

About zoomsquare

The IT start-up zoomsquare.com brings house hunting into the 21st century, thanks to new technologies, innovative features and open data. The Austrian Startup of the Year offers a new experience for house hunting using zoomsquare on your PC or mobile app: it's fun, time-efficient and home-hunter-centric.

Results from all real estate platforms

In contrast to conventional real estate websites, zoomsquare functions as a search engine that constantly scans the web for new results using user generated search profiles. New keywords and must haves for users are continuously incorporated into the algorithms. Properties are then matched with the users' requirements similar to the way dating sites match people according to their interests. The best matches are always displayed first on the list of results.

Tinder for real estate – zoomsquare's brand new smartphone app
zoomsquare successfully went mobile and released their iPhone and Android app for Austria in August 2014. The "Tinder for real estate" has been a hit with users and the media alike. As the first European real estate app to use a swipe effect to rate properties hot-or-not, much like the popular dating app Tinder, zoomsquare is now already the most popular house hunting app in the country. Features include a premiere for neighbourhood info, including public transport and the most important facts about properties all displayed at one glance, and real-time push notifications for new matches sourced from more than 80 Austrian real estate portals.

New core technologies: semantic analysis, geo-coding & big data crawling

zoomsquare knows exactly where properties are located. Thanks to new core technologies used in an application for house-hunting in Austria for the very first time such as semantic text analysis, as well as a combination of geo-coding and open data, zoomsquare also makes it possible for house hunters to get useful information about their future neighbourhood. Paired with high-end big data crawling algorithms, this makes zoomsquare the leading tech startup in real estate in Europe. Further innovative features, such as searching for properties on a district and living-quarter level, the proximity to public transport as a filter, as well as future tools like drawing your dream location onto a city map and defining your maximum commuting time to work or school, complete the picture of bringing house-hunting into the new age.

Prominent investors & future plans for freemium model

In mid-February of 2014, Wolfgang Bretschko, former board director of Austria's biggest media group Styria Media and founder of Austria's equivalent to Craigslist – willhaben.at, and Marinos Yannikos, CEO of Geizhals - one the biggest e-commerce platforms in the German speaking market - joined zoomsquare as prominent investors and advisors. In the future zoomsquare will function on the basis of a freemium business model and is simultaneously working on B2B strategies.

zoomsquare goes international – starting in 2015

Releasing the mobile app was just the beginning of a new exciting journey for zoomsquare. Come 2015, the 14-strong zoomsquare team will start expanding its services to Germany. Market research is also currently being conducted to determine which other countries the start-up will launch in. Co-founder Andreas Langeegger adds, "We spent the last year developing our core technologies, now it's time to take the next step. We built our entire system to be easily adapted for international expansion: it is scalable on a worldwide level and it can easily be converted for other countries and languages. We are excited to see what the future holds."

Multilingual future – house hunting in Vienna or Berlin, in English or Turkish

Apart from being available in multiple countries, zoomsquare has future plans to offer the entire service in several languages. Non-German speaking students coming to Vienna to go to university or expats for example will then be able to look in all local listings for their future homes in English, French or Turkish.

The vision: tell a friend about your dream home

Behind all plans lies a clear vision for co-founder Dr. Andreas Langeegger, "in the long run we want zoomsquare to be like a friend, whom you tell about your future dream home. Imagine, for example, you're looking for a flat to rent, ideally in a nice historical building in a residential area in any city. It absolutely must have a bathtub to soak in after a long workday, it should be close to parks so that you can easily enjoy some outdoor time with your dog and you don't want to walk longer than five minutes to your nearest metro station. zoomsquare then filters all properties on the market and shows you only those that comply with your expectations. We aim to be the one-stop answer to international house hunting in the future. "