IT-LABEL

IT-LABEL
IT2
PLUG & PLAY
CERTIFIED

GUIDE FOR BROKERS

The IT-Label in practice.

From the property intake and viewing to the brochure and online listing: how to give a factual answer to the question "what about the internet?"

Version October 2026 · www.it-label.com

WHAT IS THE IT-LABEL

The label for the digital quality of a building.

The IT-Label is the independent standard that shows how digitally ready a building is. A Certified Partner assesses the building on site, using one method, across six areas. The result is a level from IT5 SHELL to IT1+ PREMIUM, with a certificate that is valid for two years.

SIX AREAS

Connectivity
Type of connection, capacity, redundancy, speed and stability.

Infrastructure
Cabling, Wi-Fi, patch and server rooms and backup connections.

Performance
The measured performance under real load.

Scalability
Does the infrastructure grow with new applications?

Integration
Do the building systems work together, or separately?

Smart Building
Climate, access, cameras, visitors and reservations.

SIX LEVELS

IT1+	PREMIUM		Redundant fibre, enterprise Wi-Fi and a complete smart building. The tenant is operational straight away.
IT1	HIGH PERFORMANCE		Fibre, modern cabling, strong Wi-Fi and high stability. Only minor optimisations.
IT2	PLUG & PLAY		Fibre, good cabling and working Wi-Fi. Suitable for most organisations.
IT3	READY		Basic cabling and limited Wi-Fi. The building is prepared, but investments are needed.
IT4	CORE		Only the primary connections. The tenant sets up the network.
IT5	SHELL		Shell without IT facilities. The tenant arranges everything.

WHY FOR BROKERS

Facts instead of promises.

"What about the internet?" That question comes up at almost every viewing. With the IT-Label, you give an independent answer, just as with the energy label.

01

Better prepared

You know in advance what the building delivers digitally, and do not have to guess during the viewing.

02

Fewer disputes afterwards

Expectations are clear from the start. That prevents disappointment after signing.

03

A strong argument

A good label is a concrete advantage in your offer. Tenants increasingly compare on digital quality.

04

A low label helps too

A shell building is a good fit for a tenant who wants to fit it out themselves. The label makes that clear and honest in advance.

05

Your expertise

You show that you take the digital quality of real estate seriously, just like energy and sustainability.

HOW IT WORKS

Pre-inspection or certification.

Pre-inspection

AN INDICATION

A Certified Partner visits and delivers an indicative report with an estimated level, the strengths and the points for attention. Quick and suitable for a viewing or as a first step. No certificate.

Certification

THE OFFICIAL LABEL

A full audit on site, with measurements of the actual performance. The result is the official IT-Label with a certificate, valid for two years and public in the register.

CHECKING A CERTIFICATE

1

Search the address

The public register lists all certified buildings, searchable by address.

2

View the certificate

The certificate number, the level, the part of the building and the validity.

3

Check the date

A certificate is valid for two years. If it has expired, do not mention it any more.

www.it-label.com/en/find-your-it-label

AT THE PROPERTY INTAKE

Checklist for the property intake.

- [ ] Ask the owner whether the building has an IT-Label, and note the certificate number.
- [ ] Check the certificate in the register: the level, the part of the building and the validity.
- [ ] Does the certificate cover the whole building or one rental unit? State exactly what was assessed.
- [ ] No label yet? Recommend a pre-inspection, especially if you expect many questions about the internet.
- [ ] Ask about the connection: which provider, fibre or not, and is there a backup connection?
- [ ] Ask who is responsible for the IT in the building: the owner, the tenant or a property manager.
- [ ] Record the arrangements in your property file, so you can find them if questions arise.

AT THE VIEWING

Five questions you can expect.

How fast is the internet here?

With an IT-Label: the level shows what the building delivers, backed by measurements. Without a label: refer to a pre-inspection instead of guessing.

Is there fibre?

The certificate shows which connection there is, and whether there is a backup in case of an outage.

Does the WiFi work throughout the building?

Coverage is assessed during certification. With a low level, the tenant often sets up the WiFi themselves.

What do I still need to arrange myself?

The level tells you: with IT1+ the tenant is operational straight away, with IT5 the tenant fits out everything themselves.

Is it secure?

The label also looks at the technical rooms. For the security of the tenant's own office IT, there is the Security Audit.

IN THE BROCHURE AND ONLINE

How to mention the IT-Label.

EXAMPLE TEXTS

With a certificate

"This building has the IT-Label IT2 PLUG & PLAY (certificate ITL-..., valid until ...). Fibre, good cabling and working WiFi: suitable for most organisations."

With a certificate for part of the building

"The second floor has the IT-Label IT1 HIGH PERFORMANCE (certificate ITL-...)."

Without a label

"The building does not (yet) have an IT-Label. A pre-inspection is available on request."

Do

- State the level and the certificate number, just like the energy label.
- Link to the certificate in the public register.
- Only use the mark of the level with a valid certificate.
- State which part of the building was assessed.

Don't

- No "fast internet" or "fibre available" without evidence.
- Do not mention an IT-Label or mark without a valid certificate.
- Do not present a pre-inspection as a certificate.
- Do not mention an expired certificate.

Like the energy label, but voluntary

In the Netherlands, the energy label is mandatory for offices and other non-residential buildings when they are sold or let, and the label letter belongs in the advertisement. The IT-Label is voluntary. That is exactly why a building with a label stands out.

FREQUENTLY ASKED QUESTIONS

Answers for brokers.

Who applies for the IT-Label?

Usually the owner or landlord, through a Certified Partner. As a broker, you can recommend it and put the owner in touch with a partner.

How long does it take?

A pre-inspection is usually done within a few days. A certification takes longer, because the partner also carries out measurements.

May I use the mark?

Yes, with a valid certificate. Use the mark of the correct level, without changing it, and state the certificate number.

What if the label is low?

A low label helps too. It makes clear what a tenant still needs to arrange, and suits tenants who want to fit out the space themselves.

IT-LABEL

GET STARTED

Make the IT-Label part of every property file.

Find the IT-Label of a building

www.it-label.com/en/find-your-it-label

Find a Certified Partner

www.it-label.com/en/partners

More for brokers

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