idealista

Services for real estate professionals

idealista

Mobile technology

Mobile apps for finding a home

disponible en **App Store**

disponible en **Google Play**

🔔
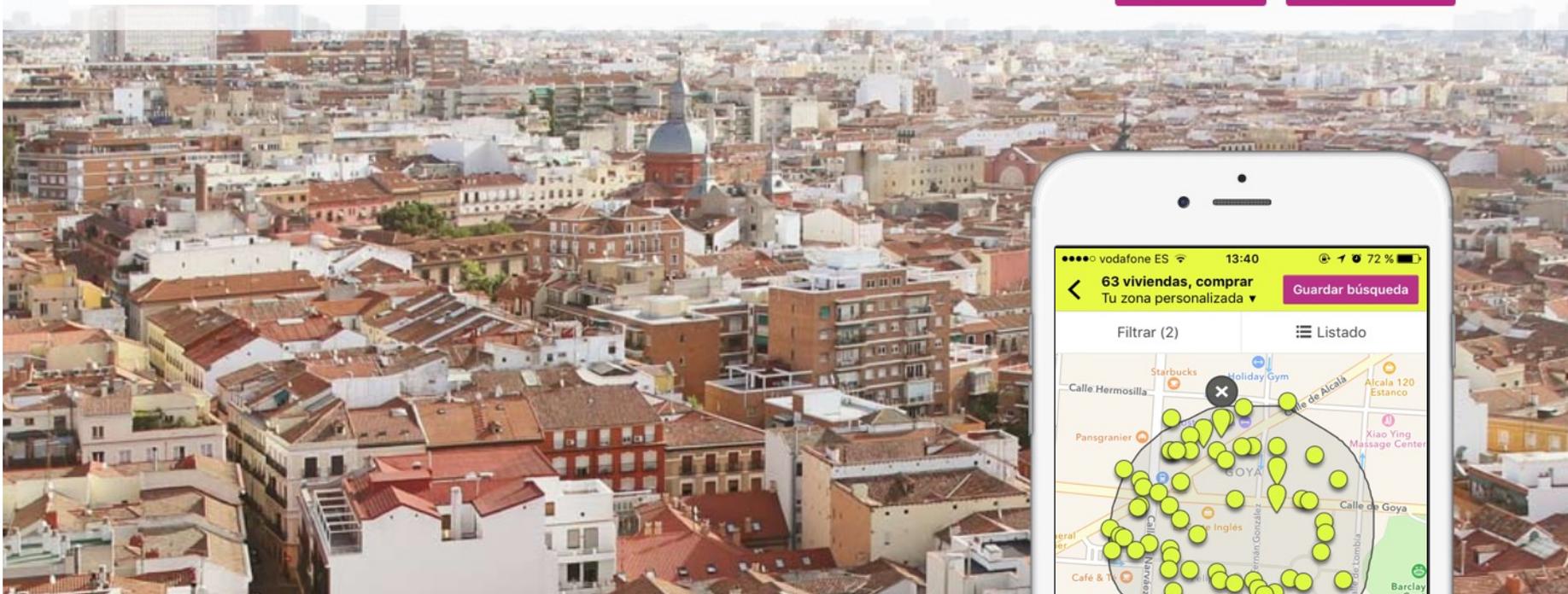
Buzzzz, buzzzz, buzzzz
Users get instant alerts. They will receive all the updates on their searches and favourite listings.

🔍

Let them play Sherlock Holmes
Users will be able to find your listings from anywhere: the couch, the underground, the street, the bar or even from the toilet.

👍

Sayonara computer!
Use your smartphone to publish listings on idealista – in 3 easy steps. Remember to add lots of pictures.

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Audience

similarweb | OFFICIAL MEASURE OF THE DIGITAL WORLD

Engagement ⓘ
📅 Jan 2021 - Dec 2022 🌐 Worldwide 🔀 All traffic

Metric	● idealista.pt	● imovirtual.com	● era.pt	● remax.pt	● bpiexpressoimobiliario...
📅 Monthly visits	**10.60M** 🏆	3.977M	842,077	1.804M	449,328
👤 Monthly unique visitors	**3.322M** 🏆	1.326M	367,752	648,848	226,514
👤 Visits / Unique visitors	**3.19** 🏆	3.00	2.29	2.78	1.98
👥 Deduplicated audience BETA	**2.591M** 🏆	1.028M	299,804	512,134	189,273
🕐 Visit duration	**00:07:57** 🏆	00:06:38	00:04:48	00:06:50	00:05:08
🗐 Pages per visit	**23.24** 🏆	6.55	6.16	17.93	4.71

Device distribution ⓘ
📅 Jan 2021 - Dec 2022 🌐 Worldwide

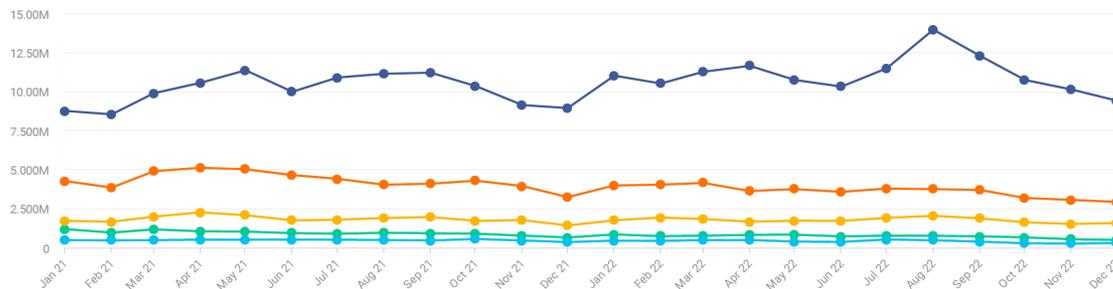| Domain	Desktop	Mobile
id idealista.pt	36.5%	63.5%
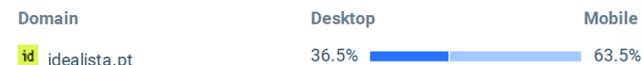
Visits Over Time ⓘ
📅 Jan 2021 - Dec 2022 🌐 Worldwide 🔀 All traffic

☑ idealista.pt ☑ imovirtual.com ☑ era.pt ☑ remax.pt ☑ bpiexpressoimobiliario.pt

254.4M **95.45M** **20.20M** **43.30M** **10.78M**

Advertising
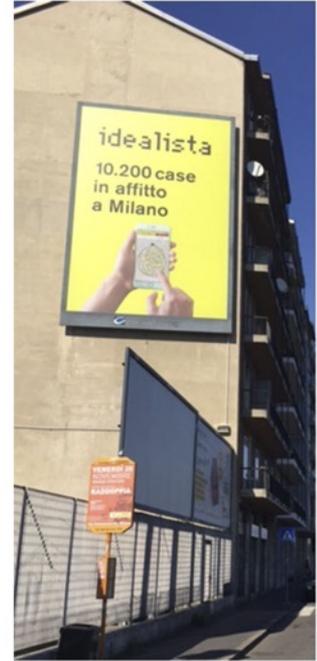
Advertising

Real estate software

idealista/tools

The best real estate CRM for your business:

- Complete and easy to use software from any device
- Add properties
- Upload photos from your mobile
- Instant evaluation of visits
- Advanced management options for your prospectings, requests and owners
- Create your own Comparative Market Analysis (CMA)
- Integration with your MLS and Google Calendar
- Multipublishing on different sites

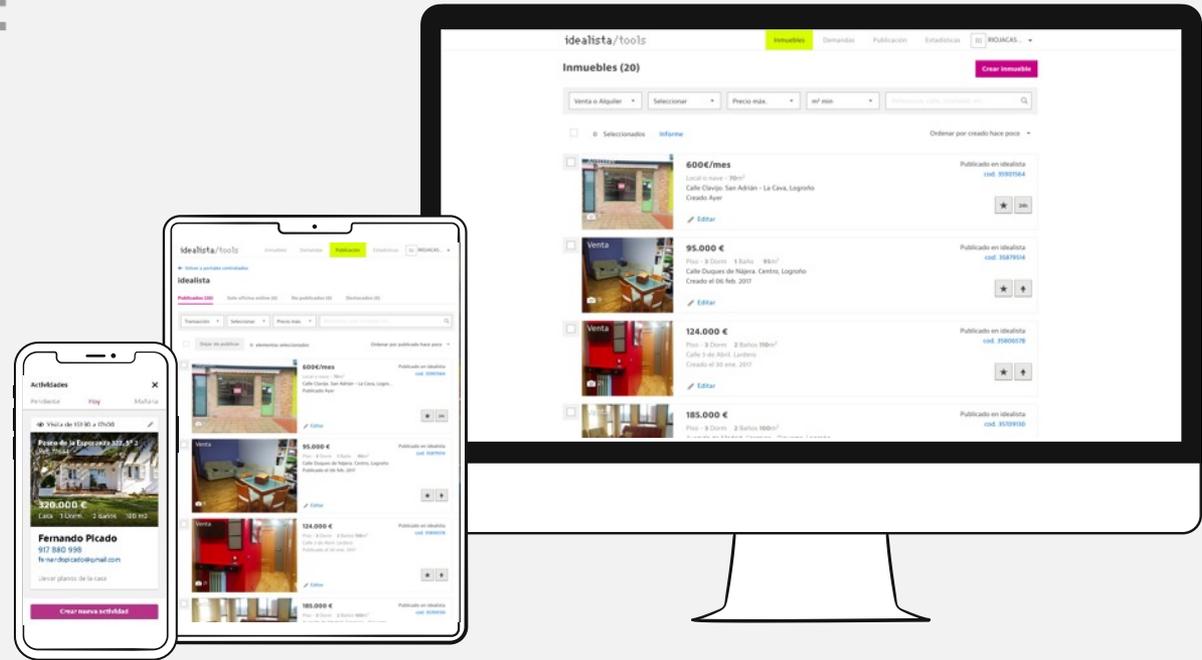**Create and manage your properties from any device**

FREE call log

Detailed information about each contact:

Result of the call, email content, property history, export to Excel.

idealista

Real estate software

Multipublishing for real estate agencies

Publish your listings on the main websites with just one click.

Your website

Mobile optimized
Easily change contents.

Social media for real estate agencies

Your own real estate channel on Youtube, Facebook and Google +.

# idealista

Multimedia

Pics & Plan

- ✓ 30 top quality photos taken by a professional.
- ✓ 1 plan.
- ✓ Get more contacts.
- ✓ Done by a professional guaranteed by idealista.
- ✓ Improve the positioning of the property.

Profesional videos

- ✓ Show a house like a movie.
- ✓ Videos provide more content for your listing. Users love videos and they are a fundamental element in making the decision to visit a property.
- ✓ Maximum visibility and positioning.
- ✓ Greatly improve the positioning of the property listing.
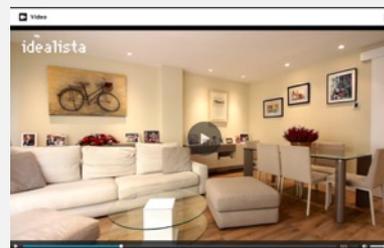
Virtual Home Staging

- ✓ This features gives users the possibility to visualise how each room looks.
- ✓ Add furniture to empty properties, properties in need of renovation, or properties with old-fashioned or badly decorated furniture.
- ✓ Include an impressive 'before' and 'after' curtain effect on all your properties with Virtual Decoration.
- ✓ Also available for exterior spaces, offices, warehouses…

2D-3D plans

- ✓ This feature shows properties in a more professional way.
- ✓ You can get your 2D and 3D plan in 48 working hours.
- ✓ You just need to send us a simple layout of the property which can be done by hand.

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Multimedia

Virtual Tour 360º

- ✓ 360º panoramic views of the whole property allowing access to every corner, just like a free tour.
- ✓ Aerial floor plans for better placement.
- ✓ This feature includes a virtual ruler to measure rooms and an independent dimensional drawing that is uploaded as a plan to the web.
- ✓ Greatly improve the positioning of the property listing.

3D

- ✓ This is a virtual tour that combines high quality photos and laser measurement.
- ✓ It includes a separate dimensioned map that is uploaded to the website.
- ✓ Includes 3D doll house, virtual ruler to measure rooms and possibility to add Mattertags (hotspots)
- ✓ Navigate with the user and give them control so they can move freely.
- ✓ Maximum positioning in the results lists.

Drone videos

- ✓ Professional videos in HD made with a drone, which allows viewers to see the property from the air.
- ✓ Add relevant information about the surroundings and the location of the property.
- ✓ This feature is useful to have a complete overview of properties such as villas, residential properties, farms or land.
- ✓ Improves the positioning of the property listing.

Interactive models for new constructions

- ✓ Virtual tours made from renders, plans and the property specifications of the development.
- ✓ Aerial floor plans for better placement.
- ✓ Navigate with the user and give them control so they can move freely.
- ✓ This feature includes a furnished 3D plan of the property.
- ✓ Maximum positioning in the results lists of new constructions.

Information

idealista/data

All you need to know to understand the real estate market

No matter if you are an individual or a company looking for information about the real estate sector, in idealista/data we have of all the tools to get the most out of the real estate market.

Property price estimate
We use our exclusive information and knowledge of the market in order to suggest a price.

Legal property analysis
We carry out a thorough analysis of the registry files and the cadastre so you can buy with total confidence.

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Information

idealista/data

Market research
Analize all supply and demand variables in Spain

Market Navigator
Real estate information in real time: improve your capture, make unlimited valuations and obtain complete Market Studies of any area

Historical data
Access all our evolving metrics (supply, demand, days on the market…). Make valuations with historical comparable properties.

Valuate and audit your portfolio
Compare the price and demand of your property with your competitors to improve marketing. Automatically carry out a mass valuation of your portfolio.

Easy searches

50%
searches using
drawn area

idealista

New construction

**New construction
and secondhand homes**
Highlight your properties in the
listings.

Brand image
Your complete portfolio links back to
your website and includes your corporate
image and a complete description.

Available information
Pictures, videos, building
specifications (PDF), press
announcements, financing.

Mortages

idealista/créditohabitação
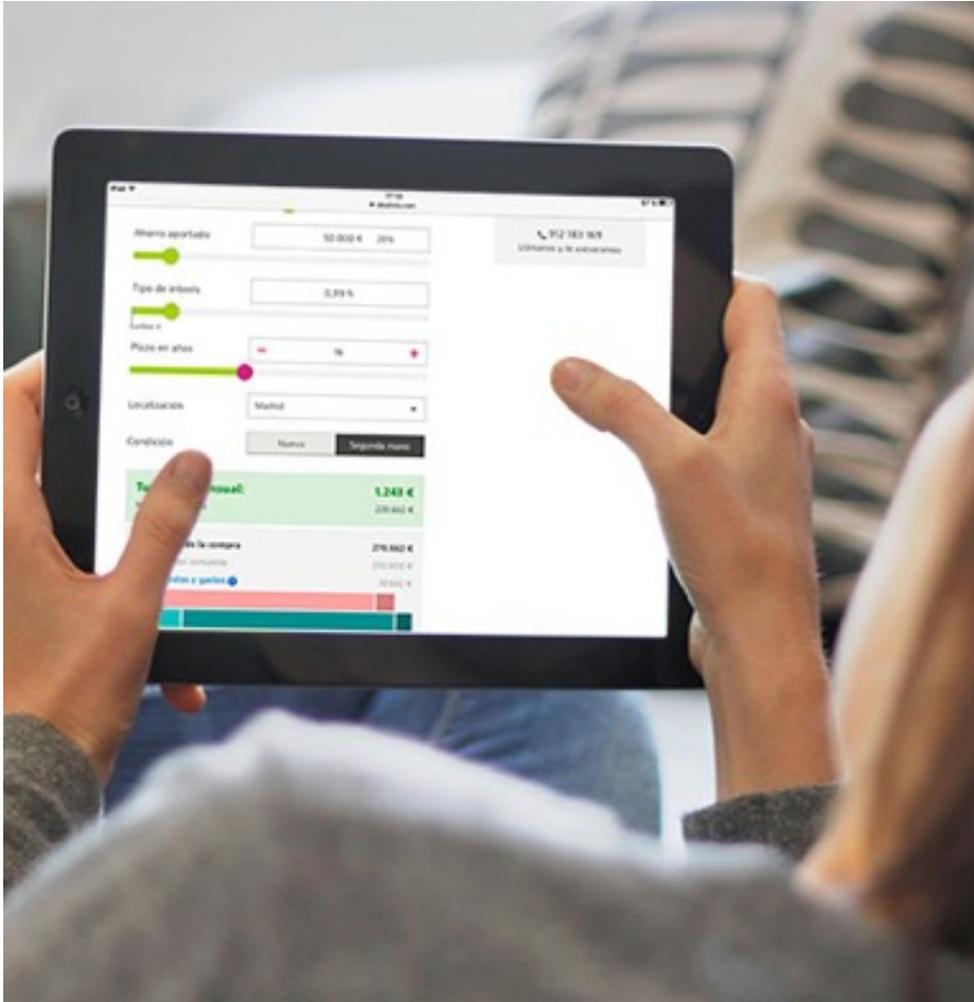
Clients have at their disposal a mortgage simulator, in order to help you decide the conditions of your mortgage.

This feature allows you to:
- see the monthly rate on the basis of different variables such as the overall amount of the mortgage, the duration in years and the interest rate.

- view the mortgage amortisation plan and find out the type of interest to be paid.

- simulate the impact of a possible increase of the interest rate on monthly payments.

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Leaders in real estate information

idealista/news

idealista/news is the media where you can find and read news, articles and reports about the real estate market in Spain, Italy and Portugal.
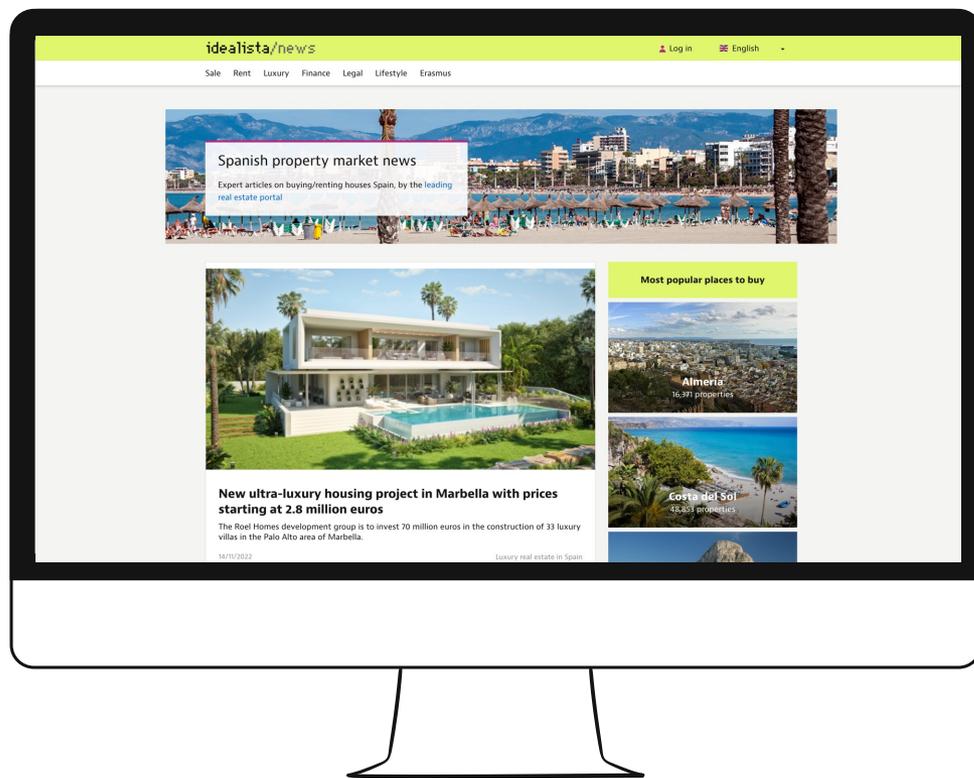
Data journalism
Informative articles to find out about and understand the real estate market through exclusive data.

Cutting-edge interviews
We analyse the market in the most reliable way through leading real estate experts and authoritative voices.

Scoops
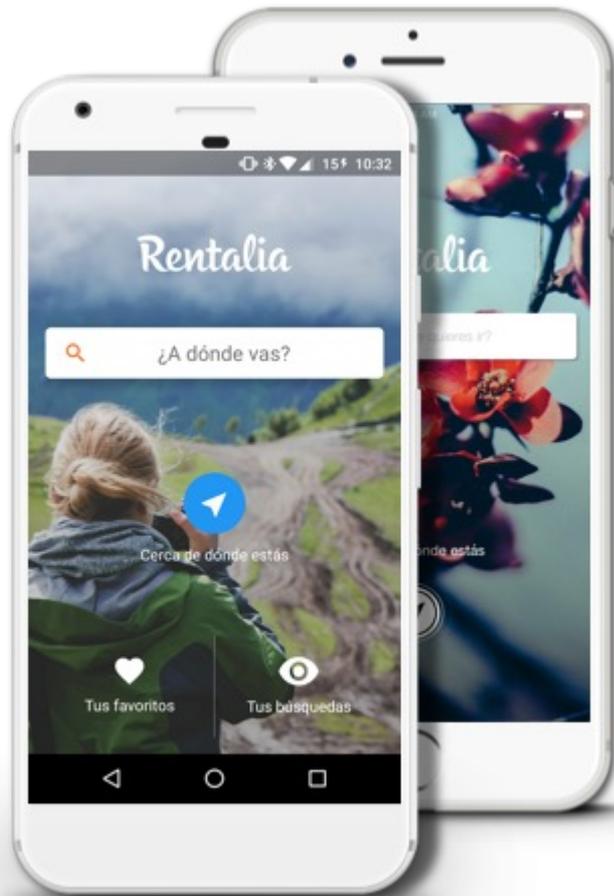We produce exclusive articles that set the real estate agenda and take the sector by storm.

Special reports
Quality journalism to bring you the most unique and exclusive information.

Holiday rentals

Rentalia Holiday homes in Spain, Italy, Portugal and Andorra

Online booking of holiday homes, easily and safely.

Available in 7 languages: Spanish, English, French, German, Portuguese, Italian and Dutch.

Holiday rentals

AvaiBook The software for professional seasonal rental specialists.

- All-in-one holiday management, with an expert advisory team at your disposal.

- Channel Manager: control your listings from one place. Official API/XML connections, full bi-directional synchronisation (rates, reservations, calendar...)

- Security and convenience in your payments which are automated through our virtual POS with card validation.

- Booking engine for your website integrated with idealista/tolos.
  Users will be able to book online from your own website, Facebook and Instagram.

- Calendar connected to all top websites.
  Booking.com, Airbnb, Expedia, Rentalia...and with your website.

- Increase your profitability with management, automation and statistical tools.

- Different access accounts. Create separate sub-accounts for each of your managers.

- Available in 9 languages and adapted to any platform

Booking.com · airbnb · Expedia · tripadvisor · Vrbo HomeAway · Rentalia · Your website · +30 portals

Education

Online marketing courses for real estate professionals

2020
2.040 registered. 76 webinar

2019
2.222 registered. 20 workshop

2018
1.321 registered. 15 workshop

2017
1.117 registered. 12 workshop

2016
1.275 registered. 9 cities

2015
937 registered. 6 cities

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C.P. 28014

Barcelona
Rambla de Canaletes, 140
C.P. 08002

Málaga
Marqués de Larios, 1
C.P. 29005