Home.Earth

Watch our film

Real estate is the world's largest asset class, central to how societies create, store, and distribute value. Yet it sits at the crossroads of today's biggest pressures: affordability, urban growth, and climate change.

Home.Earth is a real estate company designed to produce solutions to these challenges. We develop, own, and operate multi-family homes with a scalable product model that delivers competitive returns while setting new benchmarks for environmental and social performance.

Home.Earth has a portfolio of 2,000 homes across four properties in operation and five projects in development. We are now ready to scale and have a significant pipeline of new opportunities. We seek to raise EUR 100-200m annually to fund the growth of Home.Earth.

Why invest

Target net return to investors

~12-14%

over a 10-year horizon

Platform investment

Home.Earth is a real estate company owned by its investors. There are no fees in our structure and reduced team incentives enable alignment with residents

Attractive market and strategy

Demand for affordable and sustainable housing in metropolitan areas far exceeds supply, driving income and value growth above inflation.

Proven and experienced team

Led by entrepreneurs with a track record of building successful businesses across the real estate value chain.

Strong performance and growth

Delivering solid performance with continued growth in GAV and an expanding pipeline across new developments and operating properties.

What we do differently





We build smarter

Industrialization & repetition
Home.Earth is developing a scalable building system. Target: 5% CapEx savings combined with higher quality and lower footprint.

Predictable, fast, and efficient:
Standardized design and workflows deliver 35% faster after 4–5 projects, as lessons from each project are built into the next.

Future fit
Built to anticipate and adapt to regulatory changes and climate change, enabling a resilient portfolio and cash flow

We rethink tenancy

Alignment through shared value creation
Tenants are part of value creation through profit sharing, creating stronger commitment, lower churn, and better long-term performance.

Community-led living
Strong communities are enabled through well designed shared spaces, with on-site Home.Earth staff supporting everyday interactions and long-term resident stability.

In-house operations
We manage our properties ourselves. Being close to our tenants means faster service, higher satisfaction and direct insights we build into the next project.

The results



Strong financial return
In 2025, investors received a net return of 14.9%, and our tenants received a rent reduction equal to one month's rent.

Best Residential Project at MIPIM
Nærheden won Best Residential Project at MIPIM 2026, recognized for its approach to sustainability, affordability, and community.

Record low footprint
Our first own development, Nærheden, has the lowest carbon footprint of any multi-storey residential building in Denmark. Our second, HTC, is on track for ~30% lower than Nærheden.

Portfolio snapshot: One proven playbook – refined, replicated and scaled

EUR 313m
GAV as of September 2026

50,000 sqm
in operation

110,000 sqm
in development

200,000 sqm
in pipeline opportunities

We have nine projects. Four in operation, one in construction and four in development. Three examples.



Stage: Operating
Completed Sept. 2025 and fully leased by year-end.

Record-low carbon footprint, delivered within a conventional budget.

EUR 5.9m value uplift secured via zoning exceptions enabled by our impact approach.

Won the MIPIM Award for Best Residential Project in March 2026.



Stage: Construction
Direct continuation of Nærheden through reuse of proven designs and partners from Nærheden.

Zoning exception from Nærheden replicated, driving 5% rent uplift from reduced unit sizes.

Only viable buyer after municipal suspension of new rental housing – enabled by Home. Earth's focus on sustainability and resident wellbeing.



Stage: Planning
Prime location: <10 minutes by bike to Copenhagen City Centre, in a supply-constrained market.

Major supply-demand imbalance underpins strong financial case performance.

Plot utilization up to 209% in the opening statement, far above 150% assumed in underwriting, enabled by concept strength and municipal dialogue.

An experienced team with an unmatched track record



Rasmus Nørgaard
CEO

Investor

Co-founder of NREP, now Urban Partners, one of Northern Europe's largest real estate investors and developers with €25bn AUM.

CIO of NREP for 13 years, during which NREP was twice elected the "most consistently outperforming real estate fund manager globally" by PERE, delivering a gross IRR above 20% across all investments.



Carel van Houte
Head of Product

Developer

Ex-Chief Design & Construction Officer at citizenM Hotels.

Industrial designer by background and a pioneer in modular construction.

Developed citizenM's modular building system and led the construction of 12 hotels in cities like Amsterdam, London, and New York.



Rasmus Juul-Nyholm
Head of Property Operations

Operation

Founder of Cobblestone, one of DK's largest property and asset managers.

Served as CEO for 20 years until joining Home.Earth.

Founder of PropTech Denmark. Prior tech entrepreneur and investor, with multiple successful exits.

Invest with us – Key terms

Structure	Platform investment into an unlisted real estate company, privately held limited partnership
Target annual net IRR over 10 years	~12-14% before tax at investor level
Dividends	Annual dividend distributions from ~2030
Management fees	None, actual cost
Liquidity	No transfer restrictions and liquidity windows from 2028, IPO track in the medium term
Equity committed	EUR 158m
Team co-investments	EUR 17.8m
Alignment Structure (Redesigned Promote)	~80% to Investors of all value created incl. at entity level, ~10% to Tenants, ~5% to Foundation, ~ 5% to Team
Target raise current funding round	EUR 100-200m