

zoomsquare app starts with “tinder for real estate” a new era of house hunting in Europe

The real estate start up zoomsquare.com rings in a new era of house hunting with their newly released mobile app. Never before seen in Europe: the Tinder-like hot-or-not swipe for properties, a premiere for neighbourhood info including public transport and the most important facts about properties, all displayed at one glance. On top of that - real-time push notifications for new matches from more than 80 Austrian property websites. The zoomsquare app is now available for free download on iPhone and Android, and will be launched in Germany and other countries starting in 2015.

Vienna: after only four short months of developing, the house hunting start-up zoomsquare presents its brand new mobile app. The motivation behind creating the app is crystal clear for co-founder Andreas Langegger, “The property search of the future is mobile. In Austria and Germany, half of the searches are being conducted on smartphones. In the US, it’s already over 60%.” The results only two weeks after the official launch are impressive: the zoomsquare app is the most popular real estate app on the Austrian market. Since the release, the app has been downloaded by more than 3000 users and zoomsquare’s traffic has more than doubled within the last month.

Speed, fun and usability - the prettiest real estate app in the country
Langegger continues with stating the most important demand towards the app, “House hunting can and should be fun. We want the app to invite people to browse as well as thoroughly look for properties. The aim was to create an app that brings speed, fun and usability to property hunting and delivers matching results quickly. On top of that we wanted the app to lure people in with its simple and elegant design.”

It’s Tinder for real estate – swipe through prospective dream homes
The zoomsquare swipe - much like its muse - the popular dating app Tinder - lets you decide which properties you like with the hot-or-not principle. After seeing the result card, which shows a large image and a few key elements of the property, you can add it to your favourites with a swipe to the right or trash it with a swipe to the left.

“Looking at a real estate ad, the first thing you’ll notice is the picture. The first impression is crucial, and we let this fact work to our advantage. We shorten the process of looking through an ad, and focus on the most important elements”, states co-founder Langegger.

Worldwide inspiration from gaming, to dating & social networks

Many ideas for the app came from the team, which doubled in size in the last couple of months, to a head count of 14. Inspiration came from all over the world. Hundreds of apps from more than 60 countries were inspected and tested for their innovative features, usability and design. "We deliberately tried to think outside the box. This way we found new, unconventional ideas, especially from different industries," says co-founder Christoph Richter. Dating apps, as well as gamification elements from games, travel and social media apps were among the sources of inspiration.

No more reading through long ad texts, find all facts at one glance!

Getting to the substance was another focal point for the app. Instead of having to read through long advertising texts on real estate platforms, thanks to elaborate technologies zoomsquare analyses more than 100 attributes in real estate ads, and displays the most important criteria or selected must-haves about a property in one glance – making it especially time efficient for house hunting on the go!

New in: neighbourhood info and public transport displayed in an app

zoomsquare knows exactly where a property is located, and unlike other real estate apps, is able to display travel times to the nearest hot spots. Thanks to open data zoomsquare has got you covered: be it a supermarket, ATM, school or park, zoomsquare tells you how long it will take you to get there. Special gem and most requested must have: proximity to public transport stations (max. 7 minutes walking distance)

Mobile matching with 70,000 unique properties

The zoomsquare app offers all the conveniences we know and love from the desktop version. More than 70,000 properties from over 80 real estate websites are scanned in a matching process, similar to dating websites, to fit your unique preferences for your new dream home. The best matches are displayed on top of your virtual stack of potential properties.

Push Alerts for new results - keep up-to-date wherever you are

So what does a day of house hunting look like with the zoomsquare app? On your way to work in the morning, you start swiping through potential homes on your phone. While having your lunch, you continue looking through your updated results and later on in the evening you share your favourites with your significant other or simply look into the details on your computer.

No matter whether you're using your phone or computer, your results on zoomsquare will always be up-to-date. Thanks to zoomAlert push notifications, you're constantly on top of the game. You'll get notifications for new, matching homes directly onto your phone, which may well land you in the lead for highly sought-after properties.

zoomsquare goes international – starting in 2015

Releasing the mobile zoomsquare 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 currently being conducted to determine which other countries the tech startup will launch in. Co-founder Andreas Langegger 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."

Further information about zoomsquare, recent images, screenshots & the official video for the app can be found on

www.zoomsquare.com/press

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ABOUT ZOOMSQUARE

The **tech start-up zoomsquare** brings house hunting into the 21st century, thanks to **new core technologies such as semantic analysis, geo-coding and big data crawling**, together with **innovative features & open data**. zoomsquare offers a new experience for house hunting that is fun, time-efficient and **revolves around the person looking for a new home**. zoomsquare was named Austrian **Startup of the Year 2013** (Futurezone Award). 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 contrast to conventional real estate websites, zoomsquare functions as a **search engine** that constantly **scans the web, using user-generated search profiles**, for new results. Each day, 1.2 mio real estate platforms are scanned and analysed - new properties are then **matched with the user's requirements**, similar to how dating sites match people according to their interests. The best match is always displayed on top of the list of results. New keywords and must haves for users are continuously incorporated into our algorithms.