

## Best use of Customer Research & Insight

- A game changing piece of research, delivered by The Holistic Group, tapped into the growing delegate pool at the 2025 UK's Real Estate Investment & Infrastructure Forum (UKREiiF), creating an industry-wide report
- Holistic Insight was appointed as UKREiiF's official research partner and sister agency Holistic as its strategic PR advisor
- Published in May 2025, the Real Estate Market Sentiment Survey is the largest of its kind - revealing compelling insights and creating a valuable data-led resource with transformational implications for the entire real estate community

## Impact

10,874  
respondents

166m total  
audience  
reach

857k unique  
views of  
published  
articles

26k+ LinkedIn  
impressions &  
4.5k  
engagements

“ The Holistic Group's expertise helped shape a research project that not only captured the mood of the market but also explored the key challenges it faces. It has created a benchmark we can build on year after year and which, as a result of thorough analysis by Holistic Insight, spans sentiment by region, company type and seniority. The response has been outstanding — from media coverage to engagement from key industry bodies and businesses across the sector. Holistic ensured the findings reached the right audiences through a focused communications campaign that amplified impact and drove industry-wide engagement. Together, they delivered valuable insights that are already shaping conversations and helping businesses plan for the future. ”

*Nathan Spencer, Managing Director, UKREiiF*