



# Outlook Real Estate Market Q2 2026

April 2026



  
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# Editorial

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On June 14, Switzerland will vote on the initiative “No 10-Million-Switzerland” – a proposal that directly addresses the central demand factor of the real estate market: immigration. What’s at stake is not a marginal issue, but the structural driver of growth itself. The concrete impact of a Yes vote remains difficult to quantify but could extend from housing demand to construction capacity.

At the same time, voters in Zurich will decide on three cantonal proposals, each intervening at different points in market mechanisms. The Homeownership Initiative shifts existing support policies toward private ownership. The Housing Initiative introduces the canton as an active market participant. The Housing Protection Initiative increases regulatory pressure precisely where most of today’s housing growth occurs: in refurbishments and replacement constructions.

For homebuyers and owners, the focus is shifting away from short-term price or interest rate developments to the long-term outlook for housing demand and availability. For investors, regulatory conditions are gaining even greater importance, as political interventions become more frequent and play a decisive role in determining whether projects remain economically feasible and whether capital can be efficiently allocated.

In this edition, we analyze the key impact channels surrounding June 14, review demographic trends for property owners, and examine the three Zurich proposals in terms of their significance for the real estate market.

We wish you an interesting read.

Kind regards,



**Gzim Hasani**  
Chief Executive Officer



**Burak Er, CFA**  
Head Research  
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# Table of contents

- 01 **Market environment residential properties  
Market environment investment properties**
  
- 02 **“No to a 10 million Switzerland”: Demographics  
as a driver of increasing property prices**
  
- 03 **Inexpensive residential property, rental  
apartments, and greater tenant protection:  
Zurich is voting on three housing policy  
initiatives in June**

# Market Environment Residential Properties

**+1.0%**

Base case for economic growth in 2026

**0.0%**

Expected key interest rate level by year-end

**+3.0%**

Expected increase in prices of residential property in 2026

## Economic Outlook

The conflict in the Middle East has noticeably increased energy prices and is having a dampening effect on the global economy. For Switzerland, the baseline scenario is moderate, with growth of around 1.0% and inflation of 0.4% expected in 2026. If energy prices remain elevated for a longer period, growth would likely slow to about 0.8%, while inflation could rise to approximately 0.7%. Overall, the risks remain manageable at present, but they are skewed to the upside for inflation and to the downside for growth.

## Financing Conditions

In March, the Swiss National Bank (SNB) left its key interest rate unchanged despite increased uncertainty. At the same time, fixed-rate mortgage rates have risen slightly, bringing the question of the optimal maturity structure back into focus. From today's perspective, the key interest rate would need to average more than 0.50% over the next ten years for a 10-year fixed-rate mortgage to be cost-effective, a scenario that currently appears unlikely. However, the decisive factor is not short-term interest rate movements, but rather ensuring the financing structure aligns with one's own financial situation and need for planning security.

## Supply and Demand

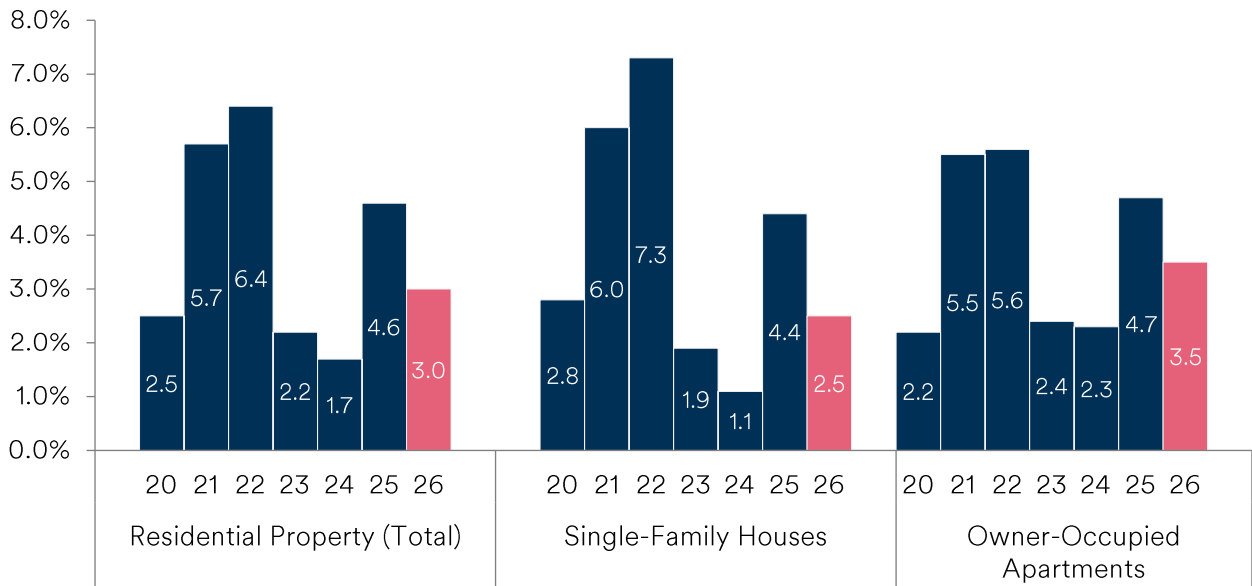
The residential property price index (IMPI), published by the Swiss Federal Statistical Office and based on transaction data, rose by 4.6% over the past year. Prices for single-family homes increased by 4.4%, while apartment prices grew somewhat more strongly at an average of 4.7%. This above-average growth was driven in part by the continued cost advantage of ownership over renting. At the same time, demand remains high while the supply of listed properties has stagnated.

## Outlook

The owner-occupied housing market remains fundamentally well supported, particularly due to continued favorable financing conditions. At the same time, banking regulations are having a dampening effect, as rising prices require higher equity contributions, reducing the pool of potential buyers. As a result, search and marketing processes are taking longer, and the market is becoming more differentiated in terms of location, property quality, and buyer profiles. Demand remains intact, but is becoming more selective amid an overall moderate price dynamic. For Switzerland, we expect average price growth of around 3.0%.

### After a strong 2025, price growth should moderate in 2026

Annual price growth of residential properties based on ownership transfers and forecast for 2026



Source: Swiss Residential Property Price Index (IMPI), Federal Statistical Office, smzh ag.

# Market Environment Investment Properties

**+2.0%**

Advertised rents,  
forecast 2026

**1.25%**

Stable mortgage  
reference interest rate

**+6.2%**

Total return income-  
generating properties in  
2025

## Rent Prices

After a sharp increase in advertised rents of nearly 5% in 2024, growth slowed to just over 2% in 2025. This deceleration is primarily due to lower immigration, which was below previous-year levels. However, the structural shortage in the housing market persists, and excess demand remains pronounced. As a result, further increases in advertised rents can be expected over the coming quarters. For 2026, we anticipate growth of around 2.0%.

## Construction Activity

Construction activity, which picked up in response to lower interest rates through an increase in building applications and permits, has recently slowed again. Current applications and permits suggest that net new residential units will amount to around 45,000 per year in the coming years – barely enough to meet the needs of newly formed households. As a result, construction activity continues to lag demand.

## Demand for Investment Properties

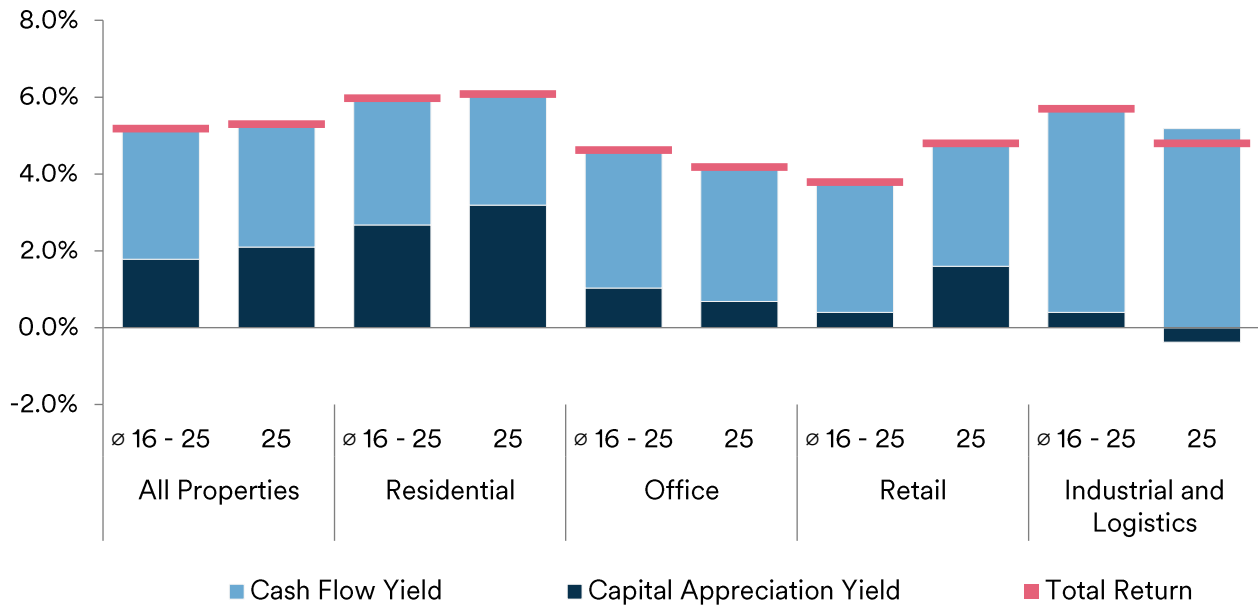
Wüest Partner, in collaboration with MSCI, publishes annual performance indices for direct real estate investments. Across all existing properties, a total return of 5.4% was achieved in 2025. The residential segment outperformed commercial uses and remains the preferred segment from a risk-return perspective. This strong performance is reflected in consistently high capital demand: following a record year for capital increases in 2025, oversubscribed issuances continued into the first quarter of 2026.

## Outlook

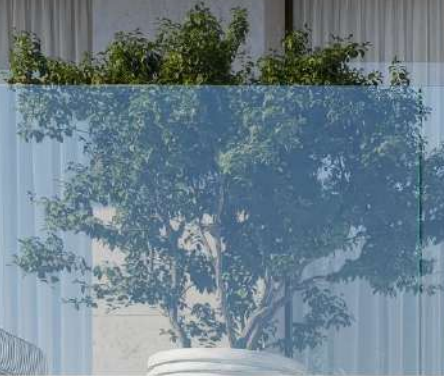
Income-generating properties remain attractive from an investor's point of view and are still supported by fundamental factors. The key question is shifting from their general attractiveness to valuation and access to investment opportunities. While high valuations are increasingly being questioned for indirect investments, the main bottleneck for direct real estate investments lies in accessing high-quality deal flow. The combination of strong demand and limited supply is likely to continue supporting price dynamics.

**At 6.2%, the return of Swiss income-generating real estate was above average in 2025**

Returns of direct real estate investments by usage, segmented by cash flow and capital appreciation yield



Source: Own visualization based on data from Wüest Partner, MSCI, smzh ag.



A photograph of a modern, minimalist apartment building. The building features a prominent balcony with a glass railing, furnished with wooden chairs and large potted plants. Below the balcony, there is a covered outdoor area with a dining table and chairs, and a swimming pool in the foreground. The architecture is characterized by clean lines and a neutral color palette.

## 5 owner-occupied apartments in a prime location, Küsnacht ZH

Transformation of an existing property into a high-quality residential ensemble.

Holistic project management by smzh ag – from identification to planning, approval process to execution and marketing.

Moving to construction phase, with units already fully sold.



# “No to a 10 million Switzerland”: Demographics as a driver of rising residential property prices

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## The Swiss population is growing unabated

Switzerland’s permanent resident population now exceeds 9 million, having grown by around 26%, or more than 1.8 million people, since the turn of the millennium. This development is primarily attributable to immigration and has shaped both economic momentum and the real estate market: a growing population is coupled with increasing purchasing power, while housing supply remains limited. As a result, a clear trend has emerged over several years – real estate prices are facing structural upward pressure.

The population scenarios published by the Swiss Federal Statistical Office in April 2025 project a continuation of this trend. In the reference scenario, the population will rise to around 10.5 million by 2055, with the 10-million mark likely to be reached as early as 2041.

However, the actual development remains closely tied to net immigration, which is influenced by both domestic and international factors. For years, Switzerland has been among the most competitive places to live and work, and it is likely to maintain its strong appeal in the future. At the same time, ongoing growth is increasingly bringing into focus the question of how resilient the current model is with respect to infrastructure, housing, and social acceptance. As a result, the political debate is intensifying, with renewed efforts to more actively manage immigration – an issue that will be put to a public vote in June.

**The 10-million level is forecast to be reached as early as 2041.**

**“No to a 10-million Switzerland” – intervention in the key demand factor**

The popular initiative “No to a 10-million Switzerland,” which will be put to a vote on June 14, aims to limit population growth in Switzerland. It stipulates that the permanent resident population must not exceed 10 million by 2050. Once the population reaches 9.5 million, the federal government and parliament would be required to take regulatory action. Should the population remain above 10 million for two years, Switzerland would risk termination of the agreement on the free movement of persons with the EU.

For the real estate market, the primary impact comes from the demand side. Net immigration has been one of the most important structural drivers of housing demand for years, particularly in economically dynamic regions. Limiting population growth would therefore indirectly dampen housing demand.

Empirical analysis<sup>1</sup> shows that since the introduction of the free movement of persons in 2002, a 1% increase in immigration relative to the population has been associated with a price increase of approximately 4% to 6% for homeownership, with even stronger effects seen in the rental market.

Before the introduction of the free movement of persons, there was no robust, statistically significant relationship between immigration and real estate prices, indicating that it is especially the immigration of skilled workers that has had a structurally price-driving effect.

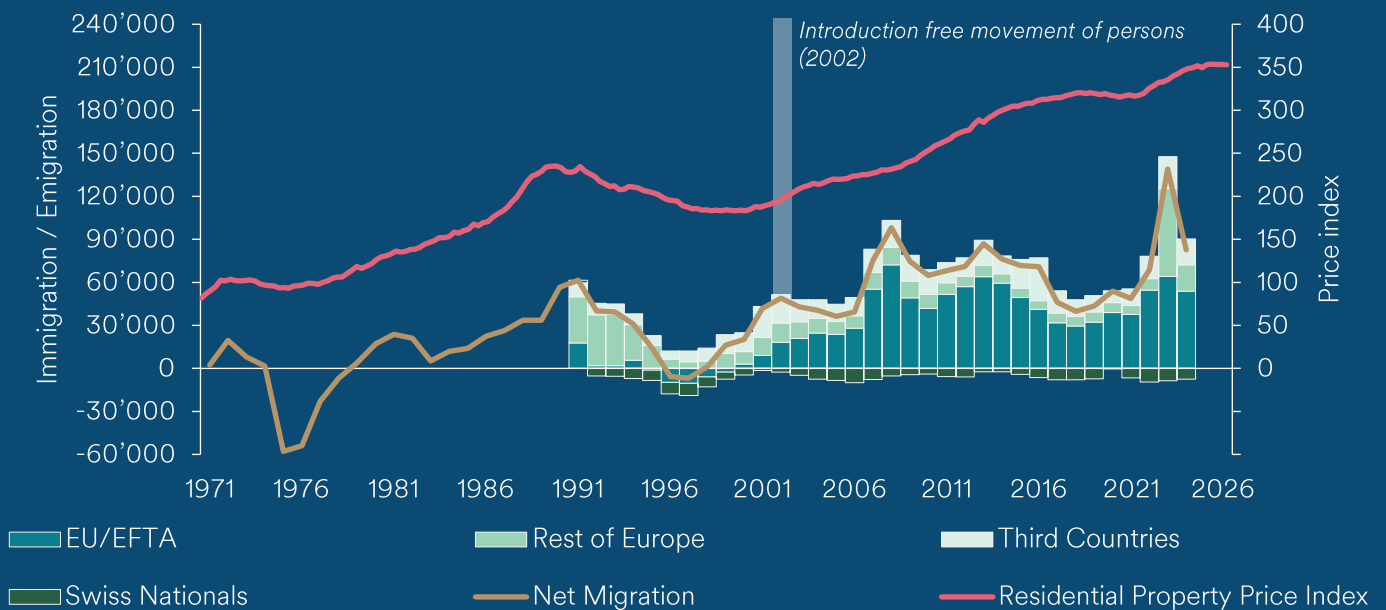
However, the impact is not limited to the demand side. The supply side is also directly affected, as the construction industry relies heavily on foreign labor, with around 40% of its workforce being foreign nationals – and even higher proportions in certain areas. Imposing limits on immigration would therefore not only dampen housing demand but also reduce available construction capacity, delay projects, and further slow and increase the cost of the already sluggish expansion of supply.

Adopting the initiative would have significant economic and institutional consequences, the full extent of which remains difficult to gauge at this time.

<sup>1</sup> Helfer, F., Grossmann, V. & Osikominu, A. Correction: How does immigration affect housing costs in Switzerland?. Swiss J Economics Statistics 159, 9 (2023)

**Immigration of qualified labor has been driving real estate prices up for years**

Development of real estate prices (2002 Q2 = 100) vs. immigration by country of origin



Source: Federal Statistical Office, smzh ag.

**Will the growth trend continue in the city centers?**

The key question is not whether Switzerland will continue to grow, but where this growth will take place in the future. Official population scenarios assume a largely stable regional distribution. While this continuity with the past appears statistically consistent, it falls short, since structural conditions are increasingly changing.

Economic centers such as Zurich, Geneva, and Lausanne remain the main hubs for jobs and immigration, firmly anchoring the origin of growth in these economic engines. At the same time, these areas are increasingly reaching their spatial and pricing limits – housing is scarce, densification is complex, and accommodating additional households becomes more challenging.

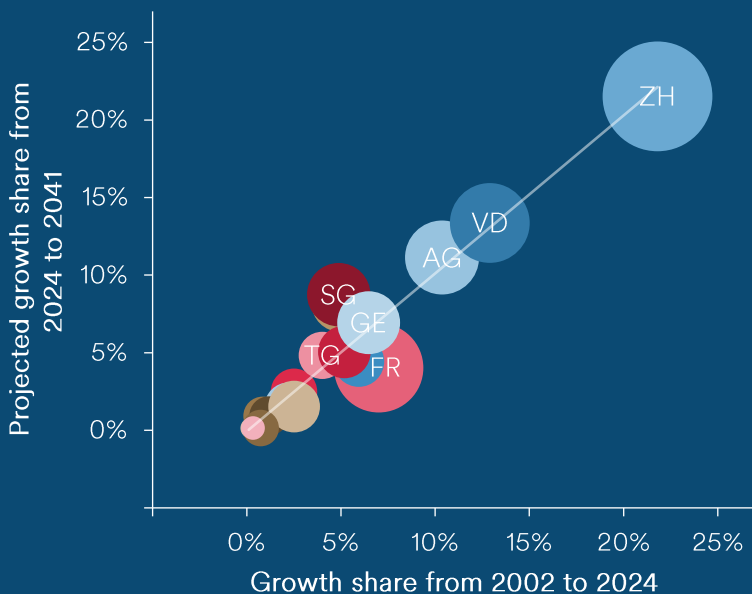
Against this backdrop, effective growth is not shifting away from the centers, but rather into their wider catchment areas. Suburban municipalities with good transport connections and existing development areas are increasingly playing the role of growth driver. Locations such as Opfikon, Bulach or Dubendorf in the greater Zurich area benefit from their functional proximity to city centers and are better able to structurally absorb additional demand.

This development is being reinforced by changing housing preferences. The expansion of transportation infrastructure and the growing adoption of flexible work models are increasing people’s willingness to accept longer commuting distances. Accessibility – rather than absolute location – remains the decisive factor. As a result, well-connected suburban and commuter municipalities are the main beneficiaries.

In peripheral and less accessible regions, however, the picture is quite different. Immigration there is often insufficient to offset migration and demographic aging. Regions such as Ticino, the Bernese Oberland, and parts of Graubünden are particularly affected, as stagnant population growth and increasing aging coincide. The working-age population is declining, and overall demand for housing is structurally weaker.

**Population growth remains focused on economic centers**

Growth share by canton: 2002 to 2024 vs. forecast until 2041 according to reference scenario of the Federal Statistical Office

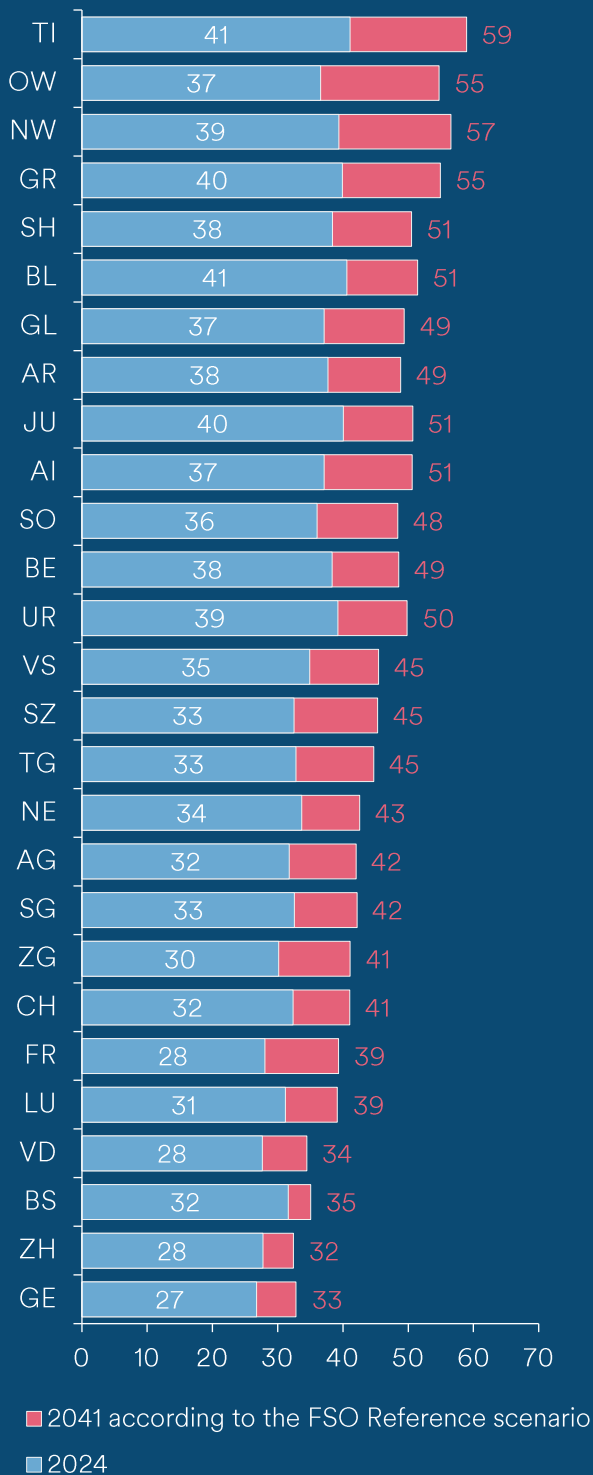


**The canton of Zurich accounts for roughly one-fifth of future growth.**

Source: Federal Statistical Office, smzh ag.

## Population aging is accelerating further

>65-year-olds per 100 persons of working age



Source: Federal Statistical Office, smzh ag.

This development is further amplified by the age structure. Already today, there are approximately 32 people over the age of 65 for every 100 people of working age. By 2041, this figure is expected to rise to over 40. At the same time, a significant share of owner-occupied housing is held by older households, which is likely to result in additional supply coming onto the market in the years ahead.

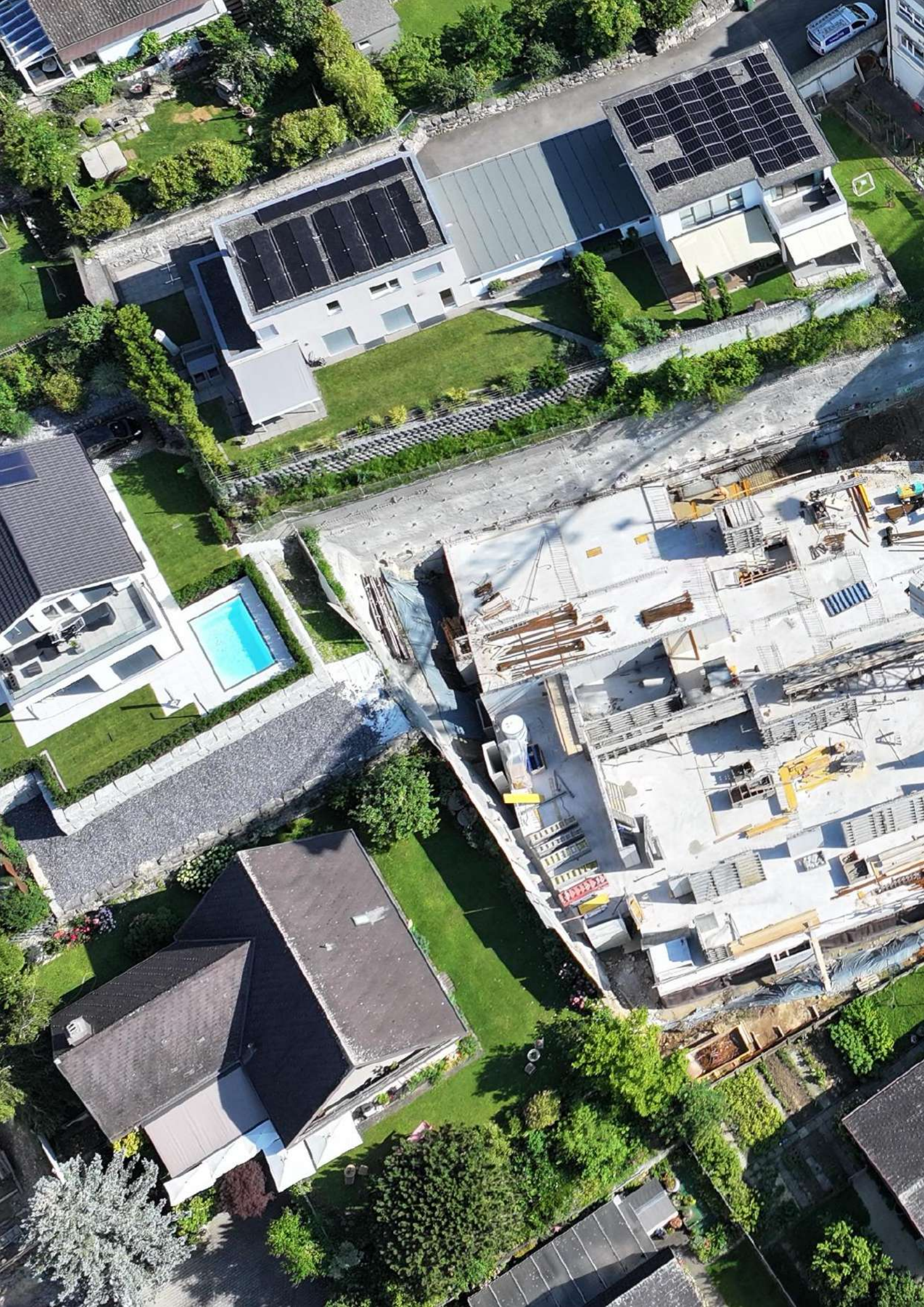
The regional context of this supply will be crucial. In well-connected areas, additional demand can continue to be absorbed. In structurally weaker locations, however, vacated housing increasingly faces limited demand, as lower prices do not compensate for the lack of economic connectivity.

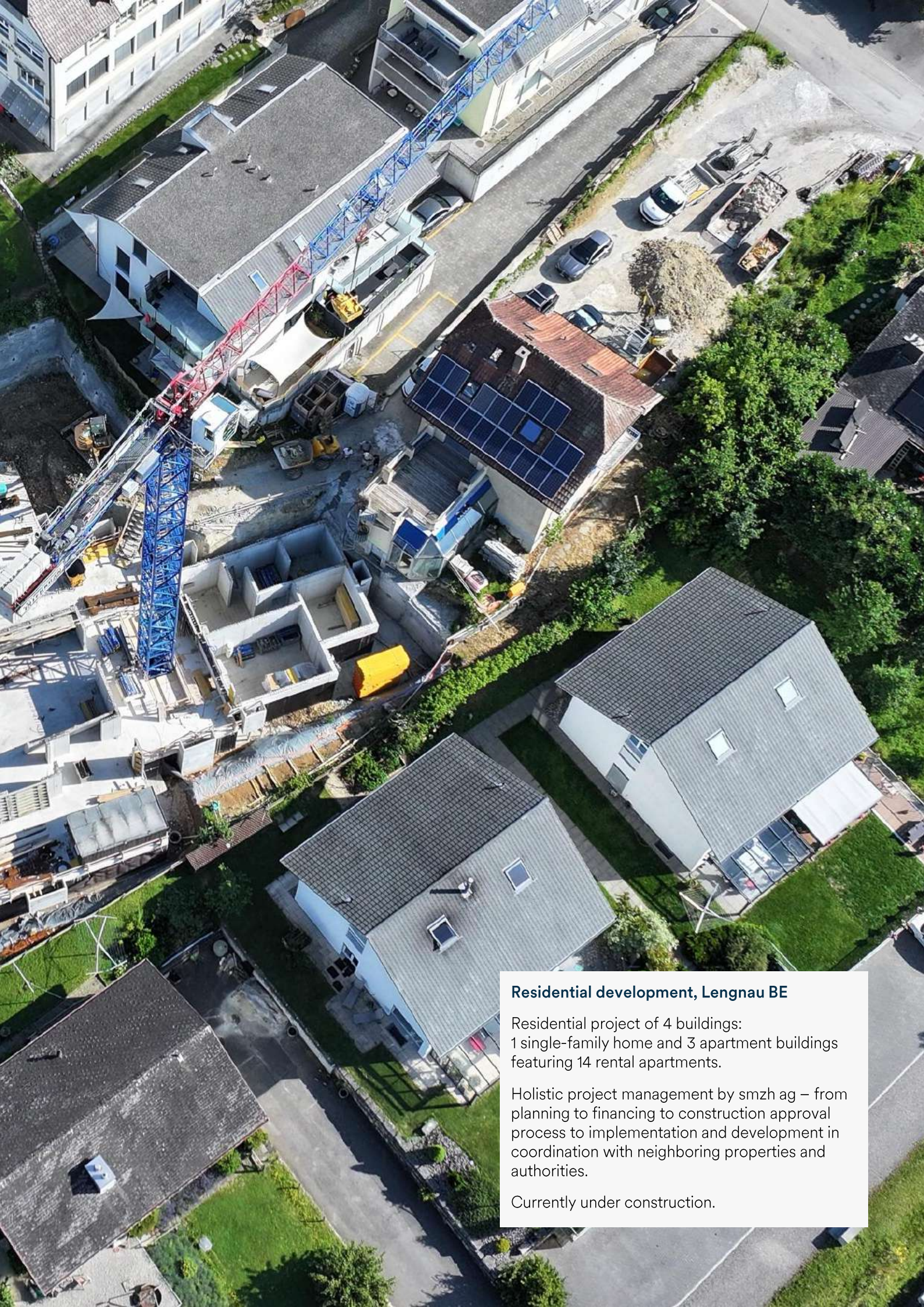
### Implications for homeowners and prospective buyers

For prospective buyers, this means that a broad price correction is not to be expected in high-growth metropolitan regions. The key question is not whether prices will decline, but rather to what extent the existing upward trend will continue.

For owners – particularly in peripheral and structurally weaker regions – early consideration of their own situation is becoming increasingly important. In these areas, supply driven by demographic factors is increasingly meeting limited demand, which can dampen price dynamics. A well-founded assessment of market conditions and a review of development potential are essential to secure the achievable value and to strategically plan the transition to a housing solution that suits individual needs.

**Waiting for prices in growth regions to fall means betting on the wrong scenario. The key is to build wealth in a targeted manner to gain access to these locations.**





### **Residential development, Lengnau BE**

Residential project of 4 buildings:  
1 single-family home and 3 apartment buildings  
featuring 14 rental apartments.

Holistic project management by smzh ag – from  
planning to financing to construction approval  
process to implementation and development in  
coordination with neighboring properties and  
authorities.

Currently under construction.



# Inexpensive residential property, rental apartments, greater tenant protection: Zurich is voting on three housing policy initiatives in June

## Three housing policy proposals on the ballot

In June, Zurich's electorate will vote on three housing policy proposals with direct implications for the real estate market. Alongside the national vote on the "No to a 10-million Switzerland" initiative, the canton will decide on homeownership, housing, and housing protection initiatives.

Despite their similar names, these proposals intervene in the market at different points. The homeownership initiative aims to expand owner-occupied housing. The housing initiative focuses on increasing the supply of affordable rental apartments. In contrast, the housing protection initiative introduces additional regulatory measures, in particular concerning renovations and replacement constructions.

## "Homeownership initiative": Expanding the subsidy model to the ownership segment

For years, the canton and municipalities have focused on promoting affordable housing in economic centers and metropolitan areas, with a clear emphasis on the rental segment. Support is provided primarily through non-profit housing associations, as well as through public housing stock owned by entities such as the City of Zurich, which offers apartments at cost rent. In addition, public authorities make land available under building leases and support non-profit housing construction with various instruments, such as loans and equity contributions.

Non-profit rental housing plays a vital role in stabilizing the housing market, securing affordable accommodation in central locations, and mitigating displacement and gentrification. Against this backdrop, the City of Zurich is pursuing the goal of increasing the share of non-profit rental apartments to around one-third of the total rental housing stock by 2050; the current level is about 27%.

Article 110 of the cantonal constitution stipulates that both the canton and the municipalities should promote non-profit housing construction as well as owner-occupied housing. In practice, however, the focus has clearly been on the rental segment, while the ownership segment has been systematically neglected.

This asymmetry is also reflected in the homeownership rate: At the national level, the rate is already low by international standards, at around 36%. In the canton of Zurich, it is even lower at roughly 30%, and in the city of Zurich, it reaches a particularly low level of just under 15%. By comparison, the share of non-profit rental apartments is relatively high: just under 20% in the city and around 10% in the canton.

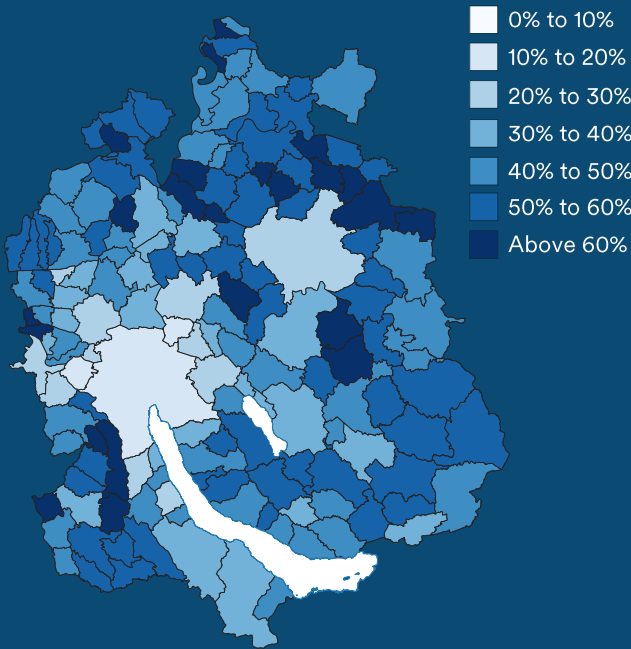
Against this backdrop, the homeownership initiative builds on the existing subsidy model and specifically extends it to the ownership segment. The focus is not on introducing new instruments, but rather on ensuring that the current framework also generates homeownership to a similar extent as rental housing in the future.

**50/50 mechanism with state-subsidized housing projects**

Implementation will be through a binding 50/50 mechanism for state-subsidized housing projects. When the state or municipalities acquire or build apartments or single-family homes, half must be allocated as owner-occupied housing. The same requirement applies to projects supported by the government. Here, support includes not only direct investments but also loans, mortgages, equity contributions, and the provision of land under building leases.

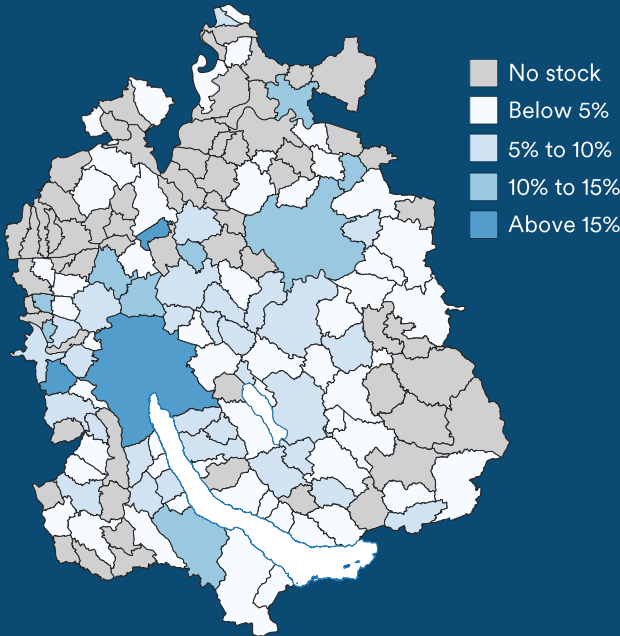
Of particular importance is the fact that the contractual renewal of existing building leases may also fall under this mechanism. This would mean intervening in existing, functioning properties, some of which would have to be converted into owner-occupied apartments. Approximately 14% to 15% of non-profit apartments are built on leasehold land. It remains unclear whether refinancing existing loans or mortgages could also trigger such a restructuring.

**Residential property share in Zurich**



Source: Statistical Office Canton of Zurich, smzh ag.

**Share of subsidized apartments in Zurich**



Note: Share of entire stock of apartments. Source: Statistical Office Canton of Zurich, smzh ag.

## Change in the functional logic of non-profit housing construction

The initiative intervenes in the fundamental functional logic of non-profit housing construction. Non-profit housing aims to provide permanently affordable accommodation and withdraw properties from the market over the long term. The financing and management model is fundamentally based on retaining these properties within the portfolio. The proposed conversion would transfer parts of this stock into owner-occupied housing, reintroducing apartments and corresponding land portions back into the market.

### Target group

The initiative is aimed at the middle class and seeks to enable households with average incomes to attain homeownership. The affordable owner-occupied properties would be advertised publicly for sale. According to the text of the initiative, buyers must have Swiss citizenship or a permanent residence permit and meet the necessary financial requirements. Allocation is carried out based on transparent criteria by the housing developers and is subject to government oversight.

## Financial affordability, retention mechanisms, and demand-side effects

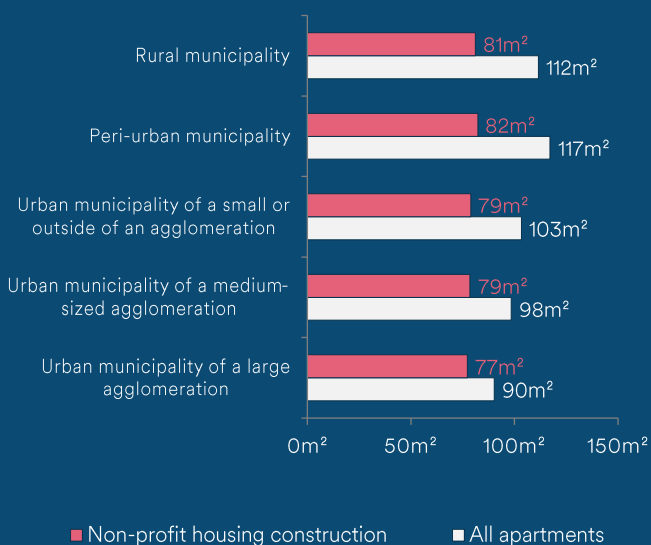
This shift in access to homeownership introduces several structural tensions. Despite below-market prices, purchasing a home remains capital-intensive. Even in the non-profit context, many properties in urban areas would exceed one million francs, requiring substantial equity and income for financing.

The initiative also includes a 30-year resale restriction, meaning that early resale would not allow owners to participate in capital gains. At the same time, professional mobility, changes in household size, and evolving housing needs typically result in much shorter holding periods.

Another aspect concerns the nature of the existing housing stock. A significant portion of non-profit apartments is found in older buildings, which tend to have smaller floorplans and more basic amenities. As a result, the quality of these units is sometimes lower compared to properties in the ownership segment.

Against this backdrop, there is a risk that demand may be shaped primarily by underlying economic conditions rather than by the quality of housing available. Even if non-profit providers increasingly offer owner-occupied apartments, there is no guarantee that – aside from the price – these units will fully meet actual demand in terms of layout and fit-out.

### Non-profit apartments tend to be smaller and offer a homogenous floor structure



**The initiative strengthens a previously less considered owner segment, but it is likely to lead to a redistribution of existing housing rather than additional supply. Voters must weigh which housing policy goal is to be given priority.**

**“Housing initiative”:** Should the canton make an active contribution to subsidized rental apartment construction?

In recent years, non-profit housing construction has contributed significantly to stabilizing the housing market. However, its momentum continues to lag behind demand, especially in urban centers and rapidly growing metropolitan regions, where low vacancy rates and rising rents are adding further pressure.

At the heart of the initiative is a shift in the canton’s role. With the creation of its own housing company and capitalization of approximately CHF 500 million, the canton would no longer act only through support instruments but would itself become an active market participant. This would give the canton greater autonomy in project development, allow it to act more independently of existing operators, and enable more targeted coordination and expansion of non-profit housing on a cantonal level.

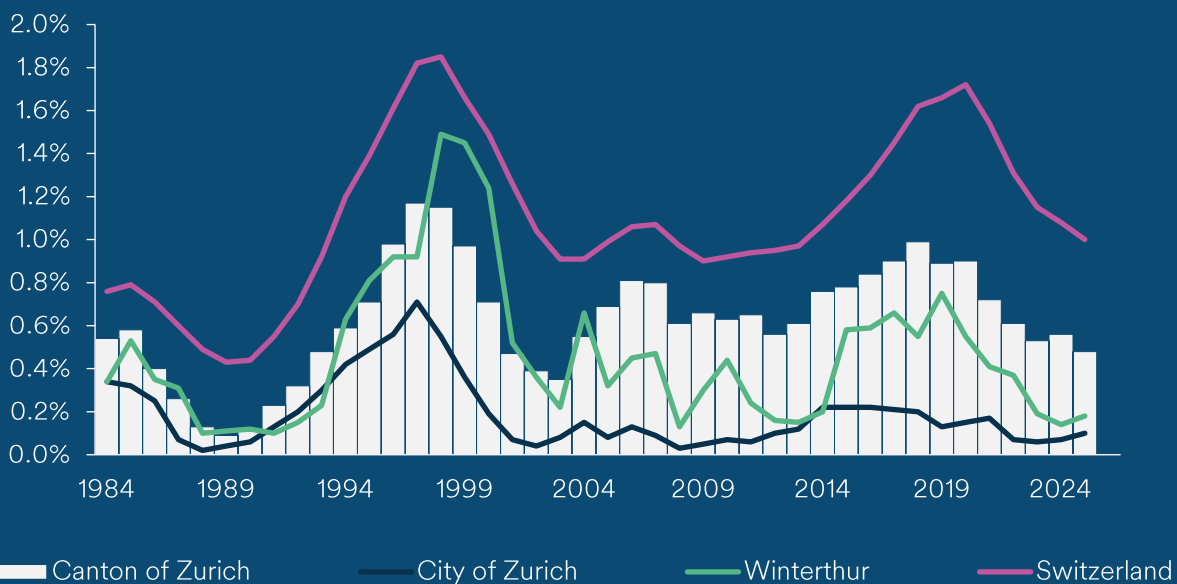
With the canton entering the market as an additional player, competitive dynamics are likely to change. In particular, competition for building land and project development may intensify between public and non-profit actors. At the same time, direct cantonal construction activity makes it possible to implement projects more rapidly and on a greater scale, provided appropriate areas and planning processes allow it.

The counterproposal deliberately refrains from having the canton engage in its own construction activities and seeks to maintain the current system. Instead, it obligates the canton and municipalities to improve the framework conditions for an adequate and needs-based supply of housing. The counterproposal remains at the constitutional level, does not include any specific financial commitments or operational instruments, and leaves the concrete design up to future legislation.

**If the canton enters the market as an active player, the pace of activity might increase, as would competitive pressure. The selection of control model will be decisive.**

**Vacancy rates at a historic low both on a cantonal level as well as in cities**

Vacancy rates in the canton of Zurich, the city of Zurich, Winterthur, and Switzerland as a whole, as of 2025



Source: Federal Statistical Office, smzh ag.

**“Housing protection initiative”: Strengthened tenant protection in case of vacancy terminations**

Ever since the media attention surrounding the so-called “Sugus houses,” vacancy terminations have become a central topic in housing policy and public debate. Such terminations typically occur during major renovations or replacement constructions, when existing rental agreements are dissolved. As a result, affordable existing apartments are often replaced by higher-priced units, which the previous tenants can no longer afford. In the city of Zurich, approximately 12% of all vacancy terminations in Switzerland occur; in 2023 and 2024 alone, 857 apartments – affecting 1,182 people – were involved.

The housing protection initiative directly targets this dynamic. In the event of significant housing shortages (vacancy rate below 1.5%), municipalities would be empowered to introduce their own housing protection regulations. Key measures include a permit requirement for demolitions, renovations, refurbishments, and changes of use. Additionally, municipalities could restrict the conversion of rental apartments into condominiums and implement temporary rent controls. Non-profit apartments would be exempt from these rules.

The initiative is not primarily aimed at expanding supply, but rather strengthening the protection of existing tenant agreements by means of additional regulatory interventions.

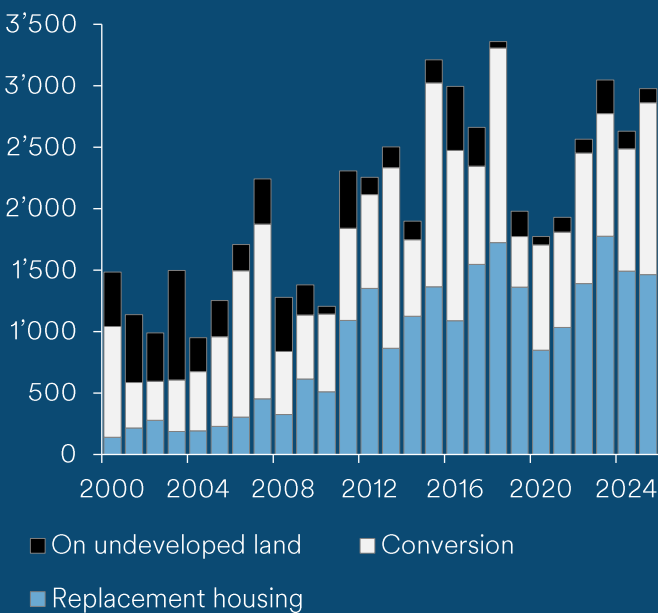
**New apartments are increasingly created where other apartments already exist**

To understand the dynamics surrounding vacancy terminations, it is essential to consider construction activity in both the canton and the city of Zurich. In the city, there is very little new development on undeveloped land due to a lack of available building plots. As a result, most increases in the housing stock are achieved through the repurposing of existing spaces and replacement constructions – in other words, by intervening in the existing building stock.

The scale is significant: for every 100 demolished apartments, an average of 161 new units are created as part of replacement construction projects. This trend is evident not only in the city but increasingly in suburban municipalities, where scarce land reserves are also leading to a shift toward replacement buildings.

**Replacement construction dominates in city of Zurich**

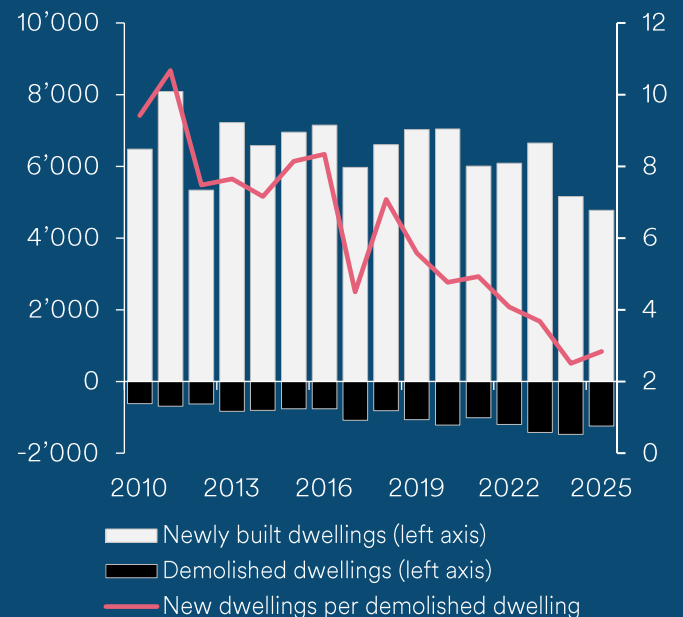
Newly built apartments in city of Zurich, by construction type



Source: Statistics city of Zurich, GWZ, smzh ag.

**Demolitions on the rise also in the canton of Zurich**

Construction activity canton of Zurich, excl. city of Zurich



Source: Statistical Office Canton of Zurich, GWR, smzh ag.

Against this backdrop, vacancy terminations are structurally linked to the densification of the housing stock. In particular, replacement constructions and major refurbishments are key levers for creating additional housing within existing urban structures. However, in many cases, these projects require the complete termination of existing rental contracts.

#### **Share of vacancy terminations decreasing lately**

At the same time, in practice, institutional owners in particular make efforts to limit the impact – such as through phased renovations, early communication, or reintegrating existing tenants. While these approaches can help reduce vacancy terminations, they are not feasible in all cases due to structural and economic constraints. This is reflected in recent developments: the proportion of units vacated for renovations recently stood at around 22%, below previous periods.

Vacancy terminations usually are not carried out on short notice; affected tenants are typically given significant advance notice to find alternative housing. On average, tenants are informed about three years before a full vacate is required.

Since 2011, approximately 9,000 people in the city of Zurich have had to vacate their apartments due to vacancy terminations. Some remain in their immediate neighborhood: around 16% stay in the same city district, while about half relocate to another district within Zurich. Overall, around 84% remain in the canton of Zurich. The data does not suggest widespread displacement, but rather a spatial redistribution.

#### **Regulatory interventions increase investor caution**

Regulatory interventions – especially rent caps in the context of refurbishments and replacement buildings – can provide short-term relief for existing tenants, but also significantly restrict construction activity. This dynamic is exemplified by Basel-Stadt: since the revised housing protection ordinance came into effect in May 2022, the number of building permit applications has noticeably declined.

While the Basel regulation sets clearly defined quotas and maximum rent increases, the Zurich proposal leaves these details up to the individual municipalities. Nevertheless, it is evident that even heightened regulatory uncertainty and the prospect of additional interventions can be enough to make investors more cautious.

Especially considering that the initiative would apply at the cantonal level, and that replacement construction projects are increasingly taking place in suburban municipalities, investor reluctance is likely to extend beyond the city of Zurich. In Basel-Stadt, there have already been cases of professional and institutional investors reducing their allocations or withdrawing from the market altogether in response to such measures.

#### **Means of pressure instead of strict intervention logic**

At the same time, the proposal gives municipalities additional leverage in dealing with investors. The possibility of stronger regulatory intervention can serve as a negotiating tool in practice, enabling municipalities to steer projects more closely in line with housing policy objectives such as rent levels, occupancy arrangements, or project concepts.

The experiences from Basel-Stadt are likely to serve as an important reference point. The declines in construction activity observed there highlight the potential side effects of a strict regulatory framework. Against this background, it can be expected that the responsible authorities will apply these instruments with appropriate restraint and nuance.

**Overall, the number of vacancy terminations is declining. Institutional investors in particular have shown that structured processes can help limit undesired effects. Yet, perceptions are still shaped by isolated cases that receive significant media attention. Although the initiative does not set rigid quotas, its underlying logic is similar to that in Basel, where such interventions led to a decline in construction activity.**



5 owner-occupied apartments in a prime location,  
Kusnacht ZH



# Recommendations for Action

## For homeowners



### **Sales success is determined by effective marketing.**

Our analysis shows that demand dynamics vary by region. Those who want to successfully sell their property at their desired price must be able to identify and address the right target buyer group.

Mistakes in marketing are rarely reversible. An incorrectly set price or improper positioning from the outset can have a lasting negative impact on the sales process and the achievable price.

## For prospective homeowners



### **Saving is not enough. Building wealth is decisive.**

When real estate prices increase by 3% to 4% annually, traditional saving methods systematically fail to reach the target. What matters is whether your assets can keep pace with – or outperform – this growth. The path to homeownership therefore requires an early combination of saving, investing, and financing.

The best time to start building wealth was yesterday. The second-best time is today.

## For investors



### **Political risks are increasing. Selection of location is becoming ever more important.**

Increasing regulation is putting pressure on investors – even in top locations such as the city of Zurich and its surrounding areas. Investment decisions should therefore be guided not only by demand and return, but explicitly also by regulatory risks.

A high-quality deal flow of attractive properties outside the city centers can be a valuable tool for diversification.

# We first think in terms of life situations. Not in terms of products.

Isolated decisions are rarely optimal. The best decisions are made based on a comprehensive perspective. Whether it's homeownership, mortgages, retirement planning, budgeting, investments, or taxes – each decision impacts the others. Those who make decisions in isolation often overlook critical interdependencies.

Your financial reality is shaped by the interplay of these eight levers.  
We align them and translate them into clear decisions.



Our 360° Check-Up provides clarity about your financial situation. We define the required steps and support you in implementing them – so your financial goals lead to tangible results.

*Your personal advisor*

Learn more about our 360° Check-Up



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