

PRESS RELEASE
26 October 2026

Balder launches its own housing queue – 25,000 people have already registered their interest

On 28 October, Fastighets AB Balder will launch its own housing queue. The aim is to make it easier, faster and more personal to find and rent an apartment with the property company. Approximately 25,000 people have already registered their interest in receiving more information about the launch.

From 28 October, all of Balder's available rental apartments will be advertised through its new housing queue on balder.se. By managing the entire letting process in-house, Balder will make it easier and faster for prospective tenants to find and rent a home, while establishing closer contact with them throughout the customer journey.

"We want to take care of our customers in the best possible way, and we see direct contact as an important part of this. By managing the letting process ourselves, we can offer prospective tenants better service and a more seamless customer experience from start to finish," says Thomas Emilsson, Head of Residential Property Management at Balder.

There has been strong interest ahead of the launch. Since June, approximately 25,000 people have registered their email addresses to receive further information about the launch of Balder's new housing queue.

"The response has been positive, with many people registering their interest. We believe that prospective tenants appreciate our ambition to make finding and renting a home easier, faster and more personal," says Thomas Emilsson.

The new letting system has already been successfully tested, with a number of apartments in selected locations let through Balder's housing queue. As before, all lettings will be based on Balder's letting guidelines and applicants' accumulated queue time. From 28 October, prospective tenants will be able to start accumulating queue days in Balder's rental housing queue, regardless of location.

For further information, please contact:

Eva Jonasson, Media relations, +46 (0)31-10 79 44, eva.jonasson@balder.se

[Fastighets AB Balder](https://www.balder.se) (publ) is a listed property company that owns, manages and develops residential and commercial properties in Sweden, Denmark, Finland, Norway, Germany and the United Kingdom. The head office is located in Gothenburg. As of 30 September 2026, the property portfolio had a value of SEK 246.1 billion. The Balder share is listed on Nasdaq Stockholm, Large Cap.