Problem statement
According to the municipality of Zoetermeer there is a mismatch between supply and demand on the housing market for the elderly. In the future this mismatch will probably increase due to the static character of the already outdated supply and the continuously changing demands of the elderly. The municipality is in charge of directing the reduction of the mismatch.

Objective
The result of this research is a balanced advice for the municipality of Zoetermeer. In the advice recommendations will be given on which steering instruments the municipality should use in what form to reduce the mismatch on the housing market. For a complete analysis of the instruments also the future mismatch will be considered.

Research Method
Conceptual Framework

Part A Current
- Current demand
- Future demand (2 scenarios)
- Current mismatch
- Future mismatch

Part B Future
- Future supply
- Planning housing associations

Resulting Recommendations
- Monitor shortage and pressure
  - Keep up with real developments related to proesses
  - Instrument: key figures (success rate, vacancy rate, intentions to move and residential perspective)
  - Current agreements on key figures are sufficient, additional research on local situation is needed

- Accomplish orange and red projects
  - Unsecure orange and red projects contribute to mismatch reduction
  - Instrument: informal negotiation and project constitution
  - Turn unsecure status in secure performance agreements with social partners and find private partners for other projects.

- Replace or transform two-room dwellings
  - Already decreasing demand for dwelling type
  - Instrument: informal negotiation and project references
  - No strong negotiation position, unavailable financial compensation requested. Direction with help of positive references.

- Reducing the deficiency for the total market
  - 1,650 additional one-star dwellings needed
  - 200 less two-star dwellings needed
  - Instrument: information campaign and financial incentive for individual home owners
  - Information campaign making elderly conscious of adjusting their houses to higher convenience levels. Use of web tool with personal follow-up and financial incentive.

- Reducing the deficiency for the social market
  - 800 - 1,550 two-star dwellings needed
  - Instrument: Performance agreement and market monitoring
  - Either by upgrading current supply or by new construction
  - Because currently no problem is experienced, the need for good market monitoring is high.