

Arnaud Broussou and Grégoire Deramecourt, CIIAM

« CIIAM must become a recognized player in Asset Management »

Driven by strong growth ambitions, Colliers International Investment & Asset Management (CIIAM) adopted a new governance this autumn with the arrival of Arnaud Broussou as Chairman and Grégoire Deramecourt as Managing Director. In an interview with Business Immo, they explain their ambitions for the asset management structure.

Published 26/11/2019 at 09:40 am



Grégoire Deramecourt et Arnaud Broussou © CIIAM

Business Immo : What is the positioning of CIIAM today ?

Arnaud Broussou : CIIAM is an asset management structure for third parties which currently manages €4.5 billion in assets under management, of which €4 billion are located in France and €500 million in Benelux. In addition to offices, we are present in commerce, with businesses as part as apartment blocks, shopping centers and retail parks, residential, as well as existing buildings or in sale of property under construction and senior managed residences.

Grégoire Deramecourt : We cover the entire risk / return spectrum. In addition to the core buildings we manage, mainly for institutions, we are also involved in value added assets. For example, we have a portfolio of three buildings undergoing restructuring or major renovation : two office buildings on avenue Marceau and rue du Faubourg-Saint-Honoré, for which budgets of around €20 million will be committed, and the site restructuring occupied by residential complex of 350 housing units in Paris.

BI : What is your roadmap ?

AB : We have defined our roadmap using the acronym of CIIAM : Real Estate Conviction, Independence, Innovation, Agility and Method. We consider that our customers come to seek our know-how and real estate expertise; We also want to put it at the heart of our business model and strengthen it in order to demonstrate our ability to offer the full range of services and asset manager's functions. The first step will be for the CIIAM brand to be recognized as the independent asset manager of the Colliers group, along with CBRE Global Investors or LaSalle in relation to the CBRE and JLL groups.

GD : Today, because CIIAM is a recent structure, we feel that this brand is not yet fully established on the Paris market. To reach €10 billion in assets under management within five years, we must make it a recognized and strong actor of asset management for third parties and be able to meet the needs of our customers, in a targeted global approach. Thanks to the experience of our 45+ strong team, we now have the ability to generate value for our customers immediately.

BI : How do you intend to achieve this ambitious goal ?

AB : We will continue to manage mandates on behalf of institutional investors by regularly participating in various tenders on the market. In the medium term, our growth could also be driven by external growth. CIIAM has been created by purchasing two structures and we do not prohibit certain acquisitions to complete our offer, with for example the possible addition of a specialized structure in SCPI. In addition, CIIAM already has approximately €500 million in assets under management in Belgium. We want to continue the development of this platform, but also to diversify our international positioning with new structures in Germany, Spain and Italy, either through the subsidiary creation or through external growth.

GD : We are also considering the creation of various new investment mechanisms and are currently raising for two investments. First of all, with a strong focus on socially responsible investment, the Initial Fund will support the transformation and revitalization of the ANRU QPV residential neighborhoods, trade and business premises rescheduled for redevelopment. The fund is carried in partnership with the ANRU (National Agency for Urban Renewal) and Perl. Then, the fund B Prem +, which targets commerce in residential building with a pro I core/core +. The geographical area concerned is Paris and some suburban communes benefiting from an extension of the transport network as part of the Grand Paris project. We also want to create a residential fund. Our teams working in this sector have a real expertise on which we wish to capitalize with a divided focus between the existent, the Vefa and the managed residences, whether retirees, students, or even the co-habiting a segment which we believe will grow. Finally, we are considering the creation of a value-added fund specialized in office blocks and positioned on small spaces, not to compete head-on with all operators seeking to invest from € 50m to € 100m .
It could have an important regional dimension, focusing on the major French cities.

BI: What levers of innovation do you intend to favor ?

AB: We will focus on innovation, both in our business model and in our practices. For example, many of our institutional clients are now very demanding in terms of reporting. It requires asset managers to spend about half of their time on this function rather than being in the field. We want to provide CIAM with the digital tools and computer systems to improve our productivity in data processing.

GD: We also want to make CIAM a leader in responsible investment. Our idea is to systematically apply our investments, whether current or future, and have a series of solutions to work on the environment, social and governance. These innovations can include energy improvements and environmental certifications, but also work on quality of life in the office as well as our relationship with our tenants, investors and suppliers. We are ready to invest in this strategy and recruit to achieve these goals.



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