

Markus Grahn

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Summary

I'm a Real Estate Investor and Real Estate Specialist. I'm specialised in managing and developing new methods focused on the real estate and housing market and service business. I want to be building the next generation of housing, by developing innovative attainable living communities across Finland's greatest cities.

If you have any questions about real estate, housing market and service business in Finland or you are interested in working with me, feel free to contact me. #urbaanivuokranantaja

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Developing concepts, branding and joining digital services to the core of business are the main structures in my business when it comes to property investing and living by rent.

Determination and hard will combined with business planning and operating are the strengths in my work and also in my spare time. Calculating and analysing viability is my passion which I have taken in action in planning of the risk management in business.

The active and interactive communication UI- (user interface design) and UX -(user experience design) with clients, audience and business partners is an important part in my goal-oriented business and also in the goals of the company and in bringing out values. Networking with different industries has offered me an opportunity to develop my own skills and business as an real estate investor and property management specialist in Finland.

Special skills: human resource management, self-management, strategic management, financial management, acting as a supervisor, customer relationship management, brand management. #investment #housing #developingdigitalservices / bringing them into use #developing rental housingservices #salesandmarketing #branding #CRM #designingwebsites #implementingwebsites #marketinginsocialmedia #urbaanivuokranantaja #security industry #opticindustry #humanskills #creativethinking #brandthinking #imagination #administrationwork #educationalindustry #specialist #calculatingviability #investment in property #communal living #rentalhouses #humanskills #emotionalintelligence #HSP #palvelumuotoilu #UI #UX #userexperiencedesign #hyvävuokranantaja #productdevelopment #servicedesign #developer #branding

Experience



Sales Director

Vuokratieto.fi

Jun 2023 - Present (7 months)

Creating new type of digital solutions for more efficient and secure apartment rental business.
@Vuokratieto.fi. #digivakuus



CEO/Founder/Owner

MG Asunnot

Jan 2007 - Present (17 years)

Specialised in managing and developing new methods focused on the real estate and housing market and service business in Finland.



Real Estate Investor

MG Asunnot

Jul 2006 - Present (17 years 6 months)

Customer management, brand management, acting as an innovator, projects and operational development, strategic management & acting as a supervisor, forecasting and planning operations, productization.

www.mgasunnot.fi offers rental apartments, as well as varied housing options, benefits and related services in the Lahti and Päijät-Häme area.

The MG Asunnot brand and its housing services are the current trendsetter in the rental housing market.

The concept is aimed at young people beginning their lives on their own and adults looking for a safe place to spend their retirement days.

Our business principles are very customer-oriented: we always strive to take into account the personal needs of the customer.



Founder/Owner - Product Development Manager

Vuokranet

Jun 2020 - Present (3 years 7 months)

Product Development Manager - Lease control and lease management

VuokraNet <https://www.vuokranet.fi/> is intended for the conclusion, maintenance and monitoring of lease agreements for the landlord's and housing investors' apartments, business premises and real estate. The software automates rental tracking from invoicing to collection.



Area Manager / Päijät-Häme

Suomen Vuokranantajat ry

Mar 2017 - Present (6 years 10 months)

Area managers are maintaining local activities in the association. The regional chiefs are landlords and active members of the association who have a lot of information on hiring and housing investment through their own experience. The regional chiefs organise the landlord's shares and act as active representatives of the association in their respective localities. Regional managers work in close cooperation with the Suomen Vuokranantajat ry office.



CEO/Founder/Owner

SenioriSolu Kodit

Jan 2019 - Present (5 years)

SenioriSolu Kodit is a concept that maintains a socially responsible senior housing service in Finland.

The resource of the service concept is strong expertise in housing for people of different ages. We want to empower people well and feel valued in their own home and beyond.

My roles: management, HR, work supervision and leadership, finance, marketing, sales, product development and service design



Business Director

Apila-asunnot

Jan 2022 - Jun 2023 (1 year 6 months)



Senior Advisor

Apila-asunnot

2021 - May 2022 (1 year)



Bachelor of Business Administration - BBA

Silmäasema

Jun 2004 - Dec 2021 (17 years 7 months)

Optical Technician specialist experience, @Zeiss, @Hoya, @Essilor
#essilor #zeiss #hoya



Elementary School Teacher

Lahden kaupunki / City of Lahti

Oct 2002 - Apr 2003 (7 months)

Substitute teacher for high-functioning autistic persons.



Hotel Management

SITA World Tours

Oct 1999 - Apr 2000 (7 months)

Vital role of interacting between the Management and staff. Heritage Village - Goa.



Management Trainee

SITA World Tours

Nov 1998 - Apr 1999 (6 months)



Exhibition Constructing

Mainos Visitor Oy

Apr 1995 - Mar 1997 (2 years)

Job Description:

Constructing and installing exhibit structures, electric wiring, and fixtures of materials, such as wood, plywood, and fiberglass, using handtools and power tools: Studies sketches or scale drawings for temporary or permanent display or exhibit structures, such as framework, fixtures, booths, or cabinets to determine type, amount, and cost of material needed.

Conferring with exhibit planning and art personnel to discuss structural feasibility of plans and to suggest alternate methods of displaying objects in exhibit.

Cutting, assembles, and fastens parts to construct framework, panels, shelves, and other exhibit components of specified materials, using handtools and power tools.

Mounting fittings and fixtures, such as shelves, panelboards, and shadowboxes to framework, using handtools or adhesives.

Installing electrical wiring, fixtures, apparatus, audiovisual components, or control equipment in framework, according to design specifications.

Installing or affixes murals, photographs, mounted legend materials, and graphics in framework or on fixtures.

Assembling, installs, or arranges structures in exhibit galleries working with maintenance and installation personnel.

Testing electrical, electronic, and mechanical components of exhibit structure to verify operation.

Maintain inventory of building materials, tools, and equipment, and order supplies as needed for construction of exhibit fixtures.

Assign duties to and supervise work of carpentry, electrical, and other craftworkers engaged in constructing and installing exhibit components.

Assist in placement of display accessories and collection objects or specimens.

Designated according to speciality as Exhibit Carpenter; Exhibit Electrician; or job location as Planetarium Sky Show Technician; Science Center Display Builder.

Education

Koulutuskeskus Salpaus

Specialist Vocational Qualification in Product Development, Business, Management, Marketing, and Related Support Services

2020 - 2021

Holders of the specialist vocational qualification in product development knows how to refine and develop the products, services, or operating models in their sector. They know the steps of a developmental process. Based on the units they have selected, the qualification holder knows how to take a customer-based approach to shaping product development work, productise it for the market, and build a functional brand around it. They have the ability to readily utilise new tools and methods, perform quick and agile experiments as well as work as a part of a development team. Holders of the specialist vocational qualification in product development showcases the thinking of a developer

acting as an innovator in their organisation.

Special skills: human resource management, self-management, strategic management, financial management, acting as a supervisor, customer relationship management, brand management.



Xamk - South-Eastern Finland University of Applied Sciences

Service management specialization in - the social and health sector, Health Services/
Allied Health/Health Sciences, General

2020 - 2020



Markkinointi-instituutti

Bachelor of Business Administration - BBA, Business/Commerce, General

2015 - 2017

Helsinki IV healthcare, Optometry Department

Optical Technology

2005 - 2006

Youth Institute of Finland, Suomen Nuorisopisto

Youth Administration, International Relations and Affairs

1997 - 2001

Kannas Upper Secondary School

Finnish Matriculation Examination

1993 - 1995

Skills

Business-to-Business (B2B) • Software as a Service (SaaS) • Software Project Management • Product Development • Client Relations • Service Design • Optical Devices • optical • Real Estate Investment • Customer Experience

Honors & Awards

Pro-vision act of the year - Finnish Association of Vision and Eyecare NÄE ry

Jan 2017

Markus Grahn, of Lahti, Finland. Revealing the reasons for the unanimous choice, Panu Tast says, "Networking in the optics field and transparency as well as communication among stakeholders and different groups of professionals have improved significantly as a result of Grahn's work".

The selection panel states that Grahn's work as the group's admin and leader in modernisation has proceeded in an exemplary way. Tast says, "Through his work, Markus Grahn has activated the field's professionals in discussing field-related phenomena. It is especially valuable now, as immense changes are going on in the field. Offering a forum where people can constructively and professionally exchange their thoughts and ideas is important". "My aim at that time was precisely to increase transparency, networking and provide a platform for open discussion. The recognition I have received is a wonderful

tribute to the work I've done, and it is indication that there has been a need and demand for it", Grahn states.

When Grahn moved the discussion group to Facebook in 2008, the group had 26 members. The group has grown steadily, and especially quickly in the past couple of years. Now the group has 2,400 members.

Having completed his associate's degree in the optics field last year, Grahn now works at Silmäasema as an optical technician. He also does other work in the fields of security and real estate property investor. Describing himself as innovative and inquisitive, Grahn explains that his diverse education and career background have been an advantage to him when generating the idea for the discussion group, building it and maintaining it.

Tast summarises, "The choices for 2016 are highlighted in the important and topical themes in the field: support of community, internationalisation of training and development of excellent professional skills.

<https://naery.fi/2017/01/29/nakemisen-ja-silmaterveyden-ala-palkitsi-kansainvalisen-osaajan-ja-verkostoitumisen-edistajan/>

Suomen paras vuokranantaja -palkinto - Vuokralaiset ry & Suomen Vuokranantajat ry

Nov 2021

Yksityiselle vuokranantajalle jaettava Hyvä vuokranantaja -palkinto on ensimmäistä kertaa jaettu tänään Vuokranantaja 2021 -tapahtumassa Helsingin Messukeskuksessa.

Valtakunnallinen vuokralaisia edustava järjestö Vuokralaiset ja yksityisiä vuokranantajia ja asuntosijoittajia edustava järjestö Suomen Vuokranantajat valitsivat palkinnonsaajat verkossa kerättyjen ehdotusten pohjalta.

"Hyvä vuokranantaja osaa asettua vuokralaisen asemaan, noudattaa Hyvää vuokratapaa sekä reiluja ja oikeudenmukaisia toimintatapoja", kuvailee Vuokralaisten toiminnanjohtaja Anne Viita.

"Palkinnolla halutaan nostaa esiin arjen hiljaisia hyväntekijöitä ja kannustaa yksityisiä vuokranantajia hyvään vuokranantajuuteen", sanoo Suomen Vuokranantajien toiminnanjohtaja Sanna Hughes.

Verkkokyselyn ehdotuksissa vuokralaiset kertoivat Markus Grahnista seuraavaa:

"Henkilökohtainen palvelu on jotain, mitä ei kaikkialta löydy! Markus pitää henkilökohtaisesti yhteyttä esimerkiksi asuntoa etsiviin ja pitää huolta, että asuntoa etsivä saa tiedon sopivan asunnon löytyttyä ensimmäisenä. Hän näkee todella vaivaa asiakkaiden eteen ja panostaa myös ekstrapäivä ajallisesti sekä työpanoksellaan. En ole törmännyt ennen samankaltaiseen panostukseen ja asiakaspalveluun, joten voin suositella lämpimästi Markusta!"

"Ottaa huomioon eri ihmisryhmät, toimii reilusti ja hyvällä sydämellä."

"Positiivinen, kehittää palveluja, laadukkaat asunnot"

"Joka kolmas suomalainen vuokra-asunto on yksityisen vuokranantajan tarjoama. Yksityisten vuokranantajien merkitys suomalaisen asumisen laadussa on siis varsin suuri", Hughes korostaa.

”Valtaosa yksityisistä vuokranantajista omistaa 1-3 vuokra-asuntoa. Suurimman osan tavoitteena on turvata eläkepäivien toimeentuloa asuntosijoittamisella. Voidaan siis todella puhua pienvuokranantajista, vuokraamisesta ihmiseltä ihmiselle”, Hughes kertoo.

STT-info: <https://www.sttinfo.fi/tiedote/hyva-vuokranantaja--palkinto-jaettiin-ensimmaista-kertaa?publisherId=2345698&releaselId=69924877>

Suomen Vuokranantajien hopeinen ansiomerkki - Suomen Vuokranantajat

May 2023

Hopeinen ansiomerkki myönnetään tunnustuksena ansiokkaasta ja pitkäaikaisesta toiminnasta yhdistyksen hyväksi. Ansiomerkkejä voidaan myöntää henkilöille, jotka ovat erityisen aktiivisesti, ansiokkaasti ja pitkään osallistuneet Suomen Vuokranantajien toimintaan tai edistäneet yhdistyksen tarkoituksen toteutumista.

Hopeisen ansiomerkin saajalta edellytetään säännöllistä osallistumista yhdistyksen toimintaan luottamustehtävissä tai muutoin aktiivista ja ansiokasta toimintaa yhdistyksen tarkoituksen toteutumiseksi vähintään viiden vuoden ajan.

<https://vuokranantajat.fi/uutiset/kuudelle-suomen-vuokranantajien-aktiiville-hopeinen-ansiomerkki/>