

Properati Acquires Imovel do Proprietario in Brazil

Properati, the real estate marketplace for Latin America, announced that it has acquired the Brazilian real estate portal Imovel do Proprietario. Renato Orfaly, founder of Imovel do Proprietario, will be Properati's Country Manager in Brazil.

Buenos Aires, Argentina (PRWEB) December 26, 2013



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"Renato Orfaly is a great entrepreneur. His expertise and real estate knowledge will be crucial for Properati's endeavour in Brazil," said Gabriel Gruber, CEO of Properati. Since Properati's offices were opened in Brazil, growth was sustained. The site has 140,000 active properties, 1,500 real estate brokers & developers publishing and during 2013 the sales team was consolidated.

"The proposal for Properati's expansion in the Brazilian market meets the combination of high technical capacity of partners and collaborators with an important contribution of capital, which is necessary in a market as highly competitive. Furthermore, providing quality leads rather than featured publications enables a win-win situation between real estate agents, users and Properati," said Renato Orfaly.

Imovel do Proprietario is a leader site that offers exclusive services to real estate owners, selling or renting their own space. It allows to easily publish content that is replicated in other websites, which means that every ad is seen by 3 million people per month.

About Properati

Properati.com is an online and mobile platform for the real estate market in Latam. It offers a business model with a performance-related pay method by which clients only pay for the good quality contacts they get instead of paying for publishing or featuring their advertisements, as they used to do with other websites up to now.

2014 will be a year for regional expansion for Properati, as it has plans to land in Mexico, Colombia and Chile, with the goal of becoming the benchmark for online property search in Latam.



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