

PriceHubble expands to the Netherlands and launches partnership with Yellowtail

Amsterdam/Zurich, 14. January 2021 - The PropTech company PriceHubble continues its international expansion efforts and opens a new office in the Netherlands. The Amsterdam-based company, which has been operating under the name PriceHubble Netherlands B.V. since 1 January 2021, is led by Managing Director Thomas Berghaus. The opening also marks the start of a strategic partnership with Yellowtail, part of Conclusion Ecosystem and one of the leading providers of digital software solutions for the financial sector in the Netherlands.

Thomas Berghaus, Managing Director at PriceHubble Netherlands, explains: "The real estate market in the Netherlands has been growing for years and the strong influx will further strengthen this effect, especially in the area of residential property development. This makes the location one of the most attractive in Europe for investors. By creating more transparency, we will help market participants along the entire value chain to tap into the market and be successful in the future."

In the Netherlands, PriceHubble has already found a strong partner in Yellowtail. Yellowtail develops and designs software solutions around financial analysis and advice for financial advisors, banks and service providers in the mortgage and pension industry. Together with PriceHubble, new solutions can be provided in the future that, in addition to the overview of financial assets, also integrate digital real estate valuation and thus enable a holistic overview of all assets.

The digital solution for real estate valuation from PriceHubble thereby determines the statistically most probable market and rental price of a house or flat based on the PriceHubble model, which uses machine learning and artificial intelligence to analyse a multitude of different real estate data, transforms them into algorithms and thus always determines current and precise estimated values and presents them attractively.

"With this cooperation, we will offer Yellowtails' strong network of partners and customers new opportunities in customer acquisition, consulting and long-term customer care in the future," says Berghaus.

"At Yellowtail we work on smart digital and data-driven solutions for the mortgage sector. We believe that the consumer mortgage process is part of a much larger customer journey, it is part of finding and buying a home. By working with PriceHubble, we are able to realize innovative service concepts that seamlessly integrate the search for a new home and mortgage advice. This unique integration is based on data-driven digital solutions and has already been successful abroad. We are therefore proud that we can help PriceHubble enter the Dutch market as a partner", said Matthijs Mons, Managing Director of Yellowtail.

Berghaus studied International Economics in Göttingen and completed his MBA at Imperial College in London. He has worked in the real estate finance industry since 2012, including five years as Senior Product Manager at Interhyp in Germany, where he supported large cooperations with banks and insurance companies, among others. He then worked first at apoBank and most recently at DSL Bank (Deutsche Bank Group), where he was responsible for digitalisation in real estate financing. "With Thomas Berghaus, we have found someone for our new entity who, in addition to his many years of experience in the areas of finance and mortgages, also brings with him an excellent industry network," says Julien Schillewaert, CEO of PriceHubble AG.

This year PriceHubble celebrates its 5th anniversary. With the opening of the new location, the company is already represented in six locations worldwide with offices in Zurich, Paris, Berlin, Vienna, Amsterdam and Tokyo. "With the market entry in the Benelux countries, we are pushing ahead with our international expansion and strengthening our leading market position in Europe" says Schillewaert. The first step will be to focus in particular on the Netherlands and Belgium.

About PriceHubble

PriceHubble is a Swiss PropTech company that offers specialised and highly accurate real estate products based on Big Data and machine learning. The products include, for example, real estate valuations, analyses, value forecasts or building simulations, which provide a transparent basis for further real estate and investment decisions. All PriceHubble products impress with their appealing visualisation and easy handling. PriceHubble's digital solutions are aimed at all players in the B2B segment of the entire value chain of the real estate sector (banks, asset managers, developers, property managers and real estate agents). PriceHubble is active in Switzerland, France, Germany, Austria, Japan and the Netherlands and employs 90 people worldwide.

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About Yellowtail

Yellowtail has been designing, building, and managing digital and data-driven software solutions for the financial sector for over fifteen years. Yellowtail's mission is to improve the quality of the consumer's financial life. The products and services of Yellowtail help to activate consumers, enable them to take action, and give them the confidence to make better financial decisions. The focus is on creating the ultimate customer experience. Thanks to our sector-focused approach, Yellowtail also has in-depth expertise in underlying business processes, data, and technology, such as robotics and machine learning. Find out more at yellowtail.nl

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