

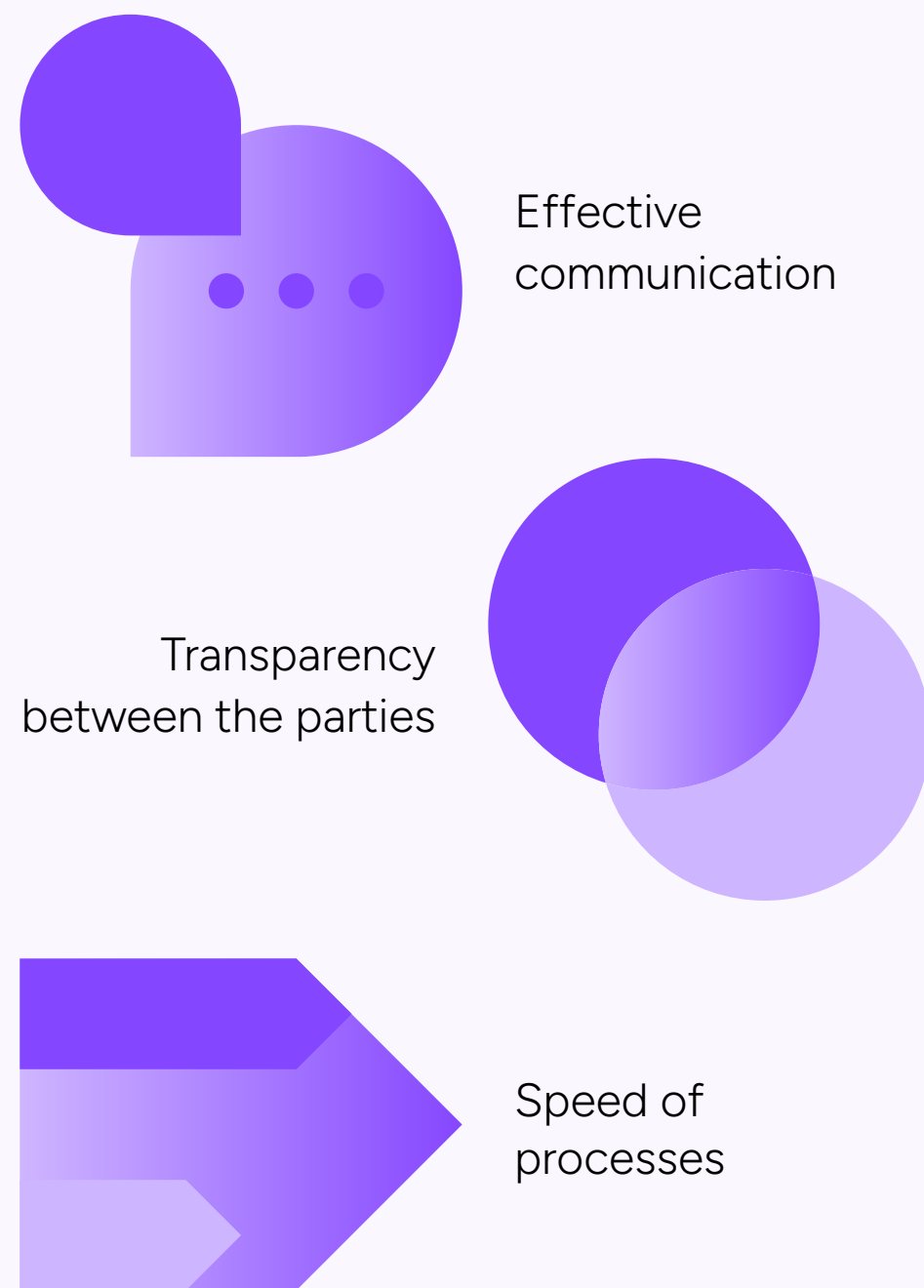
# The communication factor: unlocking efficiency in transactions



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statista+

# Communication is at the heart of transaction processes

## Top 3 success factors in transaction processes



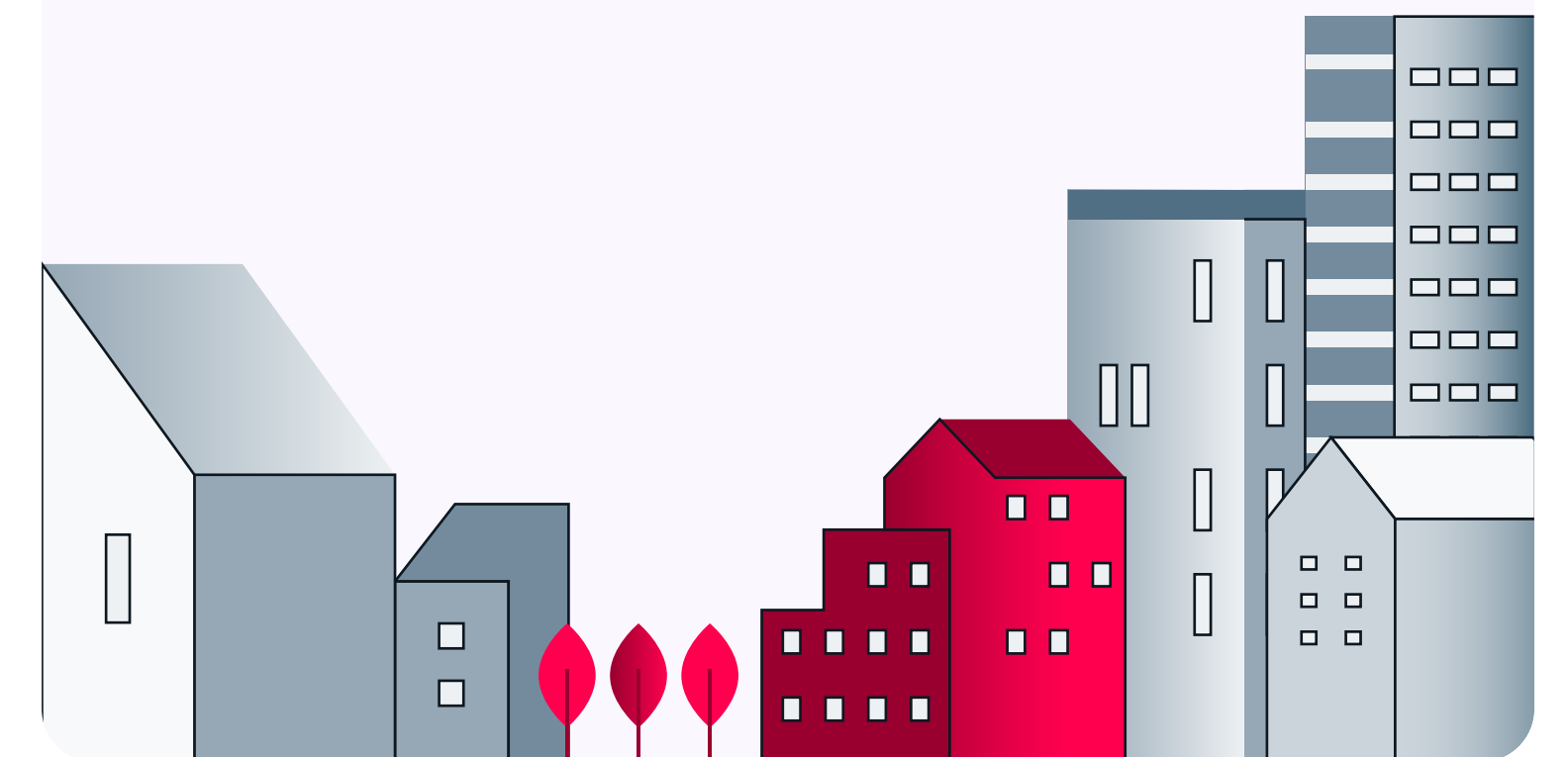
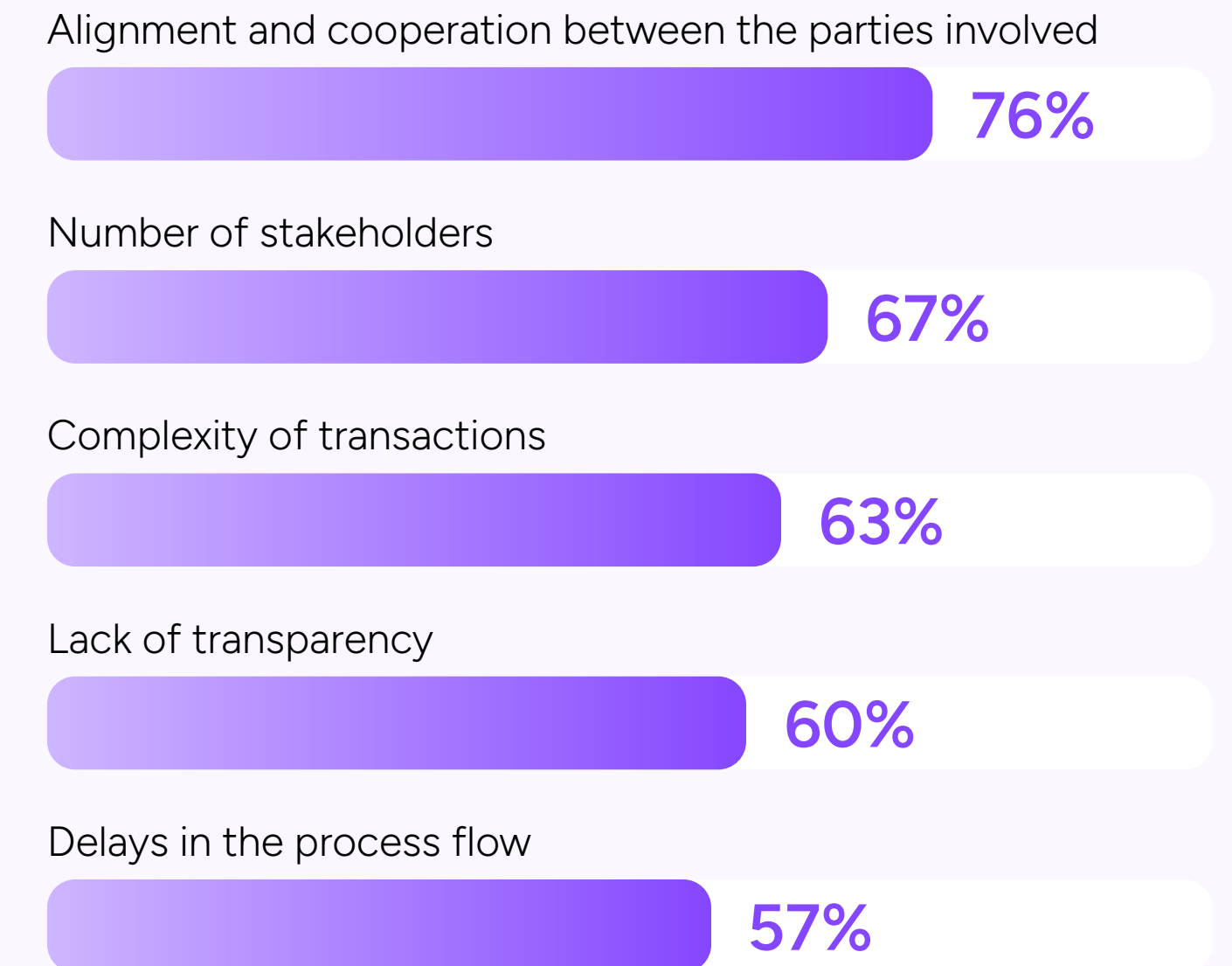
Transaction processes are inherently complex. With numerous stakeholders, tight deadlines, and high financial stakes, they require exceptional coordination and transparency. According to the study conducted by Drooms and Statista on the role of communication in transaction processes, 51% of real estate and M&A managers state that this complexity has increased in recent years, compounding the existing challenges.

At the heart of these challenges lie communication hurdles. For 76% of respondents, aligning and collaborating with stakeholders is the greatest challenge, followed by the large number of stakeholders (67%), the complexity of transaction processes (63%), and a lack of transparency (60%). Moreover, 30% cite the multitude of communication channels as a major obstacle. While email remains universal (100%), 88% rely on phone calls, 78% use video conferencing, 70% employ centralised platforms, and 19% resort to apps like WhatsApp. The use of platforms such

as WhatsApp raises serious concerns. While the fragmentation of communication channels already creates issues in coordination and traceability, platforms like WhatsApp lack the security, compliance, and transparency required for managing confidential and high-stakes communications.

Despite these difficulties, communication remains the key criterion of successful transaction processes. Respondents rate it as the most important success factor — a seeming paradox, as the biggest obstacles often stem from communication issues. This emphasises the crucial importance of effective communication and the challenges involved in achieving it within complex processes. To tackle this problem, companies must first focus on identifying these obstacles. Recognising and thoroughly understanding these challenges is a crucial first step — once these are clearly defined, companies can systematically analyse them and develop targeted solutions to stimulate good communications practices.

## Top 5 challenges in transaction processes\*



\*multiple answers possible

Source: Telephone survey by Statista on behalf of Drooms GmbH (2024)

# Uncovering the key challenges in communication

Communication plays a central role in the transaction processes, which is also reflected in the large amount of time real estate and M&A managers spend on it. For 62% of respondents, communication accounts for one-fifth to half of their working hours. For an additional 30%, this figure exceeds half their time, with some dedicating up to 90%.

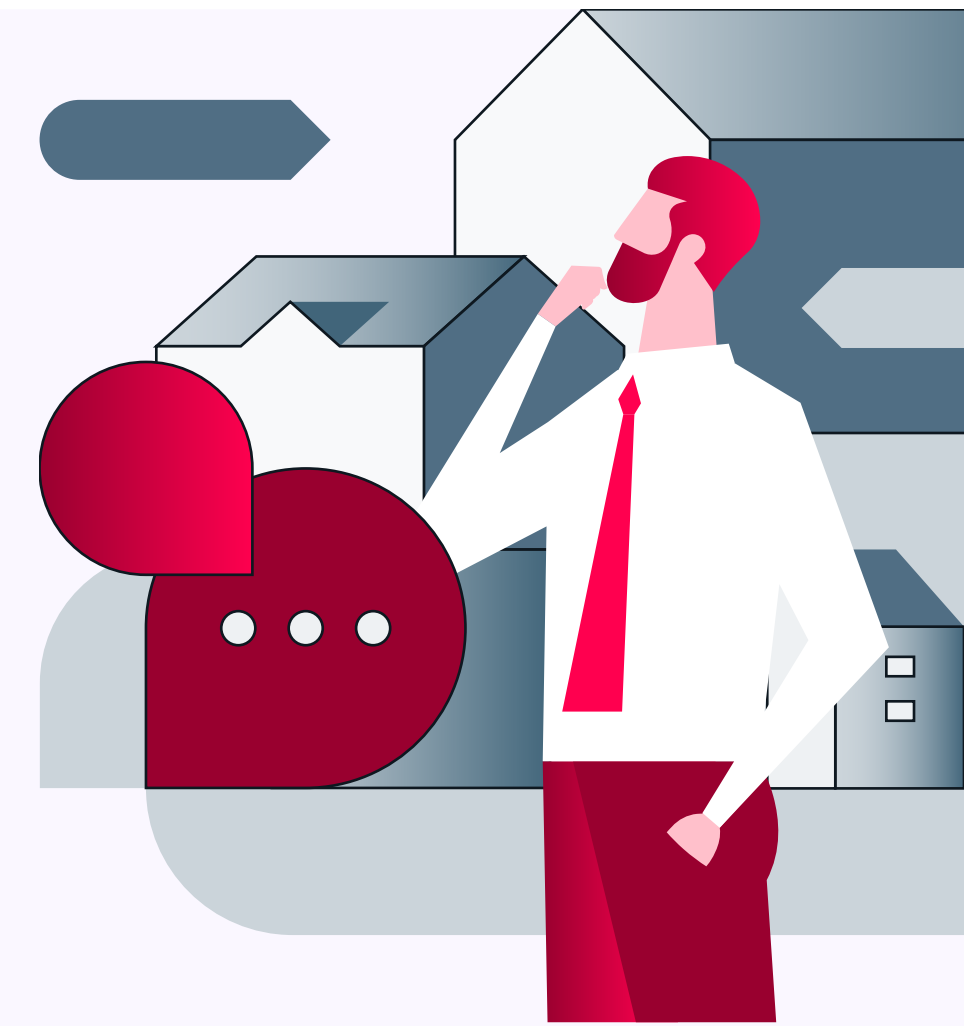
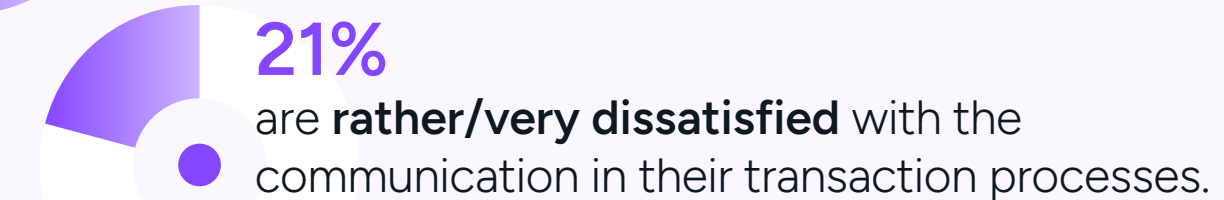
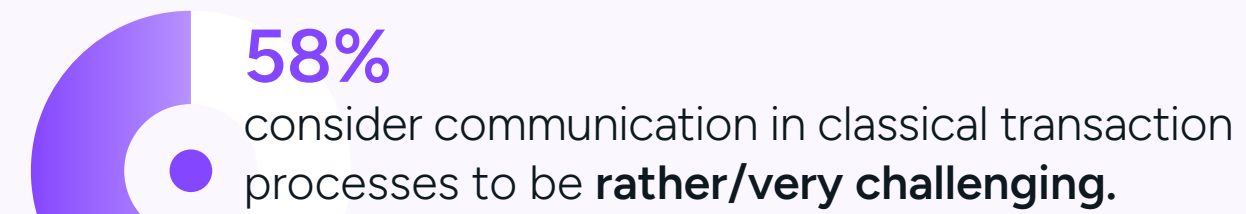
This time is often characterised by communication hurdles. 30% of respondents experience occasional communication issues, while 25% face them frequently. Among real estate and M&A managers, 58% find communication during transactions somewhat or very challenging, with 21% expressing dissatisfaction.

The main challenges in communication include delayed reactions and responses (79%), alignment and cooperation between the parties involved (67%), the involvement

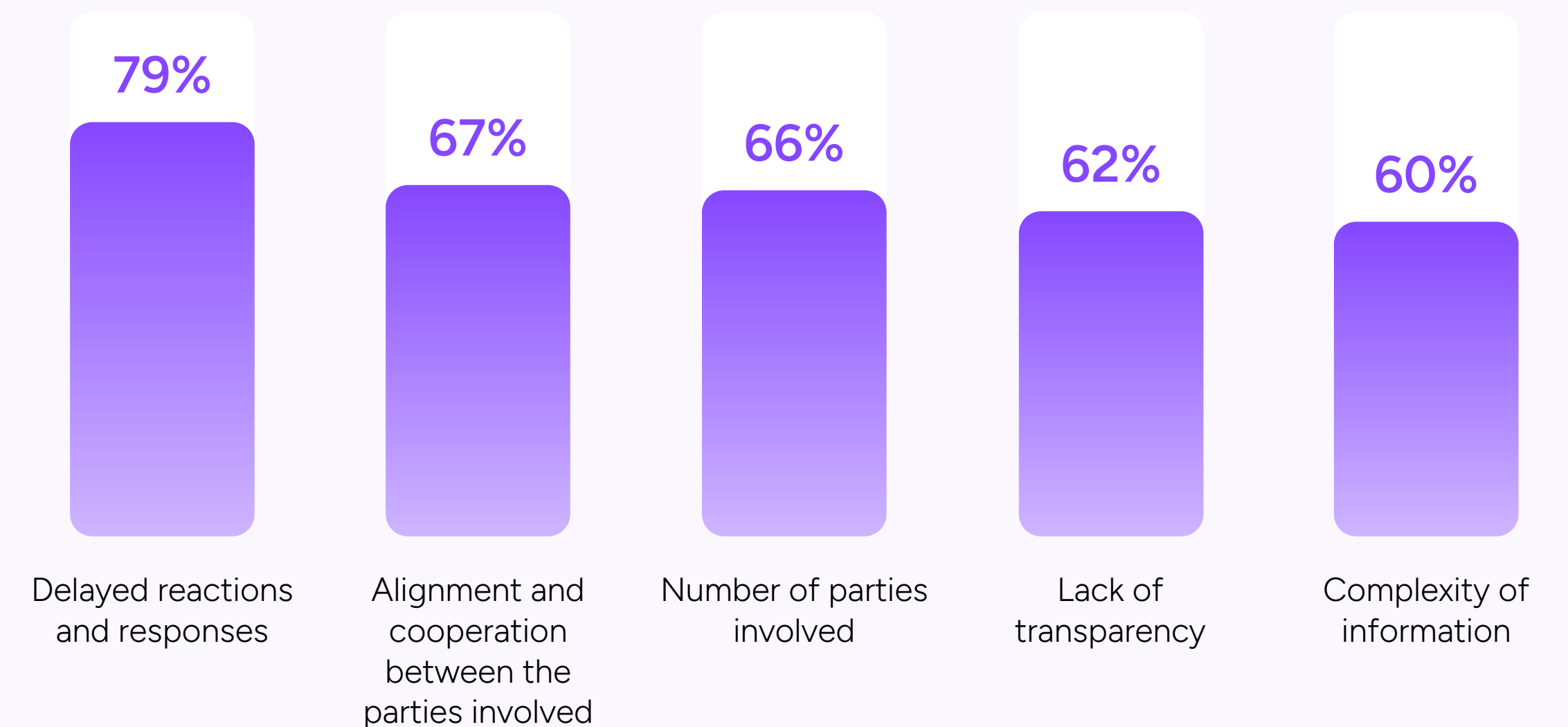
of numerous parties (66%), lack of transparency (62%), and the complexity of information (60%). These factors not only hinder efficiency but also diminish the satisfaction of those involved. Delays and misunderstandings can create frustration, increase stress, and, in some cases, erode confidence between parties. In high-value or time-sensitive transactions, such challenges can jeopardise the entire deal.

Addressing these challenges requires a shift towards a more unified approach to communication. Transparency, accountability, and centralisation must become priorities to mitigate inefficiencies and enhance stakeholder satisfaction. Only by tackling these issues at their source can organisations reduce friction, foster trust, and improve the overall effectiveness of their transaction processes.

## Rating of communication in transaction processes



## Top 5 challenges in communication during transaction processes\*



\*Percentage of respondents who find communication challenging, n=90, multiple answers possible  
Source: Telephone survey by Statista on behalf of Drooms GmbH (2024)

# The price of miscommunication in transactions

When communication fails, the consequences are severe. Inefficient communication disrupts transaction processes, resulting in delays in decision-making (76%) and process execution (75%). Miscommunication leads to information loss or misinterpretation (72%) and misunderstandings (69%), which hinder collaboration. Additional costs (64%) often arise from duplicated efforts, missed deadlines, and time spent resolving errors.

The use of multiple communication channels worsens these issues by causing fragmentation and reducing clarity. Relying on different tools makes it harder to ensure consistency and track critical information, as reflected by the 35% of respondents who report frequent or occasional misunderstandings and loss of information.

The impact is not confined to operational inefficiencies, it extends deep into organisational structures and relationships, ultimately harming long-term business success. While

17% of respondents cite a loss of trust as a consequence, the problem of wasted time is even more striking: 89% of respondents estimate the loss of 30 hours and more due to communication problems, with 18% stating that this loss exceeds 150 hours. Converted to a full-time job, this is just under 19 working days and therefore **nearly 4 weeks of working time per project that can be lost due to poor communication.**

The consequences of poor communication can significantly affect transaction outcomes, with 49% of respondents attributing delays, jeopardised deals, or outright failures to communication problems. This underscores the urgent need to treat communication inefficiencies not just as an operational hurdle but as a strategic risk.

## Negative effects of communication problems on transaction processes\*

Delayed decisions

76%

Delays in the process

75%

Loss or misinterpretation of information

72%

Misunderstandings between the parties

69%

Additional costs

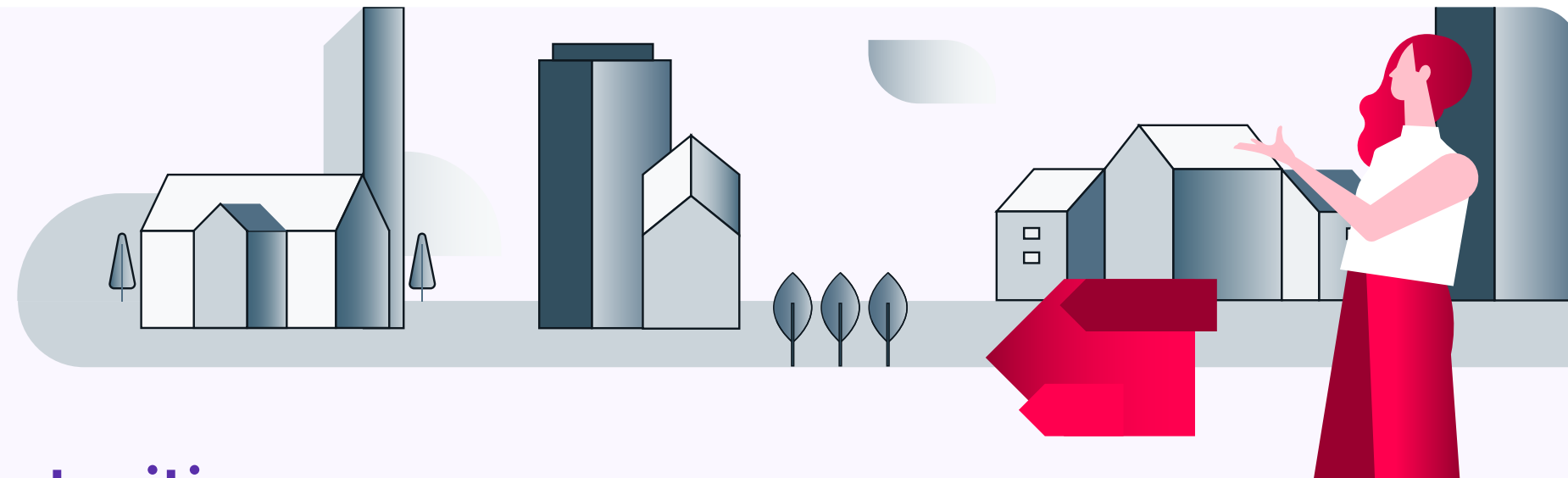
64%



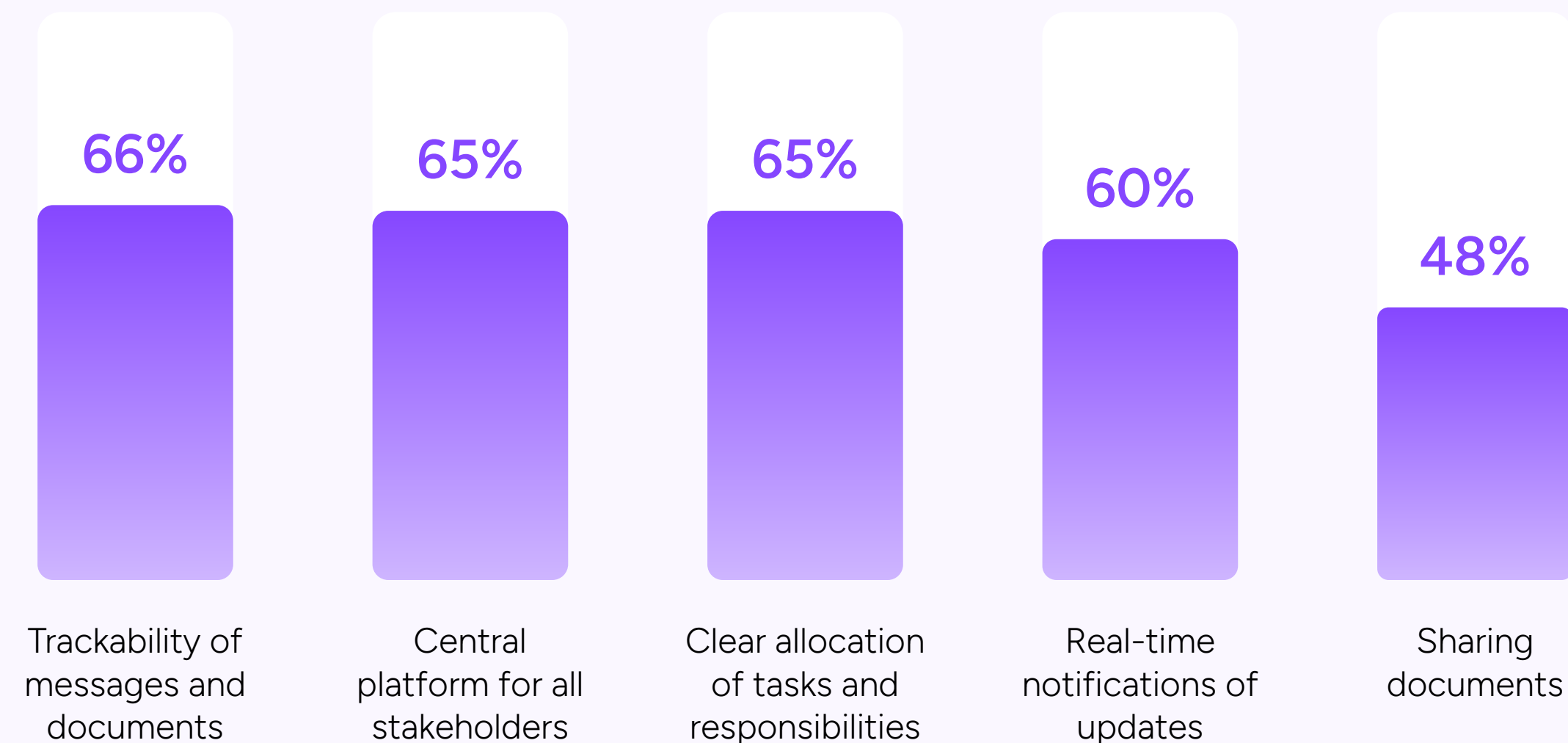
\*multiple answers possible

Source: Telephone survey by Statista on behalf of Drooms GmbH (2024)

# Redefining success in transactions through communication



## Top 5 opportunities to improve communication tools



Communication inefficiencies remain a critical challenge for businesses, disrupting workflows and affecting broader transaction processes. Many respondents highlight serious weaknesses, some beyond communication itself: 20% describe transaction processes as inefficient, 39% cite delays in decision-making, 21% report low trust levels, and 17% find transaction success rates unsatisfactory. These shortcomings suggest communication problems may be closely linked to operational and strategic inefficiencies.

The consequences of poor communication are far-reaching, including duplication of work, missed cut-off dates and frustration among teams. Trust — which is essential for smooth transactions — diminishes when communication falters, weakening relationships and complicating decision-making.

Communication tools for transaction processes require significant improvements, particularly in communication management. Two-thirds (66%) of respondents stress the need for better traceability of messages and documents. A centralised system that gives all stakeholders easy access to relevant information is seen by 65% as crucial. Real-time notifications are another priority, emphasised

by 60% of participants. Almost half (48%) consider improved document sharing essential to avoid delays, miscommunication, and risks. These improvements would also boost efficiency, trust, and collaboration. Security remains a major concern, with 42% calling for stronger protection of confidential data. These insights underline the need for targeted improvements to drive collaboration and efficiency in transaction processes.

Technological solutions address these challenges effectively. Centralised platforms ensure traceable messages, real-time updates, and secure data sharing. They break down silos, reduce miscommunication, and improve transparency by making information accessible to everyone involved. Beyond efficiency, technology provides the foundation for trust and human interaction. It resolves critical challenges like data security and inconsistent communication, creating a solid base for seamless teamwork in complex transactions. Drooms Chat builds on these principles by centralising communication and supporting smooth, secure transaction processes. For companies, investing in these systems is critical. They enable better teamwork, boost productivity, and ensure sustainable success in an interconnected world.

\*multiple answers possible

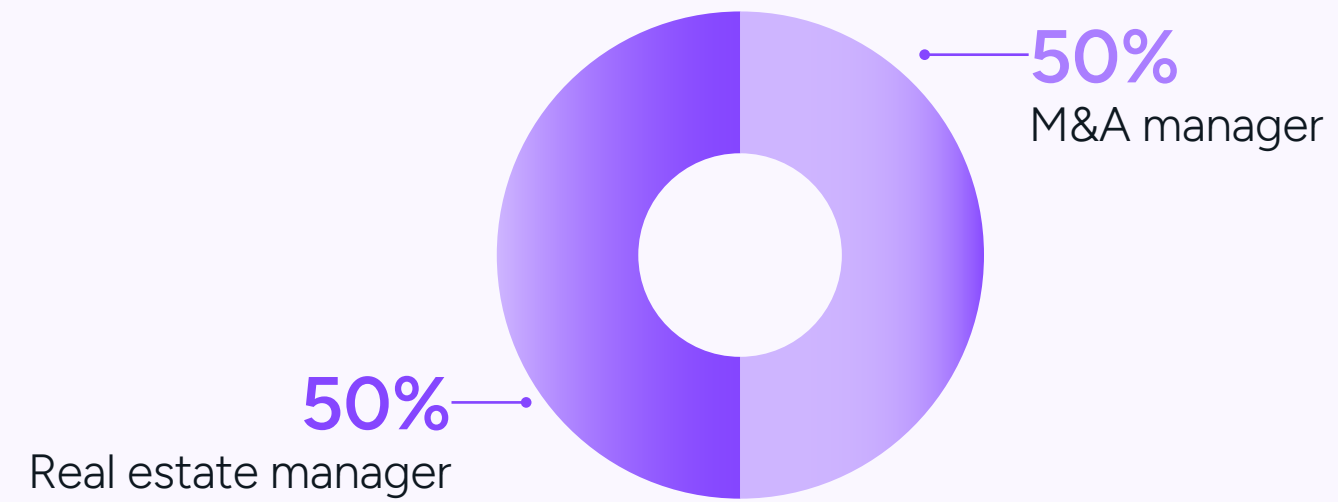
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# Methodology

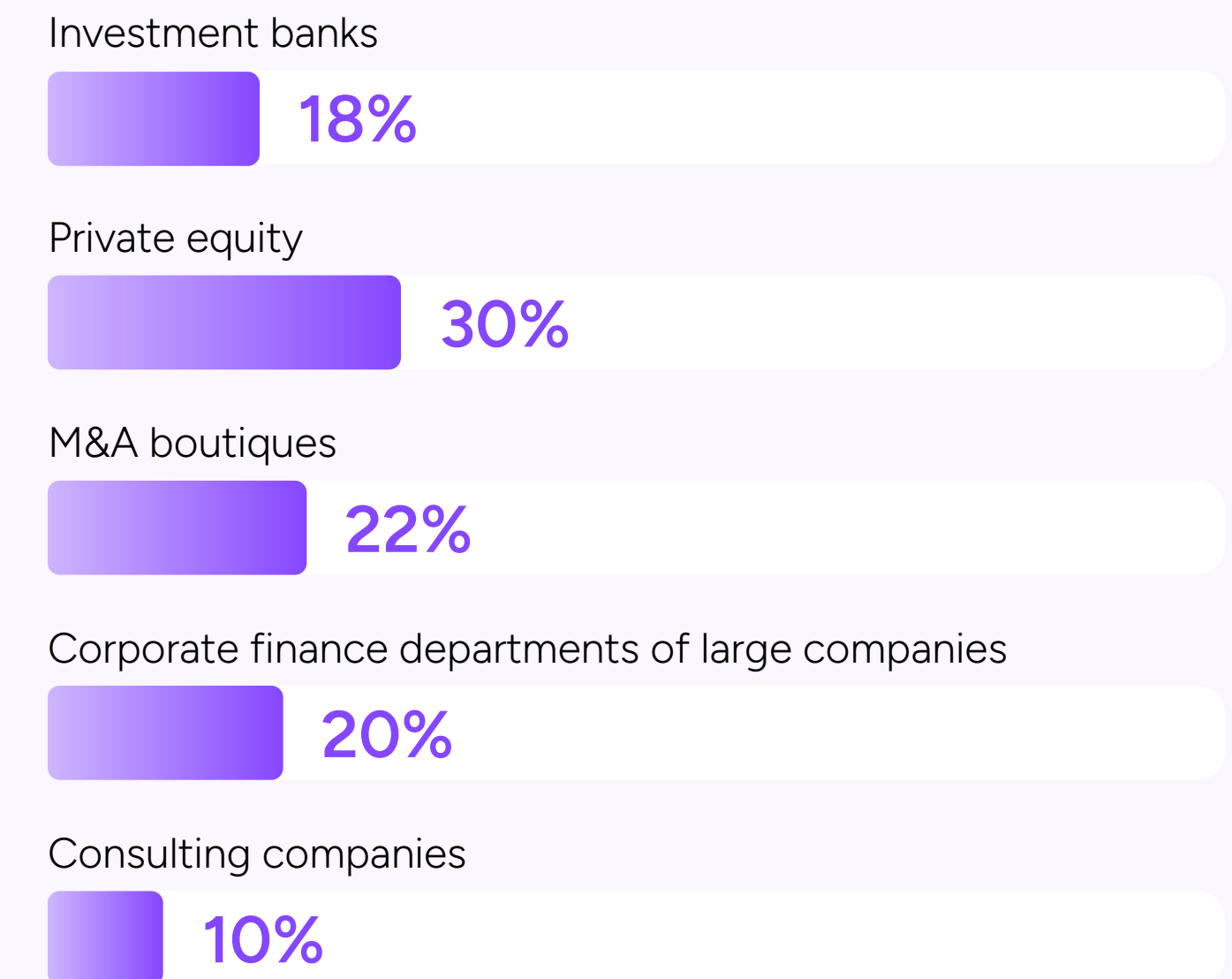
From 4 October to 29 October 2024, 50 real estate managers and 50 M&A managers were surveyed via structured telephone surveys. The survey covered dimensions such as the time spent on communication in transaction processes, the communication tools used, and the cooperation between the parties involved in transaction processes.

48% of the real estate managers work in real estate companies, 42% in investment firms, 6% in corporate real estate and 4% in the public sector. Of the M&A managers, 30% work in private equity firms, 22% in M&A boutiques, 20% in corporate finance departments, 18% in investment banks, and 10% in consulting firms.

## Position in the company



## Areas of activity of M&A manager



## Areas of activity of real estate manager

