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types die bevlogen zijn in wat ze doen. We hebben ongelofelijk veel lol samen en bij sollicitaties kijken we dan ook altijd of iemand in het team past, Wof diegene aansluit op ons DNA. De rest komt dan wel goed, veel is te leren."

VOETBALLENDE KINDEREN

Nu er, naast kantoren, ook plaats is voor ongeveer 8.000 woningen op de Zuidas, is de dynamiek zichtbaar aan het veranderen, aldus Voogd. "Er is meer horeca en retail gericht op bewoners bijgekomen. Ook is er meer groen, al zou dat wat mij betreft nog wel wat meer kunnen worden. In plan Gershwin richting Buitenveldert, waar de bebouwing lager wordt, zie je dat er nu achterstraatjes ontstaan waar kinderen voetballen. Eigenlijk zijn dat hele prettige binnengebiedjes in de openbare ruimte. Zo komt er, dankzij de woningbouw, steeds meer karakter in het gebied."

Zelf woonde Voogd altijd net buiten de Zuidas, maar recent verhuisde ze naar het gebied dat ze de afgelopen jaren heeft zien transformeren. "Ik heb hier altijd willen wonen. Ik woon nu heel hoog, dat is fantastisch. Het mooiste moment van de dag is als de middag overgaat in de avond, als alle lichtjes aan gaan. Dat is echt next level wonen in een energiek gebied. De hoogstedelijke dynamiek spreekt me aan en de architectonische setting van losstaande icoontjes die samen een geheel vormen is zo mooi."

ally it feels like a little party. It is one of the most important events in a person's life; it's the biggest amount of money they're ever going to spend. And that's what I tell my colleagues: it is crucial that we always keep this in mind."

GOOD ATMOSPHERE IS PARAMOUNT

The past decade, Eefje Voogd's agency has really managed to establish itself, growing from three to fifteen employees. "That means welcoming a new colleague every year. We managed to keep growing steadily, even during the economic crisis. I'm very grateful we always had work coming our way. This success is definitely not the result of a thought-out strategy, it simply happened to us." However, Voogd's main concern is not how well her company does; she feels a positive work environment is just as important. "A good atmosphere at work is paramount. In my office I have a wonderful team full of incredible people who are passionate about their job. The majority of them are women and they all know the real estate business inside out. We have a lot of fun together and when we're interviewing people for a new position we always focus on how well that person would fit into our team."

CHILDREN PLAYING FOOTBALL

With space being reserved for around 8.000 houses at the Zuidas, the dynamics of the area are visibly changing, says Voogd. "There are now more bars and restaurants, plus more retail aimed at residents. And there are more trees and green areas, although there is still need for more if you ask me. In the Gershwin area towards Buitenveldert – where buildings are a lot lower – one can see children playing football in the backstreets. Actually, these are very nice little islands in the public space. The newly built houses bring more character to this area and that's a very good thing." Voogd herself has always lived just outside the Zuidas but she recently moved to the area she has seen being transformed in the last 10 years. "I've always wanted to live here. My apartment is very high up and that's fantastic. The nicest moment of the day is around sunset, when all the lights are switched on. That is really next-level living in a bustling area. I like the dynamics of the big city and I admire the architectural setting of independent little icons forming a complex unity."