



## VON POLL IMMOBILIEN intensifies cooperation with PriceHubble

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- *VON POLL IMMOBILIEN is PriceHubble's largest customer among real estate agents and further expands its technological lead over competitors*
- *PriceHubble strengthens its European market position in the broker segment with the cooperation and aims to jointly develop further markets*
- *VON POLL IMMOBILIEN supports all offices and brokers centrally with a data-driven solution based on big data analytics and artificial intelligence.*

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**Frankfurt am Main, 8 JUNE 2021** – The pan-European brokerage VON POLL IMMOBILIEN ([www.von-poll.com](http://www.von-poll.com)) intensifies its cooperation with PriceHubble ([www.pricehubble.com](http://www.pricehubble.com)), the B2B PropTech for innovative digital solutions for the real estate industry. This makes VON POLL IMMOBILIEN the largest customer of the Swiss PropTech among real estate agents and further expands its current digital strategy. With the cooperation, PriceHubble strengthens its European market position in the broker segment. Both companies pursue an international approach and aim to further expand the cooperation and jointly develop new markets.

On the central side, VON POLL IMMOBILIEN supports all offices and brokers with PriceHubble's data-driven solution for efficient and transparent brokerage. After Germany, Austria and Switzerland, other countries will follow. With a total of 1,500 employees in more than 350 shops across Europe, the brokerage company is thus developing into one of the leading premium brokers in Europe.

"With PriceHubble, we already have an excellent partner for digital products along the entire value chain in real estate brokerage on board. The stronger cooperation marks another step in our digital orientation based on big data analytics and artificial intelligence," says Daniel Ritter, Managing Partner at VON POLL IMMOBILIEN. He continues: "By developing our proprietary platform, we are changing the way agents and clients will design and experience the process of selling or buying real estate in the future - without leaving out the human factor. Modern real estate brokerage is an optimal interplay of analogue and digital advice - where the customer decides which channel they prefer."

"The use of our solutions at VON POLL IMMOBILIEN offers us the opportunity to make the processes at the interfaces between buyer, owner and seller even more efficient and better together," explains Christian Crain, Managing Director of PriceHubble Germany. "Furthermore, our valuation model and our products also benefit from the cooperation. A high frequency of use in large cooperations also improves our algorithm, as it constantly learns from this."

In addition to many years of personal and regional market know-how, the competent and sound advice provided by VON POLL IMMOBILIEN experts is based on highly developed data models with evaluations of market developments, surroundings and infrastructure as well as individual comparative properties, socio-economic and geographical data.

VON POLL IMMOBILIEN consultants also use innovative technologies in the subsequent marketing of the property to make the sales process as contact-free as possible - especially in times like these. On request, they arrange viewing experiences with 360-degree tours, viewing robots, virtual exploration of the surroundings and interactive statistics on the regional real estate market as well as the infrastructure and socio-economy - always accompanied and moderated by a real estate agent on site. Individual advice from a personal contact person on site remains the focus of real estate brokerage. Digital solutions are an ideal combination here and support an efficient and transparent marketing process.

#### **About von Poll Immobilien GmbH**

von Poll Immobilien GmbH ([www.von-poll.com](http://www.von-poll.com)) has its headquarters in Frankfurt am Main. The focus of its activities lies in the brokerage of properties of stable value in preferred residential and commercial locations. The company is managed by Beata von Poll, Daniel Ritter, Sassan Hilgendorf and Dr. Jörg Hahn. With more than 350 shops and over 1,500 colleagues, VON POLL IMMOBILIEN, which also includes the VON POLL COMMERCIAL, VON POLL REAL ESTATE and VON POLL FINANCE divisions, is represented in Germany, Austria, Switzerland, Spain, Greece, Portugal, Hungary, Italy, the Netherlands, France, Luxembourg and Bulgaria, making it one of the largest brokerage companies in Europe. Capital Makler-Kompass again awarded VON POLL IMMOBILIEN top marks in its October 2020 issue.

#### **About PriceHubble**

PriceHubble is a Swiss B2B proptech company that builds innovative digital solutions for the real estate industry based on property valuations and market insights. Leveraging big data, cutting-edge analytics and great visualization, PriceHubble's products suite brings a new level of transparency in the market, enabling their customers to make real estate and investment decisions based on the most accurate data-driven insights (such as valuations, market analyses, value forecasts or building simulations) and enhance the dialogue with end consumer. PriceHubble's digital solutions are designed to help all players across the entire real estate value chain (banks, asset managers, developers, property managers and real estate agents). PriceHubble is already active in 7 countries (Switzerland, France, Germany, Austria, Japan, Netherlands and Belgium) and employs more than 100 people worldwide.

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