

# Finary + PriceHubble

How PriceHubble real estate data helped Finary offer a portfolio tracking solution that is comprehensive, dynamic and stands out from competition.

Finary is a fintech startup founded in 2020 by Mounir Laggoune and Julien Blancher. Their mission is to put technology at the service of asset management. The Finary platform (accessible via mobile application or web-browser) allows users to securely track all their investments online.

 <b>LOCATION</b> Paris, France	 <b>INDUSTRY</b> Finance	 <b>EMPLOYEES</b> 30+	 <b>WEBSITE</b> <a href="http://www.finary.com">www.finary.com</a>
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## CHALLENGE

Offer clients one single platform that will allow them to track all their investments in real time.

## SOLUTIONS

Integrate real estate property value tracking using the PriceHubble API.

## RESULTS

- Real estate tracking solutions previously reserved for professionals made available to all
- Thorough and real time tracking of the value of real estate assets, with market dynamics taken into account
- 55% of Finary's assets tracked by PriceHubble's solution

## One platform to track all assets

Today's investors prefer to diversify wealth and often have savings accounts, real estate, crypto currencies and more. Finary wanted to enable its users to track these assets from a single platform. Real estate represents a large part of users' portfolios; therefore, it seemed natural to accurately estimate the value of this asset class directly within the Finary platform, and the aim was to do this in real time and in just a few clicks.



**«55% of Finary assets are tracked by PriceHubble. This allows us to set ourselves apart from competitors, offering our clients the potential to create a more accurate estimate of their properties.»**



**Mounir Laggoune**  
CEO Finary

## Finding a solution that offered precise valuations, multi-country support and could be integrated easily was a challenge

A major challenge in Finary's development strategy was identifying a solution that would easily integrate a real estate component into their existing asset tracking platform and fulfil the requirements of offering accurate valuations for both sale and rental properties across multiple countries.

PriceHubble is available in seven European countries and will be expanding into more territories making it an obvious choice to cover Finary's multi-country needs. Plus, PriceHubble's AVM is second-to-none and outshone competitors when it came to the accuracy of their property valuations. Thanks to PriceHubble's standardised API endpoints, integrating into the existing Finary platform was easy.



**«The simplicity of the integration of the PriceHubble API really made the difference.»**



**Mounir Laggoune**  
CEO Finary



## An overview of all assets, in real time and in just a few clicks

The integration of real estate data into the Finary platform via the PriceHubble API enabled Finary's 30,000+ users to monitor and track their property portfolio's value in real time, access detailed information about market dynamics, and also view recent transactions and upcoming building projects. All this is possible in just a few clicks; first, users enter their property information directly into the Finary platform, then, the API call takes place and instantly returns a detailed property valuation and contextual information. This is updated daily.

PriceHubble real estate data within the Finary platform achieved the goal of valuing and tracking real estate assets in one place and offered real added value to all Finary users. This in turn enabled Finary to differentiate itself in the market.



PriceHubble is a B2B proptech company that builds innovative digital solutions for the banking and finance industry.

Visit our website to find out more:  
[www.pricehubble.com](http://www.pricehubble.com)

