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## **Condo.com uses tech. and partnerships to uncover opportunities**

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Many companies in today's economy, especially in the real estate industry utilize Condo.com. Traffic to the site increased 25% in March, which generated more than 10,000 leads, over 5 million page views and over 60,000 visitor hours on the site.

At the end of 2005, the Miami Herald ran a front-page article announcing the new company, which would revolutionize the way condos are marketed, bought and sold. Condo.com has lived up to this prediction and is now creating a significant impact in a market that sorely needs positive results. When the site launched in January 2006 it had 8,000 property listings on the site. Today Condo.com has over 600,000 listings with inventory valued at \$150 billion.

Condo.com anticipated the unprecedented over-supply of condos in major metropolitan areas within the United States and globally, and the resulting challenges this would impose on real estate developers and unit owners. The company creates liquidity for sellers by attracting condo buyers from around the world that are looking for a superset of all available listings. A review of Condo.com, and the opportunities it brings to the real estate market, gets even the worst real estate skeptics excited. What makes Condo.com so valuable to the real estate industry is its comprehensive database focused solely on multi-family units for sale and for rent on a global basis. This database includes inventory from multiple sources including developers and lending institutions that are traditionally not available to consumer markets.

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