

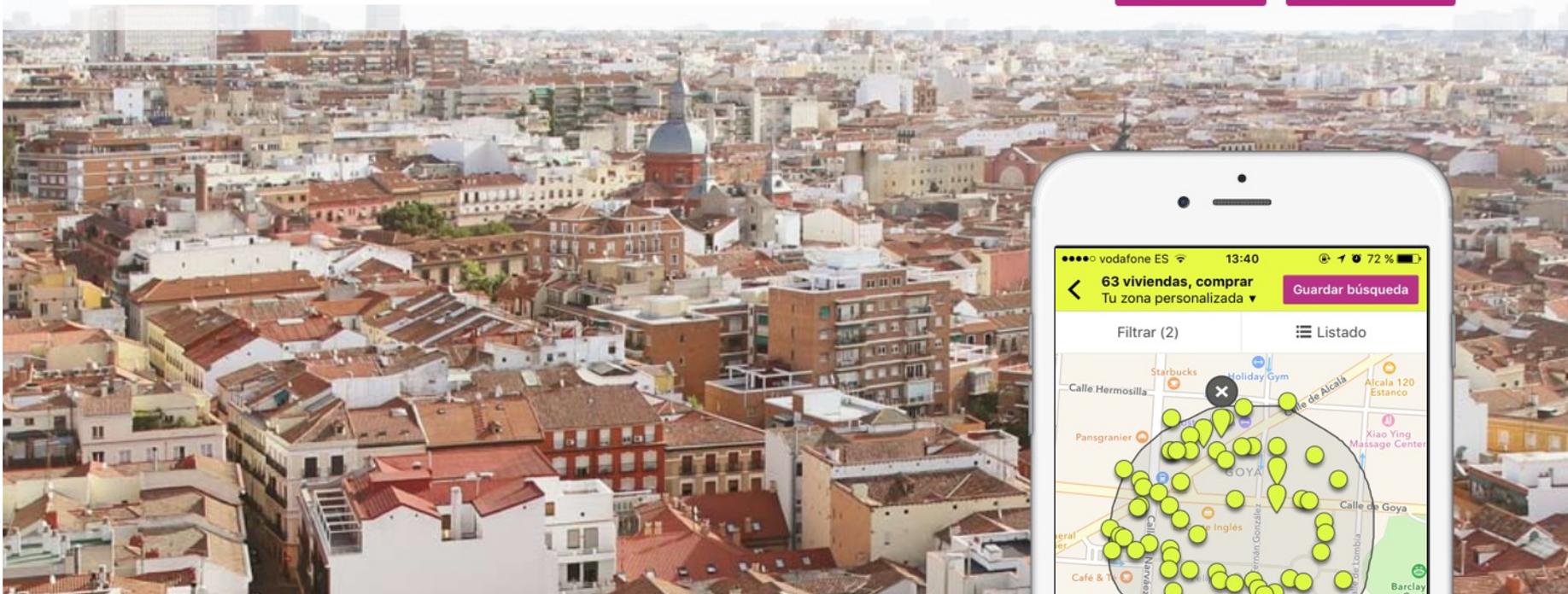
idealista

Services for real estate professionals



Mobile technology

Mobile apps for finding a home



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.

Tráfico



Engagement

Nov 2020 - Oct 2022 Worldwide All traffic

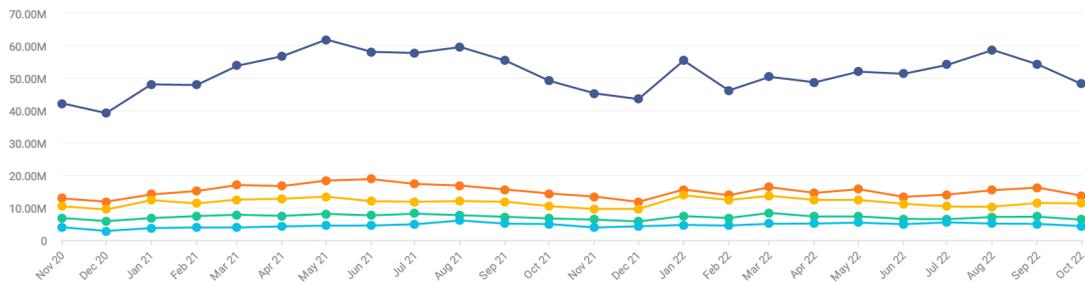
Metric	idealista.com	fotocasa.es	pisos.com	habitaclia.com	yaencontre.com
Monthly visits	51.54M	15.09M	7.084M	11.60M	4.566M
Monthly unique visitors	13.09M	5.156M	2.977M	3.414M	1.976M
Visits / Unique visitors	3.93	2.93	2.38	3.40	2.31
Deduplicated audience BETA	10.72M	4.206M	2.642M	3.012M	1.783M
Visit duration	00:08:17	00:06:07	00:04:38	00:05:53	00:03:43
Pages per visit	19.73	5.03	4.08	5.89	4.36

Visits Over Time

Nov 2020 - Oct 2022 Worldwide All traffic

idealista.com
 fotocasa.es
 pisos.com
 habitaclia.com
 yaencontre.com

1.237B 362.3M 170.0M 278.4M 109.5M

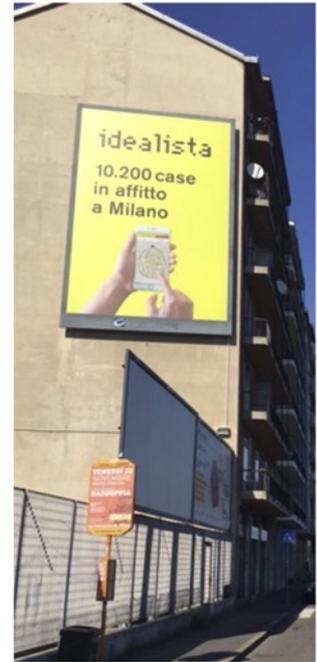


Device distribution

Nov 2020 - Oct 2022 Worldwide



Advertising



Top positions among Google's organic search results



Google

Todo Maps Noticias Imágenes Shopping Más Configuración Herramientas

Aproximadamente 12.800.000 resultados (1,32 segundos)

Tu casa ideal aquí - Viviendas a precios increíbles - bbvivienda.com
www.bbvivienda.com/Madrid
 Anida, donde está tu espacio.
 Excelente Calidad-Precio - Hasta 100% Financiación BBVA - Info Sin Compromiso

Pisos BBVA Alcorcón	Pisos BBVA Villabilla
Pisos S. L. del Escorial	Pisos BBVA Campo Real

Pisos Madrid - Ahora más pisos que nunca - fotocasa.es
www.fotocasa.es/Compra/Madrid
 Piso, Casa o Chalet en Madrid. Ofertas con Fotos en Tu Móvil!
 Promociones de Obra Nueva - Encuentra tu Nuevo Hogar - Más de 1000.000 Viviendas
 Barrios: Salamanca, Chamartin, Centro, Chamberí
 Comprar Madrid Capital - Obra Nueva Madrid - Casas que bajan de precio - Insertar Anuncio Gratis

Buscar Piso Online - Alquiler por Meses en Madrid - spotahome.com
www.spotahome.com/Madrid/Pisos
 Valoración de spotahome.com: 4.8 ★★★★★
 Video Tours y Reservas Inmediatas.
 Te ayudamos y tú eliges. - Online, sin visitas - Desde su sofá - 100% Seguro - Seguro, sin sorpresas
 Empresa tecnológica de mayor crecimiento a nivel global - Economista
 Sobre nosotros - Alquiler Garantizado - Blog de Spotahome

Casas y pisos en Madrid — idealista
<https://www.idealista.com/venta-viviendas/madrid-madrid>
 22.462 casas y pisos en Madrid, a partir de 20.000 euros de particulares e inmobiliarias. casas y pisos en Madrid: anuncios de particular a particular y de...
 Casas y pisos baratos en Madrid - Pisos y apartamentos en Madrid - Dúplex - Garaje

Pisos en madrid en venta: casas y pisos - Pisos.com
www.pisos.com/venta/pisos-madrid/
 31.730 casas y pisos en venta en Madrid. Oferta de profesionales y particulares. Encuentra tu hogar en pisos.com.

Pisos en Madrid | yaencontre
www.yaencontre.com/venta/pisos/madrid
 Más de 6.000 pisos en venta en Madrid. Particulares, inmobiliarias y bancos. Muchos pisos en Madrid están bajando de precio.

Comprar Pisos en Madrid Capital | fotocasa
www.fotocasa.es/comprar/pisos-madrid-capital/todas-las-zonas/
 14.359 anuncios de Pisos en Venta en Madrid Capital con fotos. Compara GRATIS los precios de particulares y agencias ¡encuentra tu casa ideal!

SEGUNDAMANO ahora es vibbo: anuncios de venta pisos Madrid ...
www.vibbo.com/venta-de-pisos-madrid/

Google

Todo Maps Noticias Imágenes Videos Más Configuración Herramientas

Aproximadamente 11.300.000 resultados (0,51 segundos)

idealista - "Pisos en venta en Barcelona" - idealista.com
www.idealista.com/
 12.900 casas y pisos en venta en Barcelona capital
 Pisos en venta Barcelona Alquiler en Barcelona
 Obra nueva en Barcelona

Pisos barcelona - Ahora más pisos que nunca - fotocasa.es
www.fotocasa.es/Compra/Barcelona
 ¿Buscas piso en Barcelona? Encuéntralo en Fotocasa.es
 Venta de Casas y Pisos - Más de 1000.000 Viviendas - Encuentra tu Nuevo Hogar
 Barrios: Eixample, Sant Martí, Sant Gervasi, Ciutat Vella

Pisos barcelona - Encuentra el piso que buscas - habitacía.com
www.habitacia.com/Pisos/Barcelona
 Oferta actualizada en Barcelona las 24 horas. Entra ahora!
 Encuentra tu hogar - Más de 300.000 viviendas - Pisos, casas, obra nueva
 Alquiler en Barcelona - Viviendas en Barcelona - Casas en Barcelona

Walter Haus - Tu inmobiliaria en Barcelona - walter-haus.es
www.walter-haus.es/
 Te ayudamos a comprar, vender o alquilar tu piso o casa ¡Contáctanos!
 Walter Haus - Alquiler - Walter Haus - Empleo - Walter Haus - Compra - Walter Haus - Nosotros

Casas y pisos en Barcelona — idealista
<https://www.idealista.com/venta-viviendas/barcelona-barcelona>
 11.341 casas y pisos en Barcelona, a partir de 27.562 euros de particulares e inmobiliarias. casas y pisos en Barcelona: anuncios de particular a particular y de...
 Casas y pisos baratos en ... Pisos - Casas o chalets - Pisos en Barcelona

Pisos en barcelona en venta: casas y pisos - Pisos.com
www.pisos.com/venta/pisos-barcelona/
 34.289 casas y pisos en venta en Barcelona. Oferta de profesionales y particulares. Encuentra tu hogar en pisos.com.

Pisos en Barcelona | yaencontre
www.yaencontre.com/venta/pisos/barcelona
 Más de 2.785 pisos en venta en Barcelona. Particulares, inmobiliarias y bancos. Muchos pisos en Barcelona están bajando de precio.

Comprar Pisos en Barcelona Capital | fotocasa

Google

Todo Maps Noticias Imágenes Videos Más Configuración Herramientas

Aproximadamente 623.000 resultados (0,52 segundos)

Encuentra tu Piso en Málaga - Hasta el 100% de Financiación
www.aisedatimmobiliaria.com/Pisos-Casas/Malaga
 Sea como sea tu piso ideal encuéntralo aquí ¿Quieres verlo ahora? Pide tu Cita
 Más de 30.000 inmuebles - Tenemos lo que Buscas - Inmuebles en toda España
 Rebajas Inmuebles Popular - Tu hogar dónde quieras - Llámanos Aquí 902 848 686

Pisos en Fotocasa - Ahora más pisos que nunca - fotocasa.es
www.fotocasa.es/Compra/Elche
 ¿Te has decidido a comprar piso? Es el momento! Encuéntralo aquí
 Encuentra tu Nuevo Hogar - Promociones de Obra Nueva - Venta de Casas y Pisos
 Pisos de compra - Pisos para compartir - Insertar Anuncio Gratis - Noticias de Vivienda

Pisos en Málaga - Vacaciones únicas - Airbnb - airbnb.es
www.airbnb.es/Málaga-Pisos
 La alternativa única a los hoteles. ¡Alquila a locales en Málaga!
 En más de 34.000 ciudades - 192 países en el mundo - Pagos Seguros - ¡Únete a la comunidad!
 El triunfo de la economía colaborativa - El Boletín
 Airbnb para empresas - Regístrate ahora - Inscripción gratuita - Aprende más sobre Airbnb

¿Buscas piso en Málaga? - tucasa.com
www.tucasa.com/pisos/Malaga
 Miles de inmuebles te esperan ¡Visítalos y encuentra el suyo!
 Anúciate gratis - Más de 800.000 inmuebles

Casas y pisos en Málaga — idealista
<https://www.idealista.com/venta-viviendas/malaga-malaga>
 7.904 casas y pisos en Málaga, a partir de 19.252 euros de particulares e inmobiliarias. casas y pisos en Málaga: anuncios de particular a particular y de...
 Casas y pisos baratos en ... Pisos y apartamentos en Málaga - Casas o chalets

Pisos en máлага en venta: casas y pisos - Pisos.com
www.pisos.com/venta/pisos-malaga/
 32.826 casas y pisos en venta en Málaga. Oferta de profesionales y particulares. Encuentra tu hogar en pisos.com.

MIL ANUNCIOS.COM - Compra-Venta de pisos en Málaga de ...
<https://www.milanuncios.com/venta-de-pisos-en-malaga-malaga/>
 En esta sección encontrarás pisos en Málaga en venta de particulares, inmobiliarias y bancos. También podrás vender tu piso en Málaga sin intermediarios.

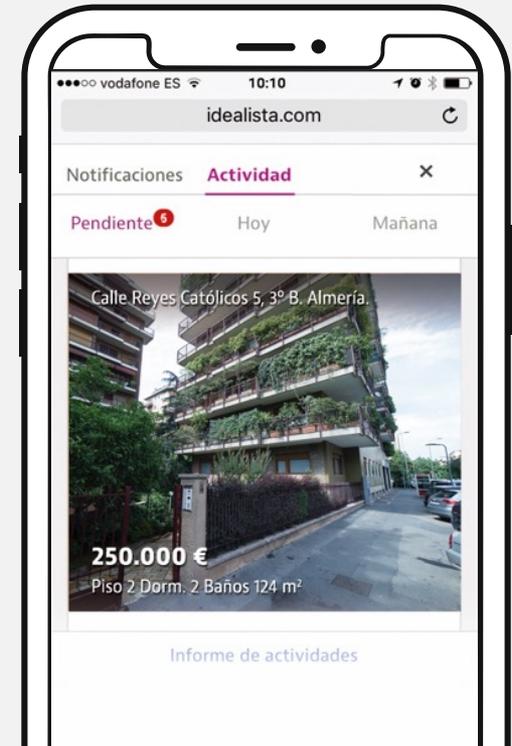
Pisos en Málaga | yaencontre
www.yaencontre.com/venta/pisos/malaga

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

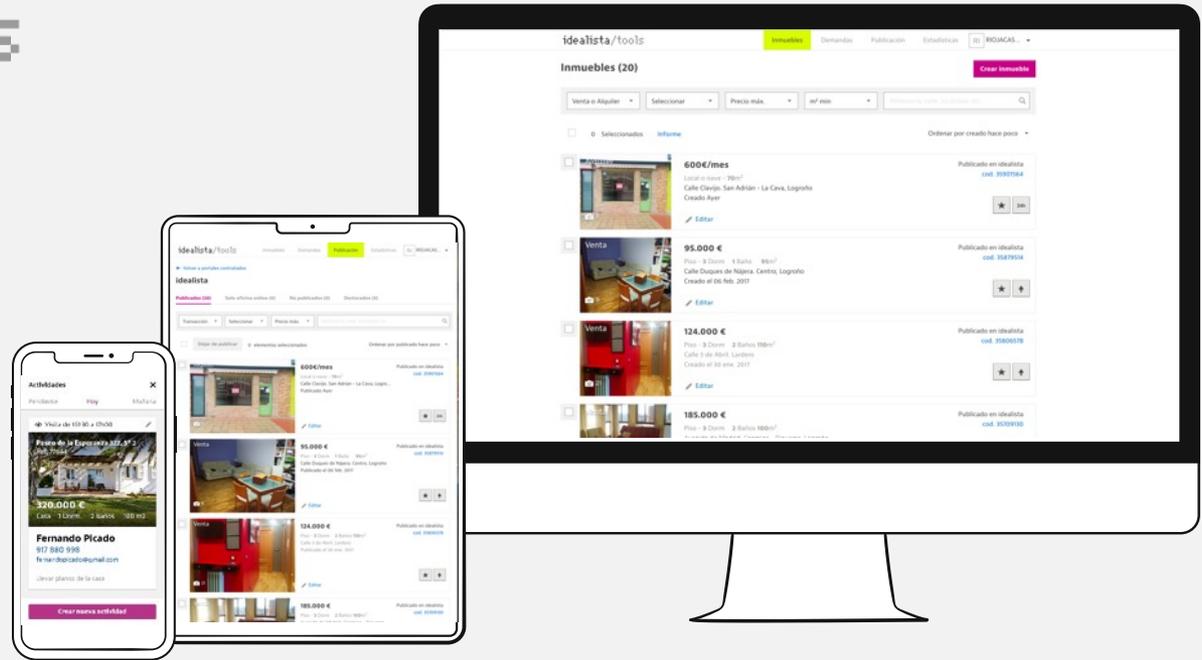
FREE call log

Detailed information about each contact:

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

Real estate software

idealista/tools



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 +.

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.

Virtual Home Staging

- ✓ This feature 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...



Professional 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.



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.

Multimedia

Virtual Tour 360°



- ✓ 360° 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.

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.

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 Matteredtags (hotspots)
- ✓ Navigate with the user and give them control so they can move freely.
- ✓ Maximum positioning in the results lists.

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.

Data

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.



Nota simple

Official document necessary for every sales operation. Get it easily from the land registry. Information about owners, total surface and debts.



Legal property analysis

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

Data

idealista/data



Market research

Analyze 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 Pon tu anuncio gratis Acceso usuarios

idealista > Alicante provincia > L'Alicanti > Alicante / Alacant > Campoamor-Carolinas-Altozano > 69.202 20.893 14.220 2.382

2.382 casas y pisos en Campoamor-Carolinas-Altozano, Alicante / Alacant

Nuevos anuncios en tu email: **Guardar búsqueda** Comprar Alquilar Solo favoritos

Qué buscas: Viviendas Dibujar tu propia zona

Precio: Min Máx

Tamaño: Min Máx

Tipo de vivienda:

- Pisos
- Casas o chalets
- Casas rústicas
- Duplex
- Áticos

Habitaciones:

- 0 habitaciones (estudios)
- 1
- 2
- 3
- 4 habitaciones o más

Baños:

- 1
- 2
- 3 o +

Estado:

- Otra nueva

idealista Pon tu anuncio gratis Acceso usuarios

idealista > Dibujar tu propia zona

7.126 casas y pisos en venta en la zona visible

Nuevos anuncios en tu email: **Guardar búsqueda** Comprar Alquilar Solo favoritos

Qué buscas: Viviendas Marca tu zona de interés pinchando sobre el mapa. X Cancelar

Precio: Min Máx

Tamaño: Min Máx

Tipo de vivienda:

- Pisos
- Casas o chalets
- Casas rústicas
- Duplex
- Áticos

Habitaciones:

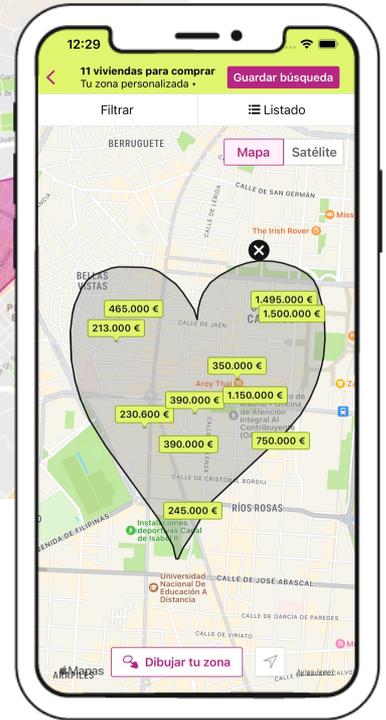
- 0 habitaciones (estudios)
- 1
- 2
- 3
- 4 habitaciones o más

Baños:

- 1
- 2
- 3 o +

Estado:

- Otra nueva



New construction



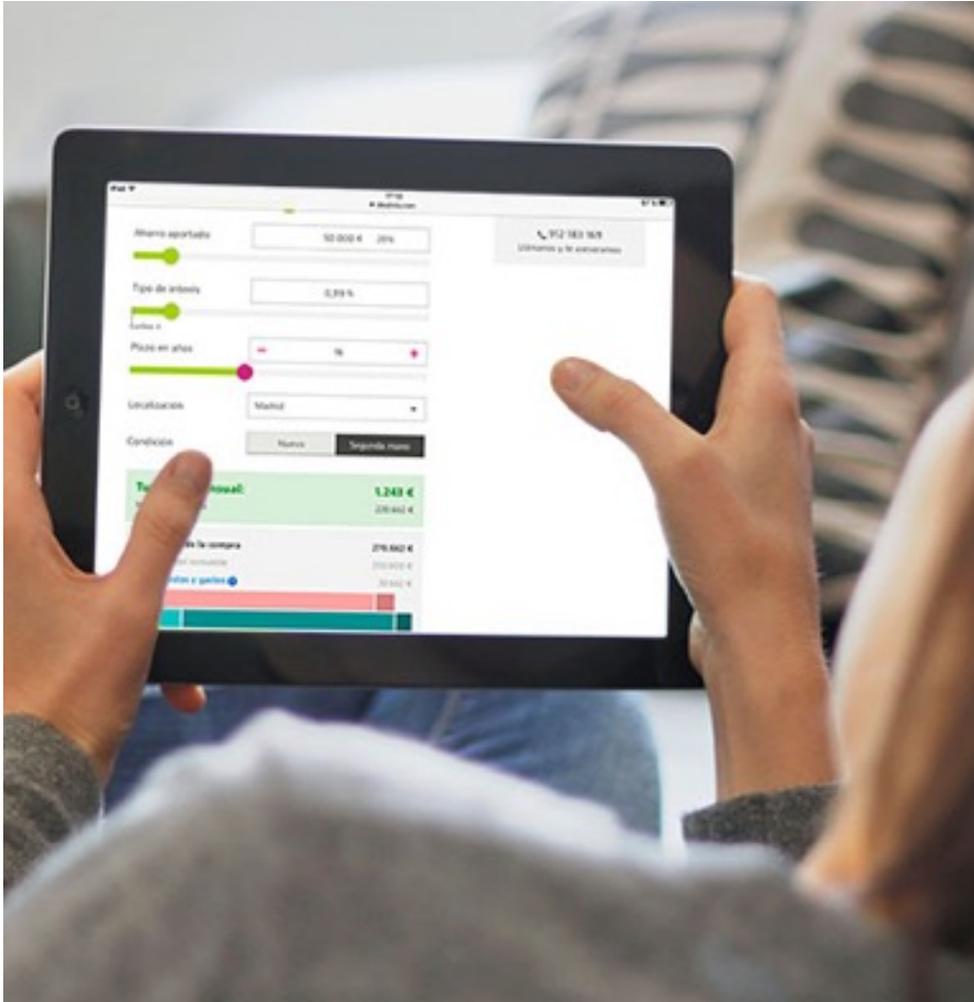
**New construction
and secondhand homes**
Highlight your properties in the
listings.

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.

Mortgages

idealista/hipotecas



Benefit from our mortgage management service and get the best financing conditions for your clients.

Mortgage service for your property

Free service for the client and the real estate agency

Exclusive mortgage brokers

We manage the paperwork to save you time

Conditions negotiated with the banks

We work with more than 20 entities

Bank approvals in 24/48 hours

Online simulator

This feature offers an instant simulation of the breakdown of mortgage payments and expenses.

Mortgage Comparison

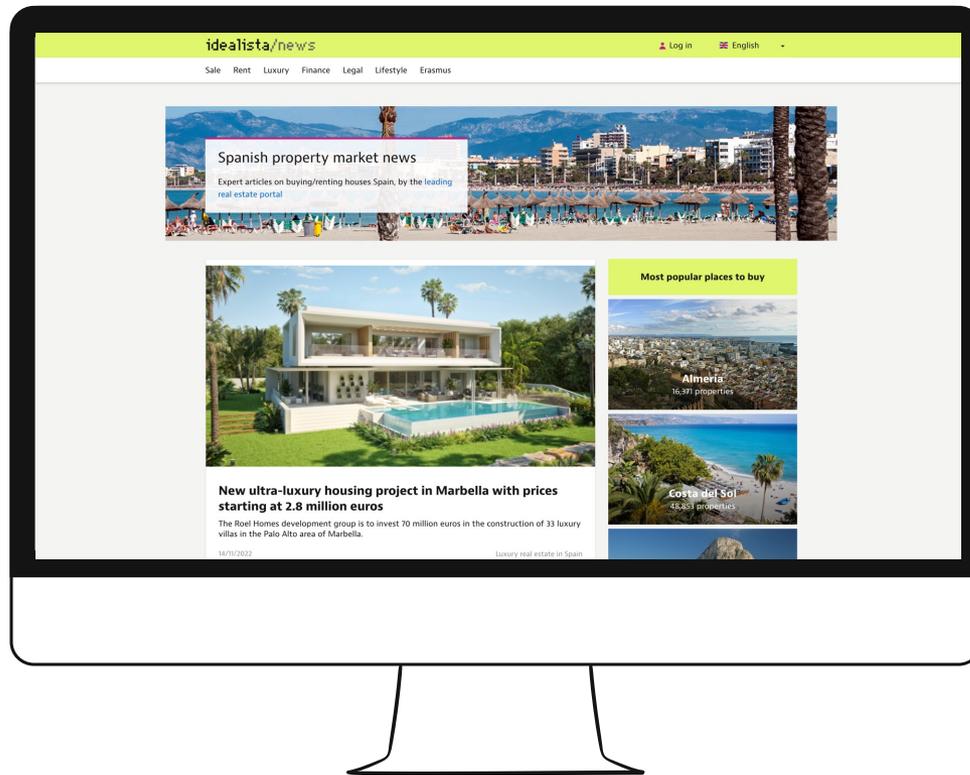
This feature shows a comparison of the best options for your clients in a totally personalised way, detailing the quotas of each one of the options.

You can also find out if clients are granted a pre-approval for their mortgage online and immediately.

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.

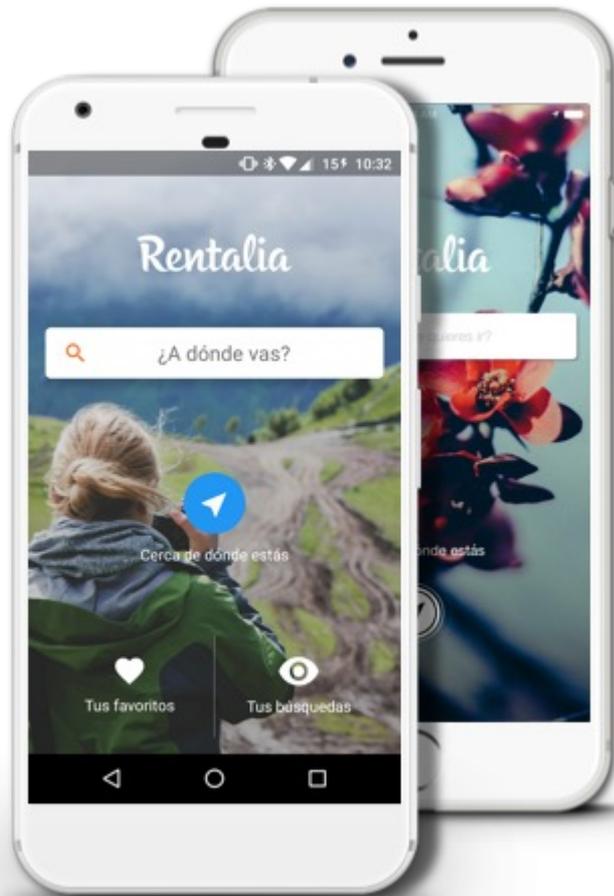
Special reports

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



Courses

Online marketing courses for real estate professionals



2020

177 webinar and more than 13,518 participants

2019

129 ws in more than 81 cities

2018

133 ws in more than 78 cities

2017

233 ws in more than 150 cities

2016

130 ws in more than 100 cities

2015

126 ws and 7,500 participants



idealista

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Madrid

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C.P. 28014

Barcelona

Rambla de Canaletes, 140
C.P. 08002

Málaga

Marqués de Larios, 1
C.P. 29005

Lisboa

Av. Da Liberdade, 249
C.P. 1250-143

Milano

Corso Italia, 3
C.P. 20122