

Besides selling homes, you are also consulting with building developers during the planning stages on the design of apartments in the district. How did that come about?

'I've been involved in residential affairs here generally for years, of course, but the financial crisis also played an important part. That's when the real estate industry actually began to consider the demand. As real estate agents, we understood that demand better than anyone, because we talk to our customers daily. So that sowed the seeds of a new specialization. We've been able to tune into the local trends and what's driving people. So in the process we began to take on an advisory role. The project developers couldn't be happier, because that side contains valuable information for them.'

Have you noticed Zuidas becoming more popular as a place to live?

'Yes, definitely. Our office is right at the edge of Zuidas, of course, so we get people dropping by daily to ask when the next project will be breaking ground here. That's a clear sign. And Zuidas in particular has built a reputation as an excellent place to live.'

What are some developments that you're looking forward to?

'I'm someone who gets excited about construction. Once the building cranes arrive, I'm hooked. I may be a little unusual in that regard. There are still more residential buildings in the works, so Zuidas will continue to develop a wider mix of housing. That's something that interests me and that I'm excited about.'

What will Zuidas look like in ten years?

'I hope it will look greener! Although, by that time, more of the existing planting will have matured. But I'm also hoping for more green rooftops, and am hugely excited about Zuidasdok, because that will totally transform the whole landscape here. I expect Zuidas to be more vibrant in 10 years' time when more homes have been built and more functions will be mixed. And, lastly, because architecture always continues to awe and delight me, I'm expecting great things on that front, too.'



Name Eefje Voogd

Age 51

Married Yes

Kids

Eefje and her husband have four kids, all of which have left home.

Favourite travel destination

Somewhere sunny; Eefje also loves downhill skiing, and city trips for inspiration.

Hobbies

Work is a hobby, but so is working out and golf, occasionally.

Relaxation

In the evening, Eefje lounges on the sofa with her iPad to get some extra work done and browse the Internet, while also keeping one eye on the TV.