwide and international level.

How did you get to this point in your career?

I prepared myself for an international career by completing full-time education in different fields.

I studied real estate business and economics, gaining several diplomas and a bachelor of business administration. I became a chartered surveyor in 1997 and my career was helped by taking over difficult jobs. For example, I worked in Hungary when nobody was prepared to look at that market.

What are your views on RICS?

RICS is becoming a real international body, with independent regions but one spirit. Tomorrow's business world will require new and different solutions to be successful, and our organisation is providing members with the skills they need to help deliver those solutions.

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Having recently been appointed chairman of RICS Deutschland, what are your plans for your new role and for the organisation?

There are four important points for me regarding the German arm of RICS. Firstly, to ensure that the German operation is well prepared for the future and that members receive the service and information that they need. Secondly, RICS Deutschland will foster the discussion of important current issues facing the profession and promote the role of chartered surveyors in tackling them.

Thirdly, we will try to influence political decision-makers to help find solutions to these issues. Finally, RICS Deutschland intends to lead a discussion on improving market transparency and the flow of sales and leasing information in Germany. This is needed to assist decision-making processes and so increase the country's ability to compete with other markets.

What is your greatest achievement?

Setting up my own company and introducing a new, innovative kind of investment consultancy business, in connection with a valuation service, to the German investment market.

What project has given you the greatest satisfaction?

Being part of the development team of Potsdamer Platz in Berlin for DaimlerChrysler. At the time I was a young employee of Jones Lang LaSalle, having come directly to Berlin from Budapest in 1991.

What plans and ambitions do you have?

I would like to be part of the future development of Europe, not only from a business point of view but from RICS's point of view. My first target would be to be one of the people who bring our profession forwards in Europe and act as the 'driving force' for more professional behaviour within the industry. This would assist the work of every chartered surveyor in Europe. ■



Potsdamer Platz, Berlin

Would your career, or that of someone you know, make an interesting case study for use in RICS's careers and marketing work? If so, contact Graham Smith at gsmith@rics.org