**5 years of Deutscher Wohnbau Verbund**

**Five years ago, the MHK Group founded Deutsche Wohnbau Verbund with the aim of applying the Group's strengths to residential construction. Today, it is a leader in the industry with a comprehensive, precisely tailored range of services.**

**Dreieich, 15. January 2021.** The situation in the construction industry has been very stable in recent years. And also the current early reports to building projects in the private economy let the housing construction industry look optimistically into the future. Membership in an association offers additional security and stability to house-building companies of all sizes.

Driven by the idea of strengthening the medium-sized kitchen trade with good purchasing conditions and sales-supporting services, Hans Strothoff founded the MHK Group 41 years ago, one of the most successful service companies for the medium-sized kitchen and furniture trade in Europe. With its tailored range of services and economic strength, the Dreieich-based group has long supported more than just the medium-sized kitchen and furniture trade. Five years ago, it extended its commitment to residential construction and founded the Deutsche Wohnbau Verbund. Today, almost 100 companies benefit from its services and offers, such as purchasing advantages resulting from joint procurement of goods, bonus benefits from suppliers or the services of MHK subsidiaries in the areas of IT and marketing.

"The experience of our parent company MHK Group in the areas of kitchens, electrical appliances and furniture alone offers considerable potential that we can unleash for the success of each individual house-building company," emphasizes Alexander Schroeder, Managing Director of Deutsche Wohnbau Verbund. "We are currently working on a digital sampling tool for our members." Synergy effects through cooperation with the qualified bath and sanitary and painter's trade sector, which also operates under the umbrella of the MHK Group with the MHK associations interdomus Haustechnik and TOP Maler- und Stuckateurmeister Deutschland, can also create sustainable market advantages for the members of the Deutscher Wohnbau Verbund.

Expansion of the range of services and anniversary campaigns

The members of the German Residential Construction Association include companies of all sizes from the field of turnkey residential construction with a focus on single-family house construction and turnkey renovations and extensions. "As a service association, we have the economic strength and the technical know-how to offer our shareholders the support they need in their sometimes very specific segment," explains Alexander Schroeder. Hence, the continuous expansion of supplier partners and services is a top priority for the association. "The continuously growing number of members shows that we are on the right track with our commitment - and also thanks to the good and lively exchange with our shareholders and suppliers," says Alexander Schroeder, looking positively into the future.

Under the motto "We celebrate - you benefit!", Deutsche Wohnbau Verbund is celebrating its fifth anniversary this year with its members and attractive campaigns and offers.