Press Kit 2020

PriceHubble

Better real estate decisions thanks to Big Data and Machine Learning

In 2016 PriceHubble was founded with the objective of creating transparency in the real estate market in order to enable better real estate and investment decisions. Right from the start, the company focused on big data, machine learning and attractive visualizations.

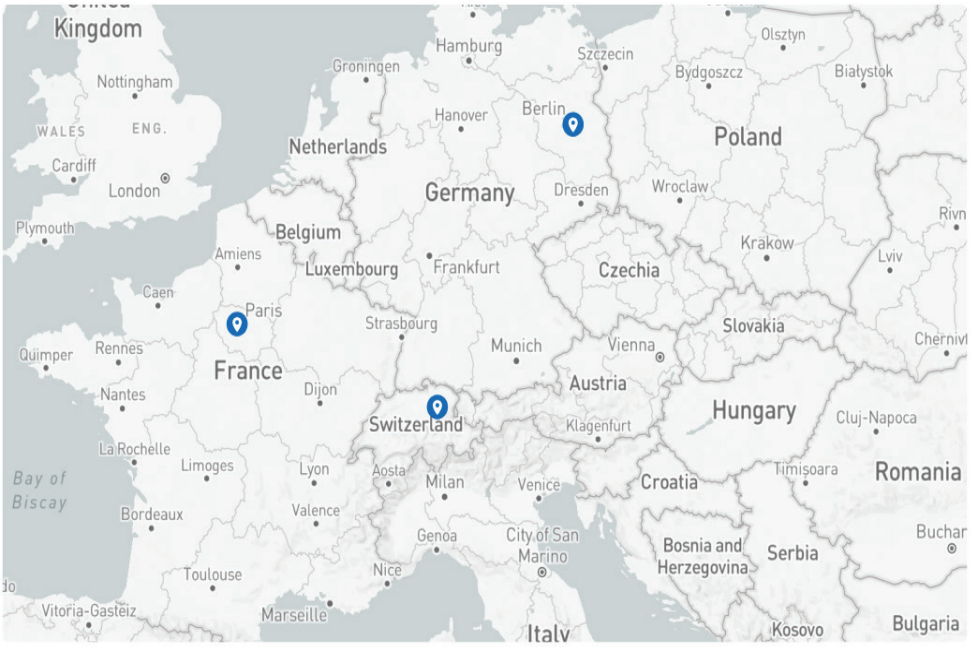
Innovative real estate valuations and property insights

Highly qualified experts collect and structure a large amount of data at the office locations in Zurich, Berlin, Paris and Tokyo and integrate it into digital solutions which are attractively prepared for the end user and are used along the entire real estate value chain. "PriceHubble uses up-to-date market data and mathematical-statistical methods for property valuation, enabling us to map non-linear relationships. In addition, the system learns from every change," emphasizes co-founder Markus Stadler. This makes an objective and market-driven evaluation possible, and complex non-linear relationships between prices and value-relevant characteristics are mapped. Not only what has been paid for comparable properties in the same location in the past is collected, but criteria such as noise level, accessibility or the quality of the view as well as socio-economic data are also taken into account. And through an extremely attractive design of the software interfaces, customers and end customers gain access to an innovative technology and can use it for their real estate decisions.

Focusing on our customers' KPIs

With its digital product range, PriceHubble is primarily focusing on banks, mortgage brokers, asset managers, project developers, portfolio managers and real estate brokers. PriceHubble's objective is to help clients achieve their goals. "We don't develop for the gallery, but solve the specific problems of our clients", emphasizes Stadler. For example, PriceHubble's solutions can be used to create yield and risk analyses for large real estate portfolios. The company's solutions are also used in mortgage consulting, where consultants and clients receive precise analyses as well as a clear presentation of the property data. As part of asset management, PriceHubble makes it possible to monitor the performance of individual properties within an attractive digital platform. Through the integration of appropriate interfaces, PriceHubble also supports companies in lead generation via online channels.

PriceHubble is available in Switzerland, Germany, France, Japan and Austria and is aiming to expand into other countries. The international team currently consists of 55 employees.



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About PriceHubble

Through the use of machine learning, big data and analytics, as well as particularly appealing visualisation options, PriceHubble enables players in the real estate sector to make sound real estate and investment decisions based on innovative technologies. PriceHubble has offices in Zurich, Berlin, Paris and Tokyo. With the digital product range, PriceHubble is primarily aimed at banks, asset managers, project developers, portfolio managers and real estate agents. PriceHubble is seeking to expand into other countries and employs around 55 people. The company was founded in 2016 by Dr. Stefan Heitmann, Markus Stadler and Olivier Bachem.

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