



# Individual, independent and innovative real estate

**Marjut Malmström is not just in the business of selling bare properties. She finds that distinctive element in a property that transforms it from a house into a home. By putting the main focus on individual consulting and supporting the philosophy that every client should receive customised solutions, her real estate agency has become a major force in an extremely competitive industry.**

TEXT: MERYEM HAUER | PHOTOS: IRES IMMOBILIEN GMBH

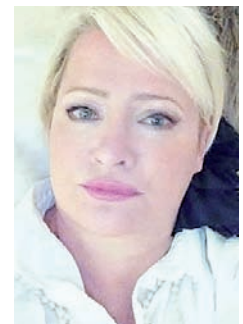
The successful housing agency IRES IMMOBILIEN GMBH was established in 2009 as a result of Malmström's existing national and international network as well as her education, expertise and experience. The multi-lingual business woman, who was born in Finland, found her own home in Switzerland where the housing agency is based. Located in Schaffhausen at the German border between Zurich, Konstanz and Stuttgart, it provides competent advice for both national and international clients.

IRES IMMOBILIEN GMBH, who administers properties in Zurich, Winterthur and Schaffhausen, supports the philosophy that every property should be presented in a way which makes it distinguishable in the market. To be able to bring a client's head and heart together when choosing their dream home, it is necessary to capture the special character of each property and to present it accordingly through expressive photography as well as by Home Staging. Offering this service free of charge to the

sellers, the already existing facilities of the property can be redecorated or redesigned, which can easily lead to an increase in value and to a faster selling closure.

IRES IMMOBILIEN GMBH specialises in offering personalised real estate services to a national and an international clientele, through a personal and trusting relationship with their clients who are either selling their precious homes or are looking for a new one. By bringing a fresh breeze in the way a property is prepared and presented, potential buyers looking for their dream home in Switzerland will be in competent hands with IRES IMMOBILIEN GMBH's attentive and personalised service.

[www.ires-immo.ch](http://www.ires-immo.ch)



Portrait:  
Marjut Malmström