

# zoomsquare launches first real estate search for Austria in English

**Online real estate search startup [zoomsquare.com](https://zoomsquare.com) launches the first real estate search for Austria in English. More than 70,000 real estate advertisements retrieved from more than 80 real estate platforms in Austria are now available for search in English. The potential of non-German speaking users in Austria, beyond international employees and students, is enormous. The already popular zoomsquare app is also available in English now.**

There are around 1,1 million English speaking people, who are not born in Austria, currently living here. 170,000 international employees (expats), more than 80,000 foreign and non-German speaking students and with 19,000 the worldwide highest number of diplomats. Besides, over 250 international companies and institutions (UNO, OPEC, OSZE etc.) are based in or around Vienna- and still there is not a single real estate search in English in Austria.\* That has been the status quo so far, because the IT start-up zoomsquare.com has now changed this.

## **70,000 real estates available for search in English**

The real estate search in English of zoomsquare.com allows to completely search through more than 70,000 unique real estates from more than 80 real estate platforms in Austria. Not only the search process itself, but also the results and the additional information are now fully provided in English. The same applies for the matching of real estate ads with more than 40 desired features, among those walk-in closet and the so popular proximity to the subway station (max 7 minutes by feet).

## **Thanks to high-tech all facts to a property at a glance in English**

The sophisticated technology of zoomsquare allows to go through the whole real estate ads, analyzing more than 100 features of a real estate and presenting them in English. The goal is to provide users with the essential information about the estate, such as location and other relevant features, at a glance. A further clever feature: those who want more will be provided by zoomsquare with a fully automatic English translation of the original property ad.

## **Without knowledge of German flat search has been impossible so far**

There is no doubt that the real estate search feature in English by zoomsquare solves a long-standing problem in Austria, says convinced co-founder Richter: "Searching for a real estate in Austria without any or only poor knowledge of German has been almost impossible so far".

This is confirmed by interviews and a survey conducted by zoomsquare. According to the survey people mostly use Google-Translate to translate every potentially interesting advertisement. Furthermore, people also rely on German speaking friends to help them with the search, followed by their workplace, Facebook and expensive relocation services (mostly for employees of institutions and big companies).

### **Facilitating home search after arriving in a new country**

"Especially our many international friends and acquaintances but most of all our users expressed this wish to zoomsquare so often, that we finally created this feature" says co-founder Richter, explaining how the project started. "Searching for a home is one of the main steps people take as soon as you arrive in a new country. Therefore, we are extremely happy to be able to facilitate this step for international customers in Austria. Especially here in Vienna, one of the fastest growing metropolises in Europe, this was long overdue" adds Richter.

### **New target groups for real estate websites thanks to zoomsquare**

Also real estate platforms will benefit from the new real estate search in English. For the first time real estate advertisement will increase in visibility for international customers in Austria thanks to zoomsquare. At the same time even potential customers abroad will be able to have an overview of the offers in Austria.

### **The startup of the year is going international in 2015**

Along with the biggest pool of real estate listings in Austria, new matching-algorithms and the awarded neighbourhood search for Vienna, Graz, Linz and Salzburg, the search feature in English is for zoomsquare itself a new step on the way to becoming the best real estate search in Austria. At the same time this is also a step forward for the Austrian startup of the year on the way to go international. Already for 2015 zoomsquare plans to expand in other countries providing new languages as well.

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