



monetizing property portals in S/SE Asia: how will AI change the game?

PropTech &
PortalWatch
Conference

The Future of
PropTech and
Marketplaces
MARCH 12 - 13

BANGKOK
2025

Online
Marketplaces

european internet ventures.

who I am

Malcolm Myers
>15 years of marketplaces

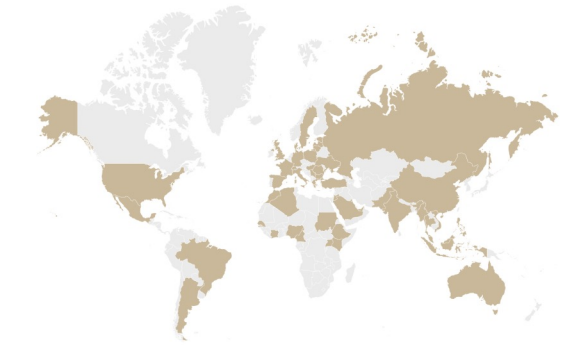
Former head of M&A at Naspers
Former M&A advisor to Scout24
CEO of EIV

what we do

Advisory firm dedicated to
Online classifieds + marketplaces

M&A
Capital raising

where we work



some of our transactions

real estate



idealista



automotive



jobs



horizontals



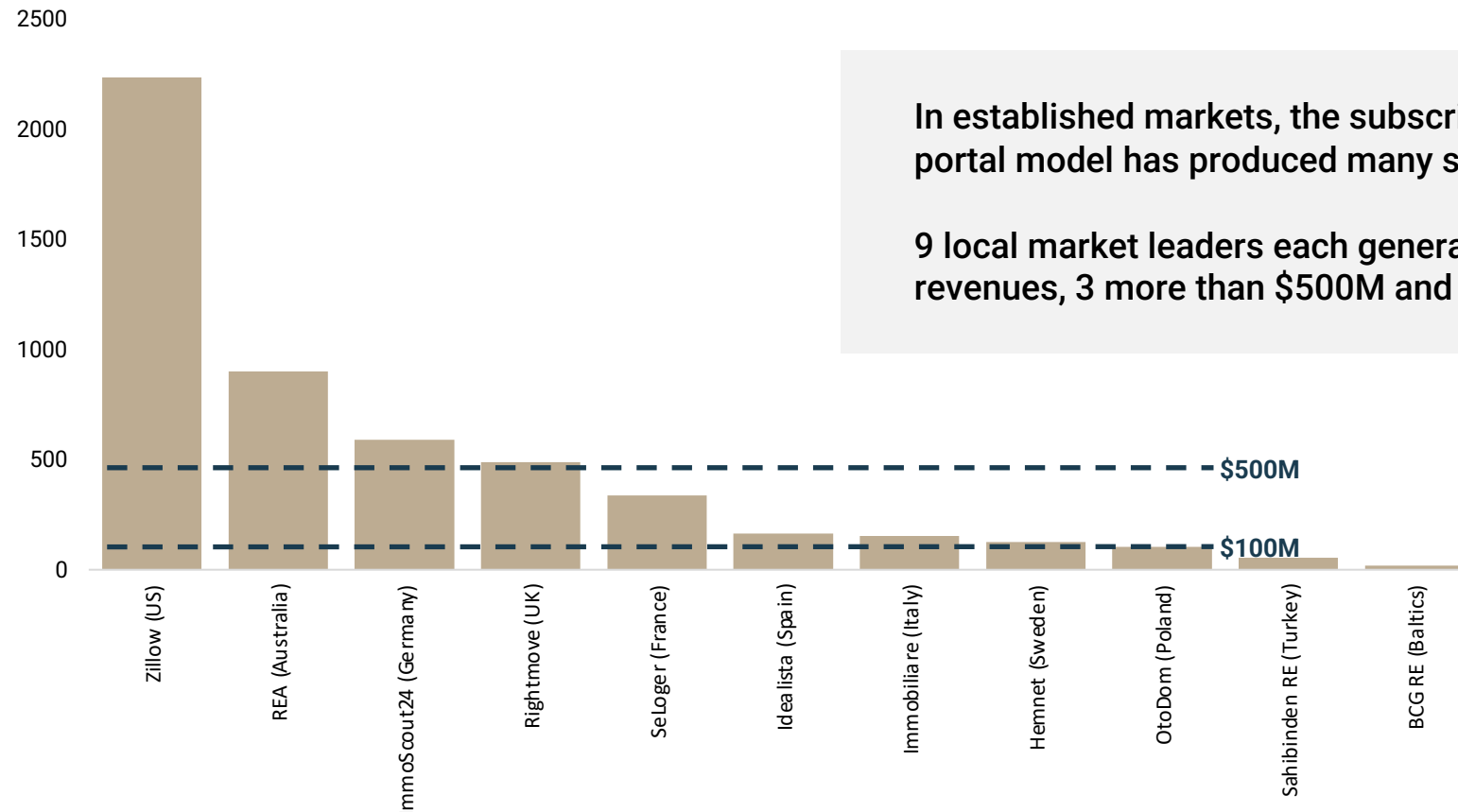
contents

1. Does classifieds work in EM ?
2. Which models will win?
3. How might AI change the game?

1 classifieds in emerging markets.

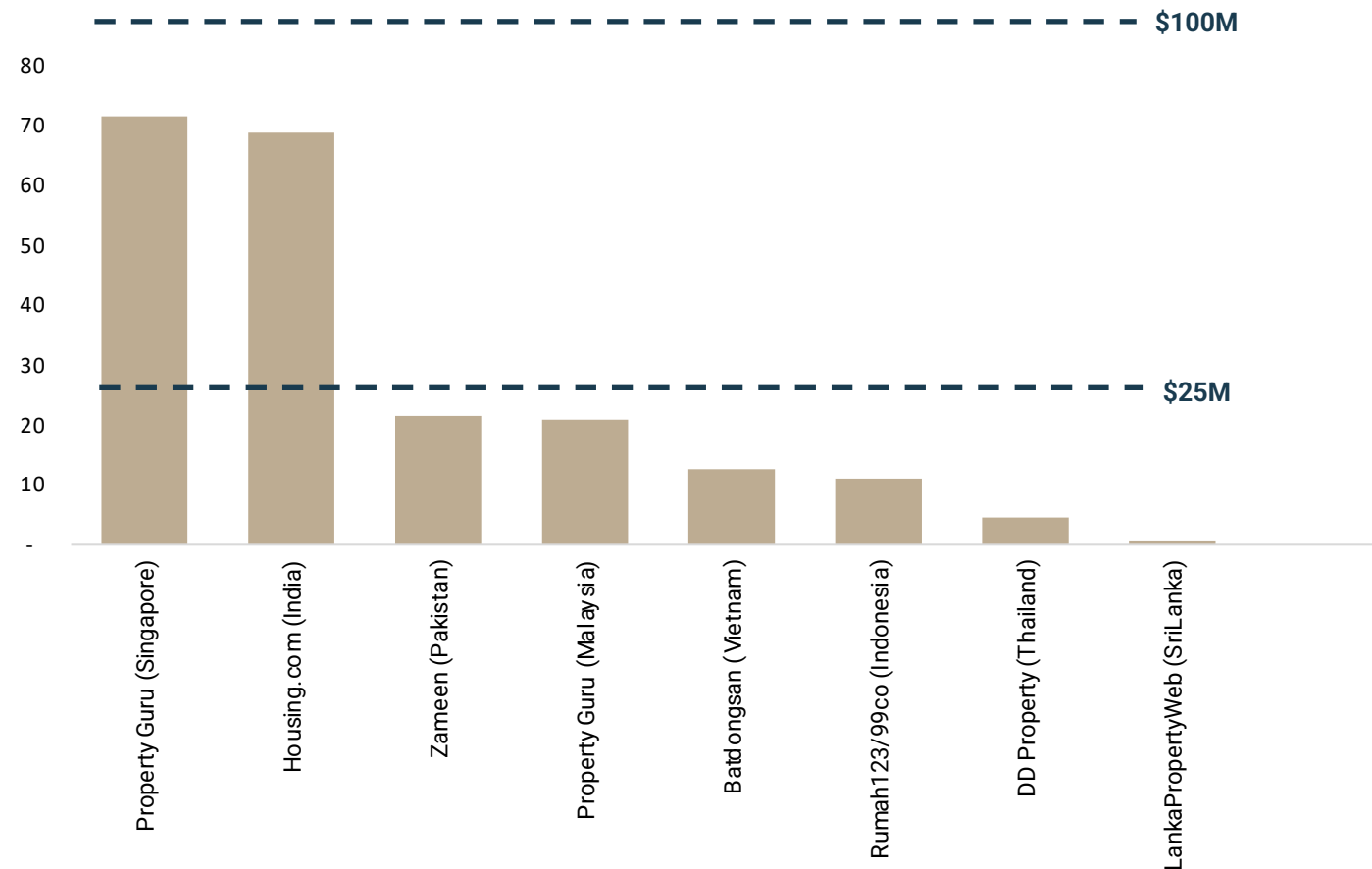
#1 property portals in established markets generate sizeable revenues

EST. 2024 REVENUE PER #1 PROPERTY PORTAL (\$M)



in contrast, no real estate portal in S/SE Asia
has crossed the \$100M line

EST. 2023 REVENUE PER #1 PROPERTY PORTAL (\$M)

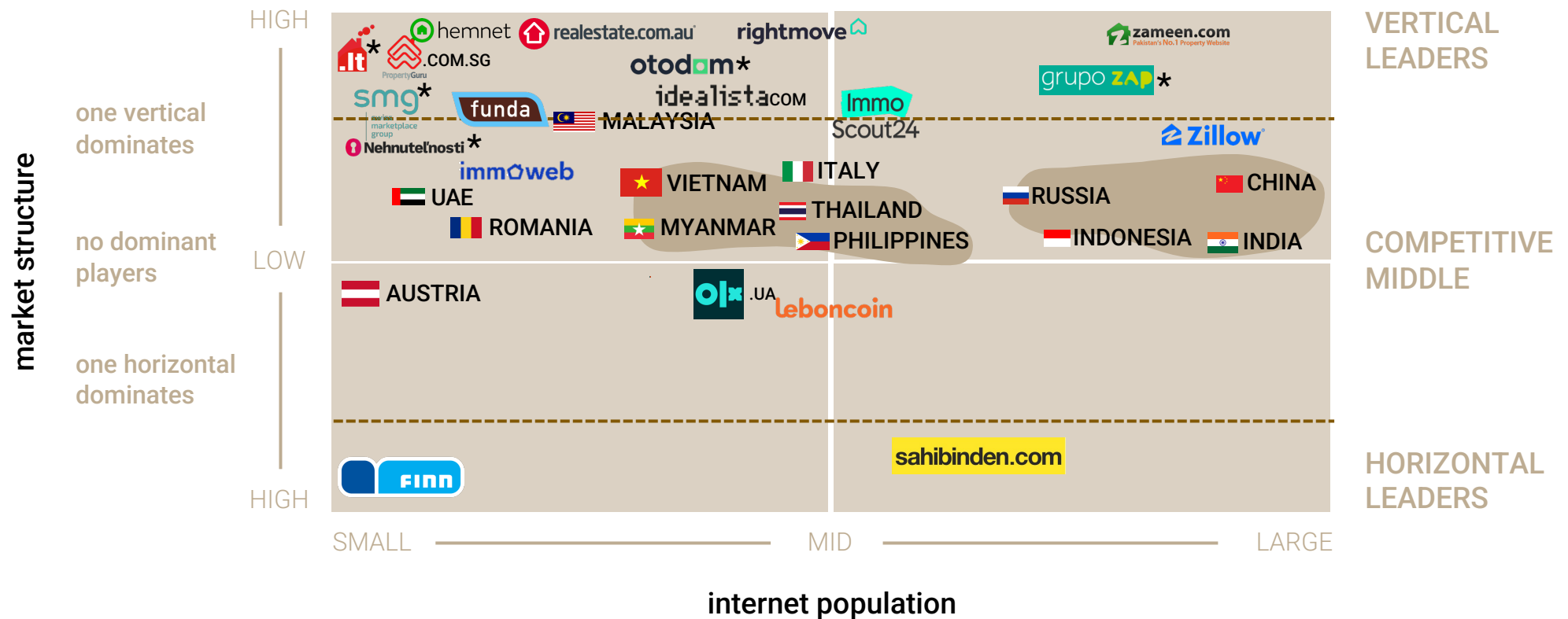


Only 2 #1 portals currently generate
>\$25M in annual revenues

Singapore benefits from a highly
developed economy and equally high
property prices

In India the overall market size is
conducive to producing large portals,
but intense competition holds back
monetization

outside Europe, US, & Australia, the dominant advertising-based portal is the exception, not the rule



the Dominant Advertising Portal (“DAP”) model requires 6 conditions to succeed



Home / Condos / Clementi Park / Upper Bukit Timah / Pinetree Hill / E



Pinetree Hill
The Prelude To A Curated Lifestyle
30 Pine Grove Clementi Park / Upper Bukit Timah (C)
15 mins (1.2 km) from EW22 Dover MRT
New Project: 2027 Condominium

CONDITION

1	#1 property portal is frequented by almost all active and formative property buyers
2	#1 property portal has >3x traffic relative market share over #2
3	Formal market displays annual sales velocity of housing stock >5%
4	>75% of transactions at ASP >\$100k
5	Agencies intermediate >50% sales by value
6	Structured, professional, agency ecosystem keen to promote their individual brands

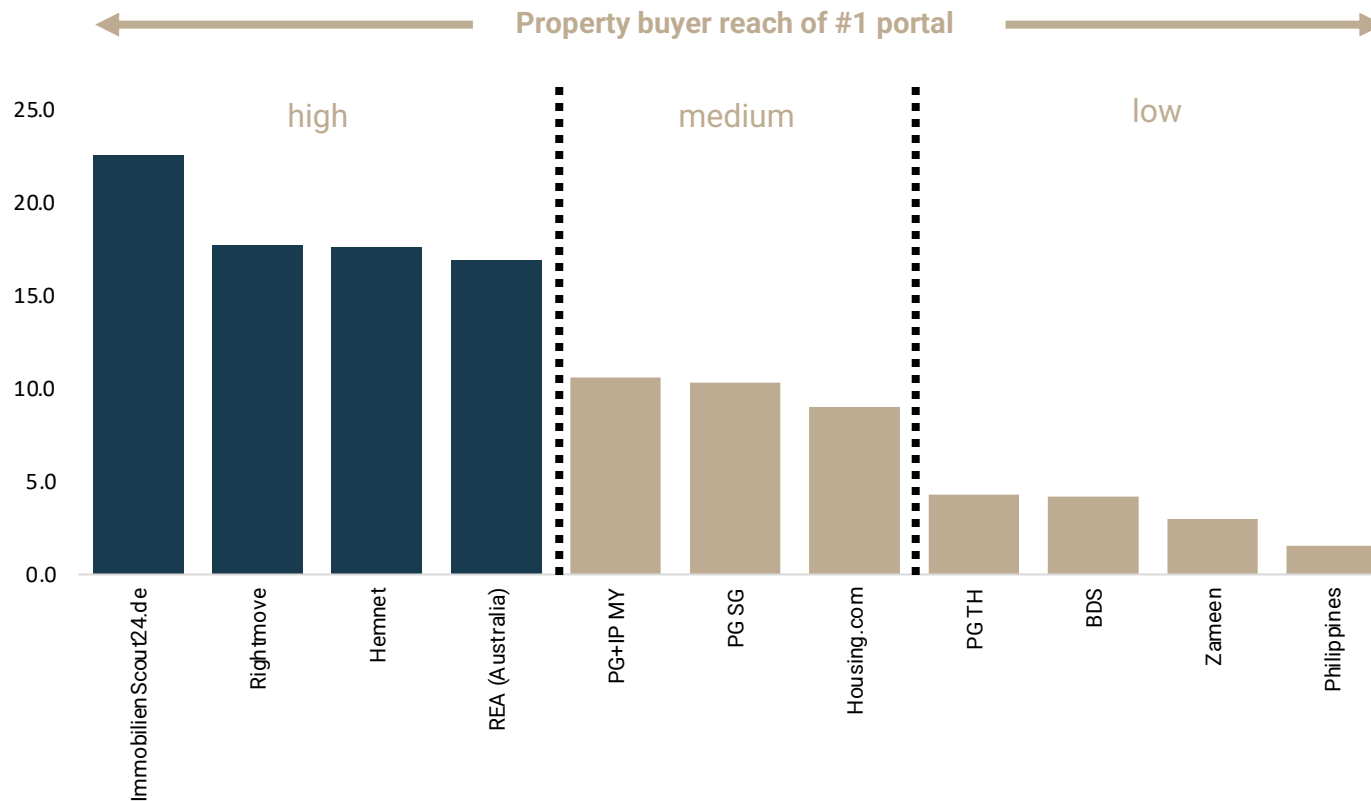
WHY IMPORTANT?

Strategic value to property ecosystem
Pricing power
Market volume
Market value
Agent penetration
Agent readiness to spend on portal

1. Frequented by Most Buyers

#1 property portals in S/SE Asia show medium to low levels of buyer penetration vs. western DAPs

MONTHLY UNIQUE VISITORS OF #1 PORTAL PER HOME SOLD



Every portal listed here is delivering value to buyers, sellers and agents

But the portals to the left have succeeded in regularly engaging virtually every actual and prospective property buyer and seller in the market

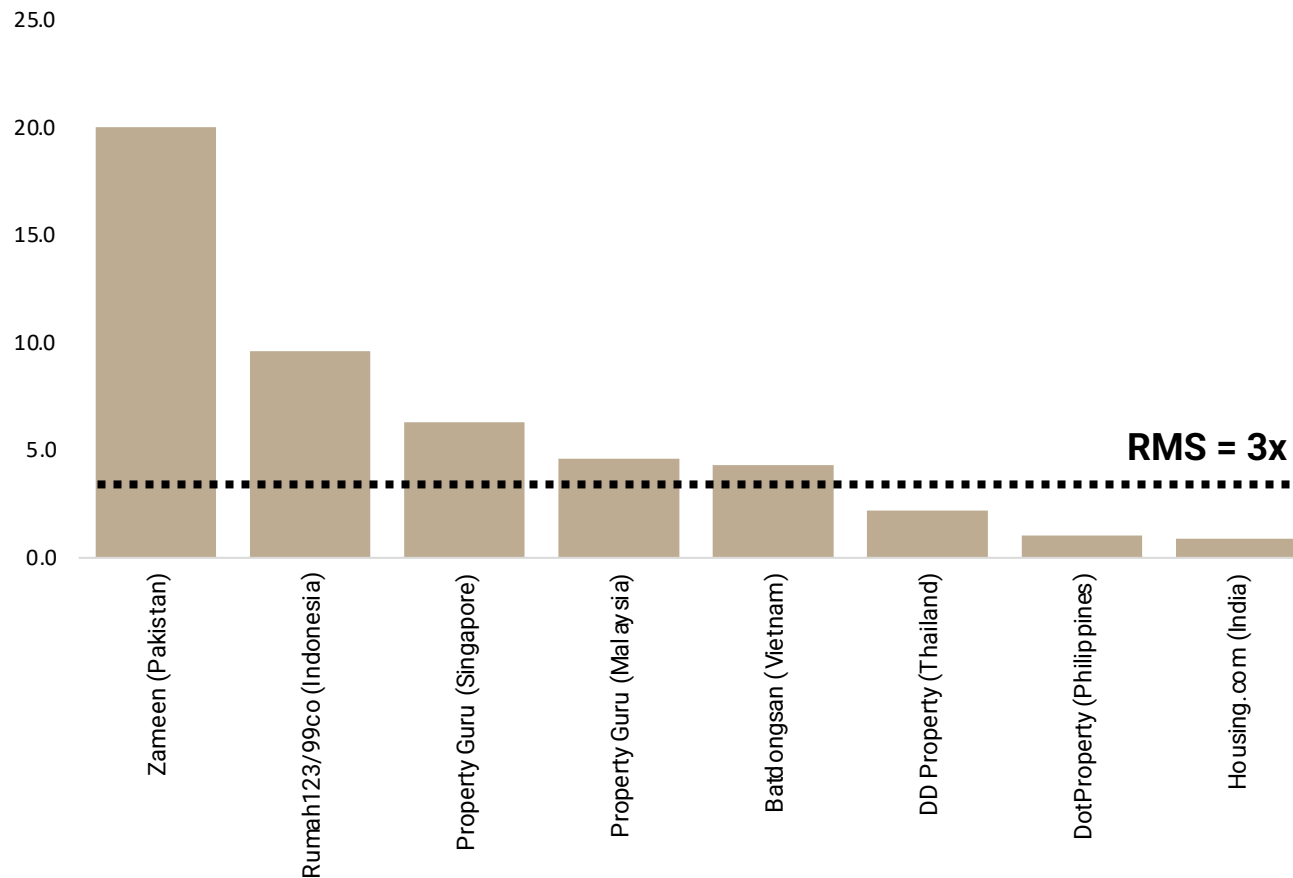
This makes them essential marketing partners for property sellers

No player in S/SE Asia matches the buyer and potential buyer reach of the top western portals

2. Traffic RMS > 3x

3 #1 players in S/SE Asia enjoy powerful traffic RMS

TRAFFIC RMS #PORTALS S/SE ASIA



Zameen, 99co (inc. Rumah123), and Property Guru Singapore stand out in terms of traffic RMS

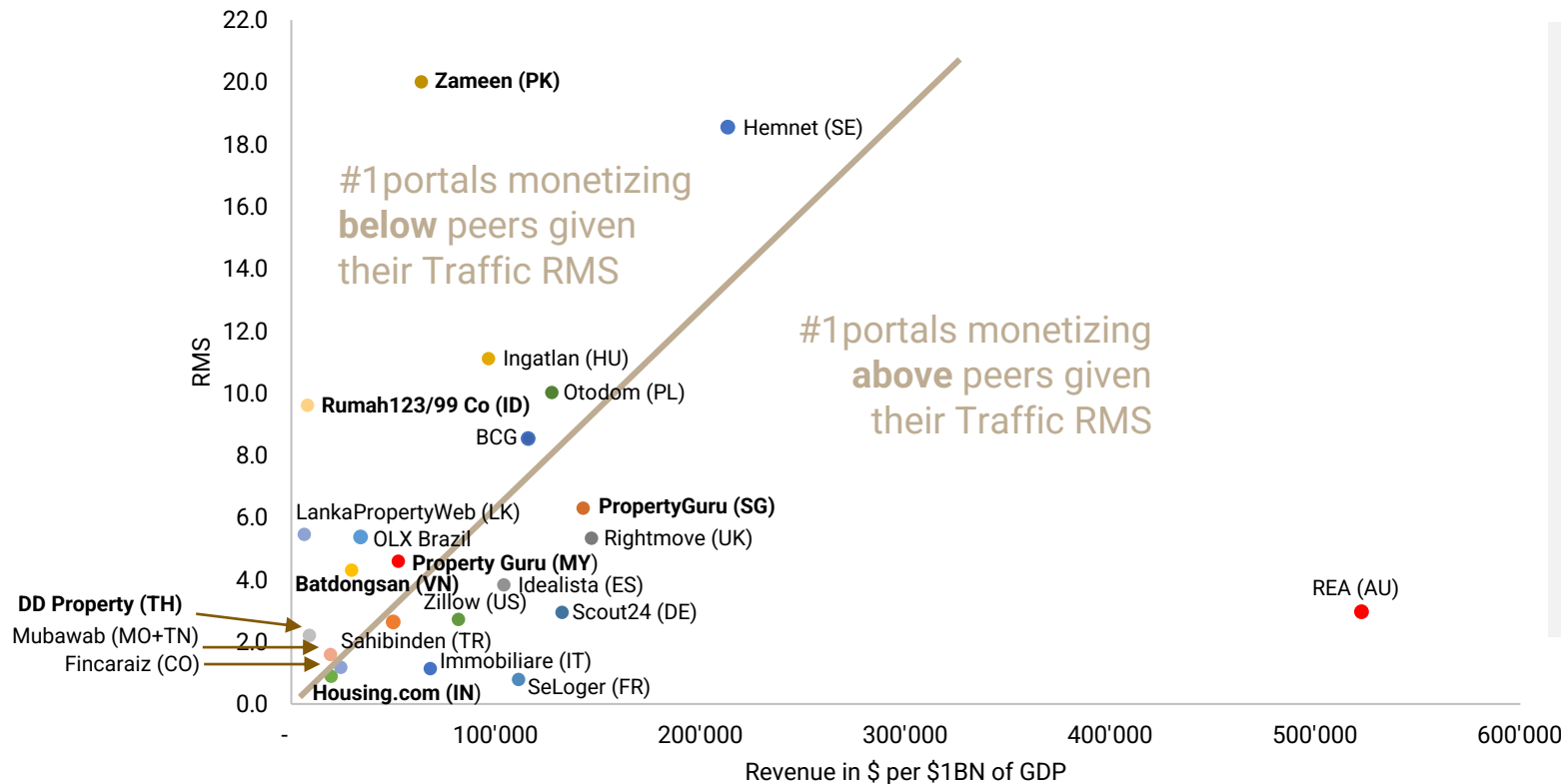
In Malaysia and Vietnam, each #1 enjoys a 4x traffic RMS over the real state sections of their largest horizontal competitors

In Thailand, Philippines and India no #1 player has sufficient traffic RMS to convey pricing power

2. Traffic RMS > 3x

traffic relative market share over the #2 is one key driver of monetization

TRAFFIC RMS VS. EST. REVENUE 2024 OF #1 PROPERTY PORTAL PER \$1B IN GDP



Traffic RMS correlates positively with monetization, with 3x often sufficient to give the #1 pricing power

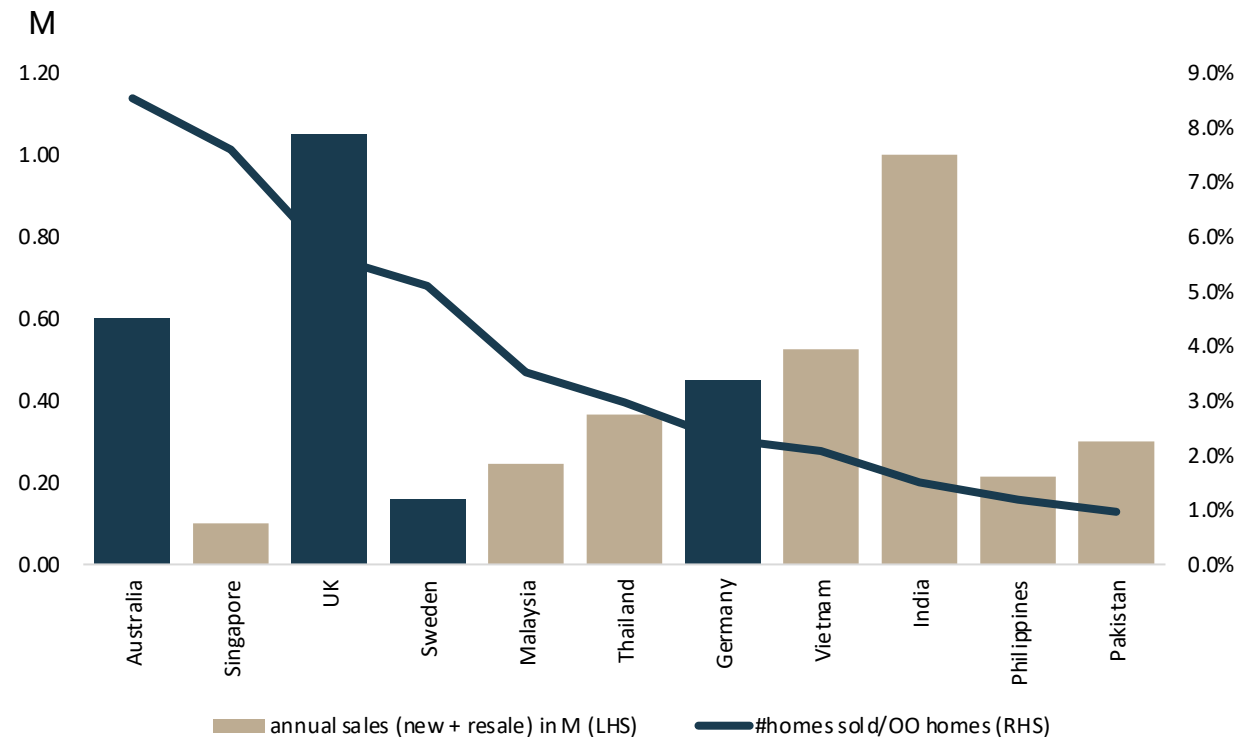
Portals to the right of the line are generating higher levels of revenue (GDP-adjusted) given their traffic relative market share vs. #2 than those to the left of the line

Country-specific factors in many cases are making monetization tougher in the markets to the left of the line

3. Sales Velocity >5%

western markets typically show sales velocity >5%
while in S/SE Asia we often see <2%

NEW + RESALE HOMES SOLD (M) / STOCK OF OO HOMES 2024



Western markets are characterized by high formal market liquidity, with the number of homes sold per year >5% of the owner occupied housing stock in Australia, UK and Sweden

Annual sales in Thailand are helped by strong overseas demand

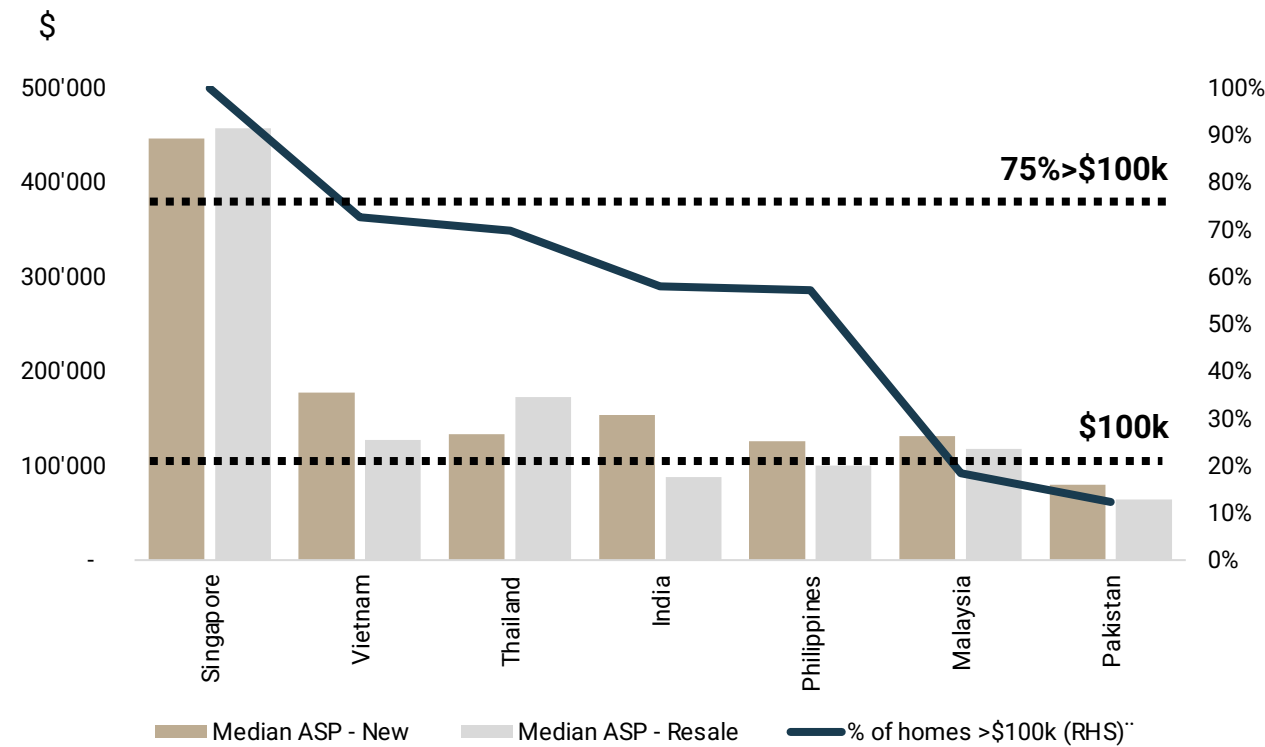
For Vietnam, India, Philippines and Pakistan annual sales (including new developments) account for under 2% of housing stock

A substantial number of transactions are presumably happening informally or «**off market**»

4. >75% Sales @ ASP > \$100k

in 4 of the 7 markets reviewed,
homes selling >\$100k account for <60% of total sales

MEDIAN ASP FOR NEW AND RESALE HOMES IN S/SE ASIA (2024)



In western markets, >90% of properties for sale are priced >\$100k

While Singapore home prices match those of top European cities, for India and Philippines <60% homes are priced above \$100k

For Malaysia and Pakistan it is under 20%

In Vietnam and Thailand ca. 70% homes for sale are >\$100k, reflecting the low share of total homes sold listed on #1 portal

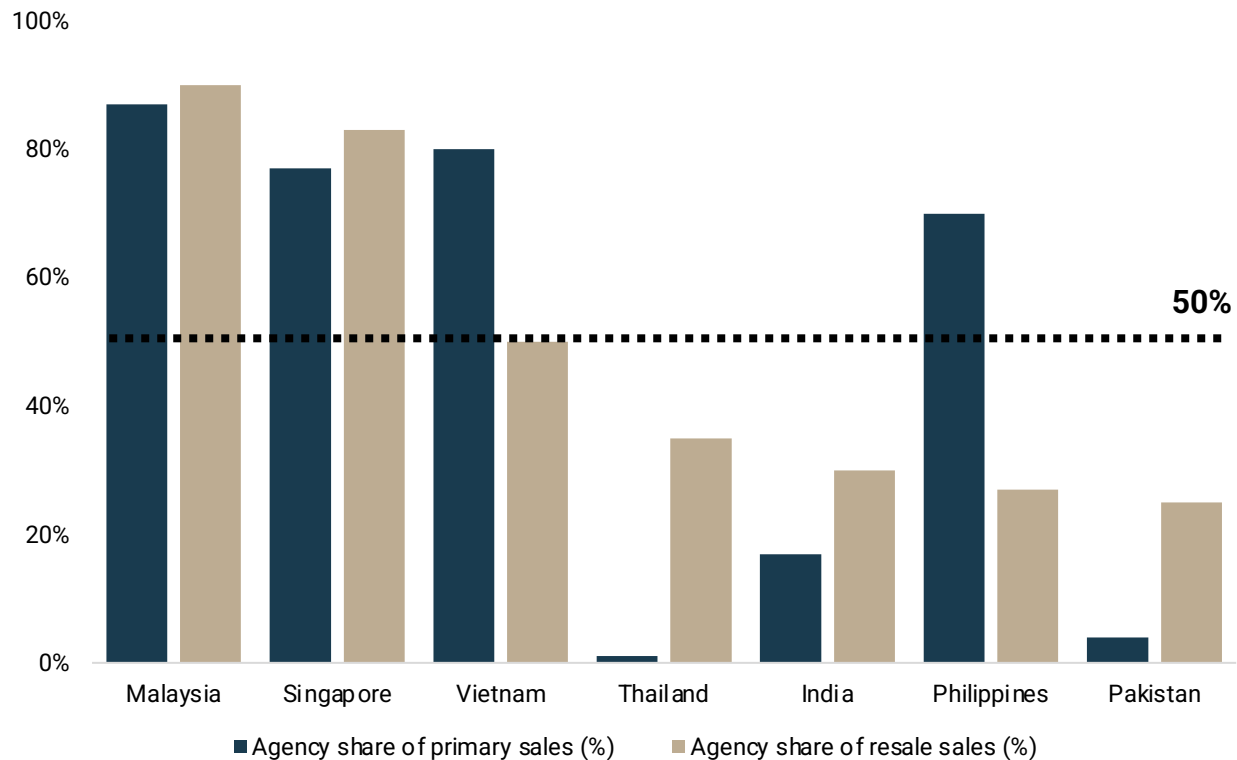
Even at \$80k ASP, a broker is only earning \$1600 per sale

In contrast the average home ASP in UK is \$360k, earning brokers an average \$5,400 per sale

5. Agency Intermediation > 50%

agencies account for under 50% of resale transactions in 5/7 markets, but are key to new sales in 4

Est % TRANSACTIONS WITH AGENTS



In Singapore and Malaysia both new homes sales and resale are largely the exclusive preserve of agencies

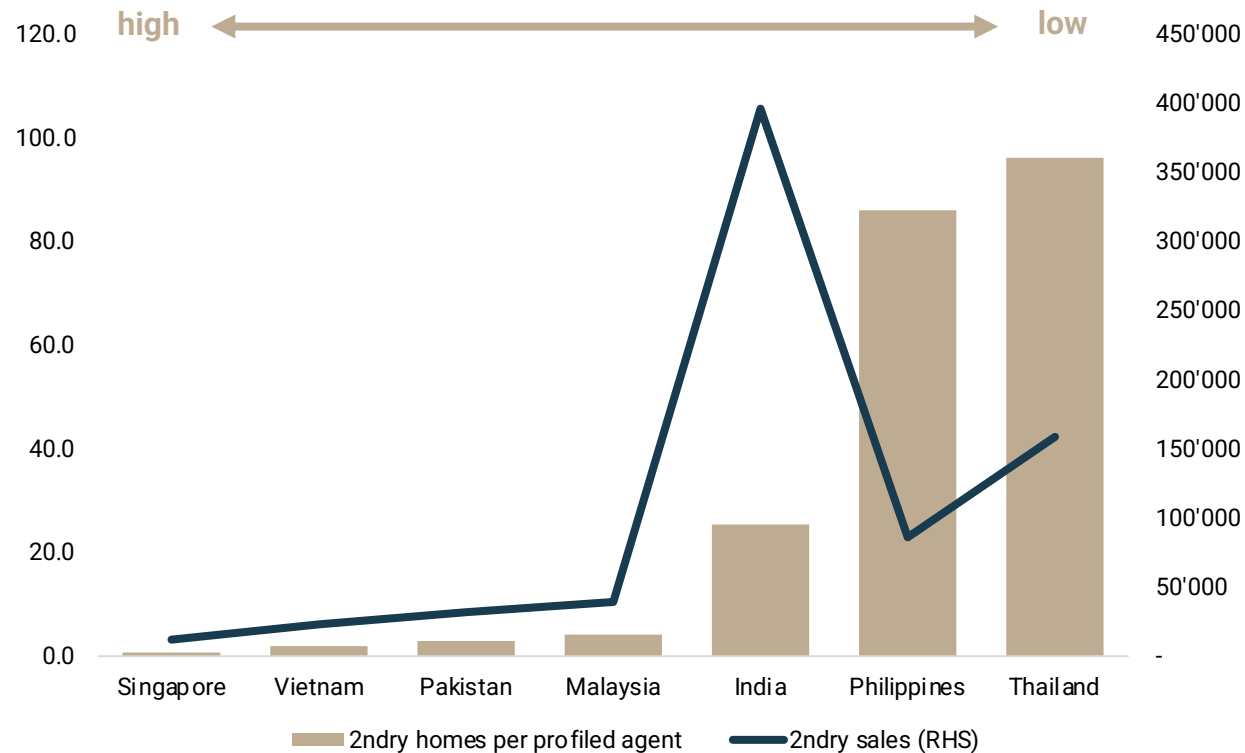
In Vietnam and Philippines, agencies also play a key role in primary sales, while transacting about 50% and 25% of residential resale respectively

In Thailand, India and Pakistan, agencies play a minor role in primary sales,

6. Agent Readiness to Spend

markets with low secondary sales volumes have a lower share of agencies building profiles on #1 portal

AGENCY MARKETING INTENSITY #1 PORTAL



Key to monetization in the ADP model is that agencies spend to promote their profiles on the leading portal

The bars show how many profiled agencies there are on #1 portal per secondary home sold in the market

In Singapore, the number of profile agencies exceeds the number of secondary homes sold

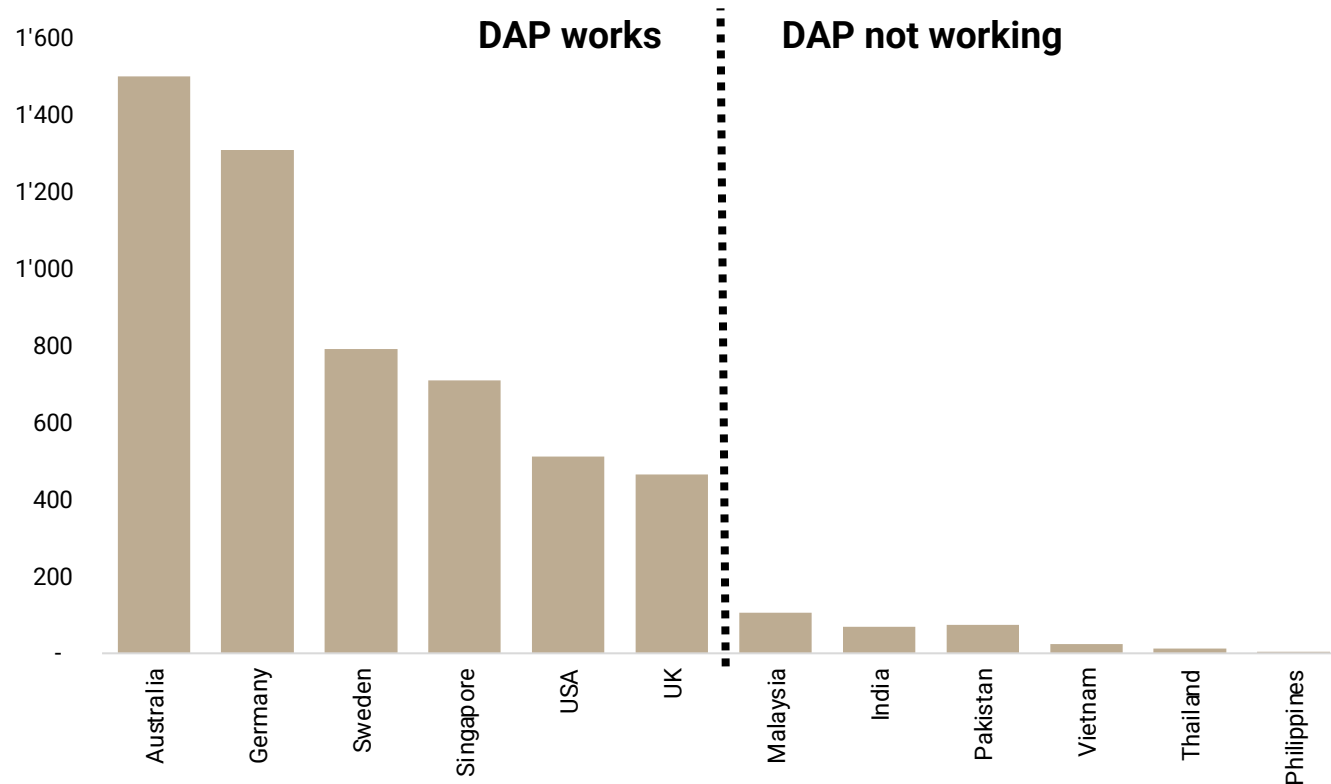
At the other extreme in Thailand there is only one agency profile per 100 secondary sales

only SG fulfills all the criteria for DAP

DAP CRITERIA	#1 PROPERTY PORTAL						
	SG	MY	INDIA	PK	VN	TH	PH
1. Relevance to Buyers							
2. Traffic RMS							
3. Sales Velocity							
4. Sold home ASP							
5. Agency intermediation level							
6. Agency readiness to spend							

revenue per sold home illustrates where DAP model is working

2024 REVENUE PER SOLD HOME ON #1 PROPERTY PORTAL (\$)

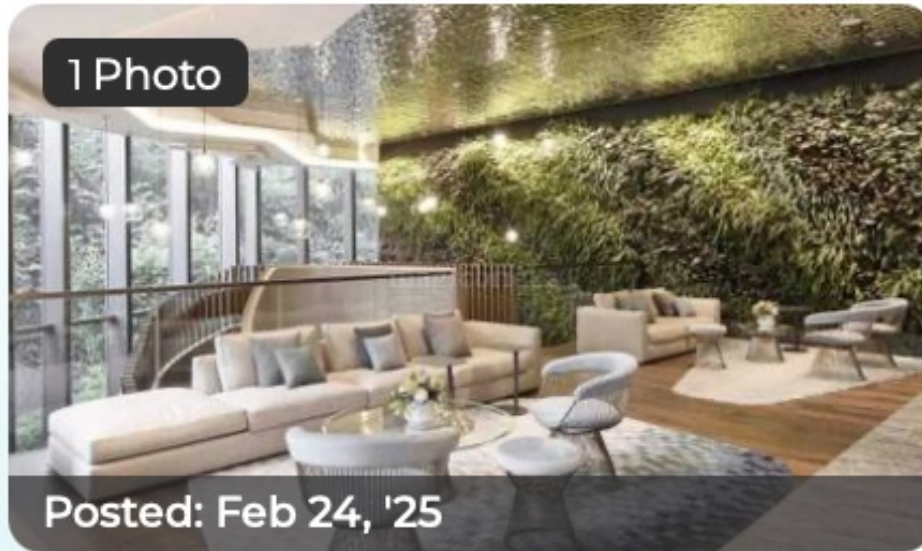


The #1 portals of the countries to the left of the dotted line generate >\$400 per home sold in their overall markets

In contrast, to the right of the line, the best performer Malaysia generates \$100 per home sold, while in the Philippines we estimate just \$5 is generated

2 which models will win?

strategic options for portals in S/SE Asia



Agent Hero Realtor

1000+ Buyers Served

[Know More](#)

DAP STRATEGIES

1. Merge / acquire to raise RMS and pricing power
2. Monetize agencies via PPC/PPL/PPA
3. Excel at developer marketing
4. Expand into fintech and other ancillaries

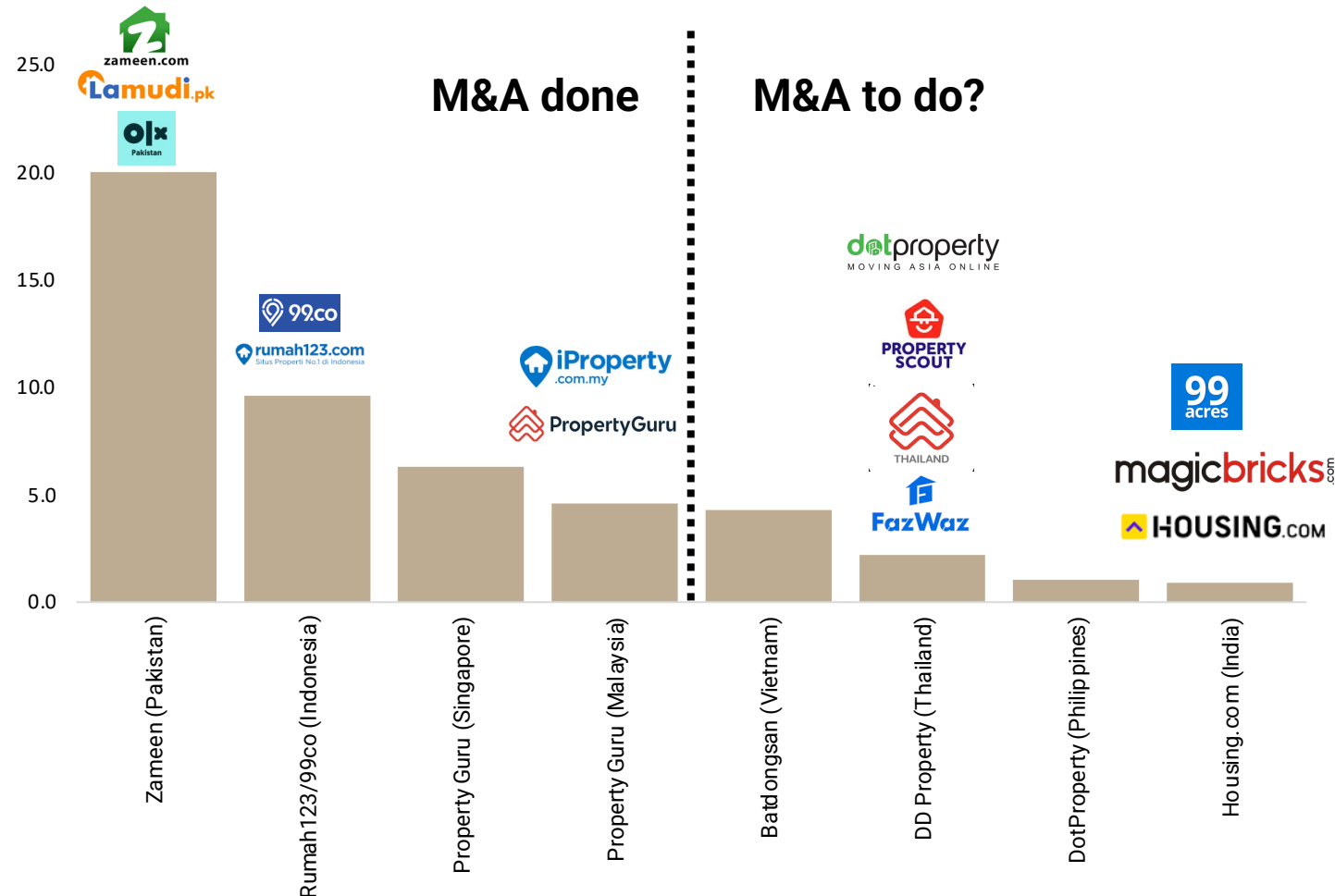
NON-DAP STRATEGIES

1. Sell new units for developers
2. Facilitate agency transactions
3. Facilitate FSBO transactions

DAP Option 1: M&A

merge to win?

TRAFFIC RMS #PORTALS S/SE ASIA



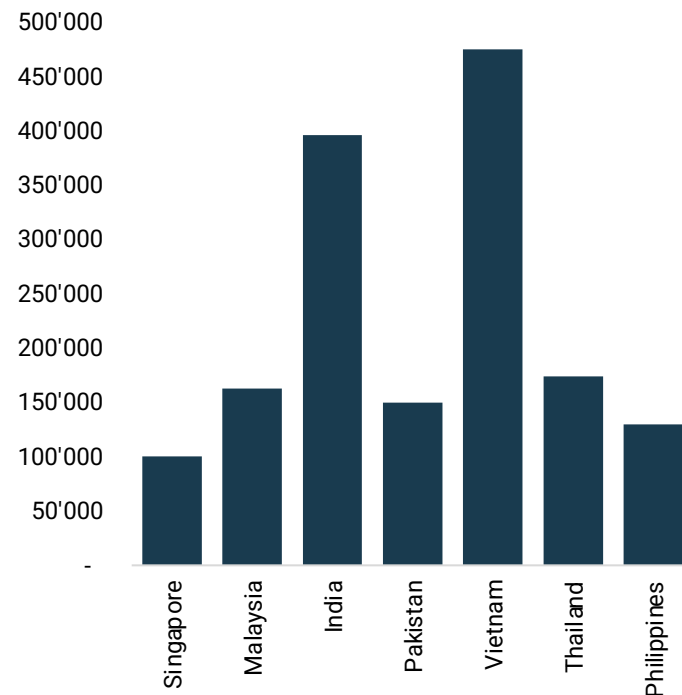
99.co and PropertyGuru have raised traffic RMS and pricing power from their acquisitions of Rumah123 and iProperty (MY) respectively

In India it would be necessary to combine 3 players to get to a traffic RMS of 3x, although regional areas of strength might already follow from a 2-way merger

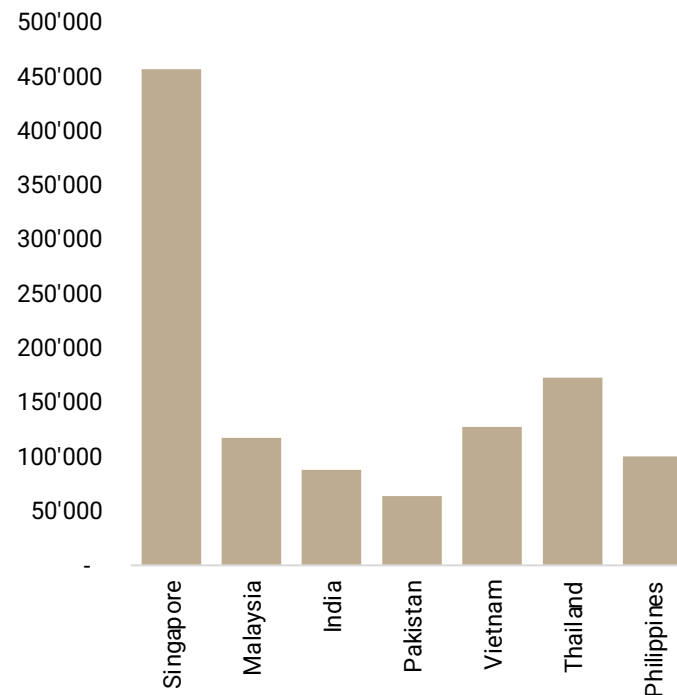
Dotproperty and Fazwaz are already part of the same group; combining with DDproperty provides the clearest path to an RMS >5x

secondary commissions pot not yet material

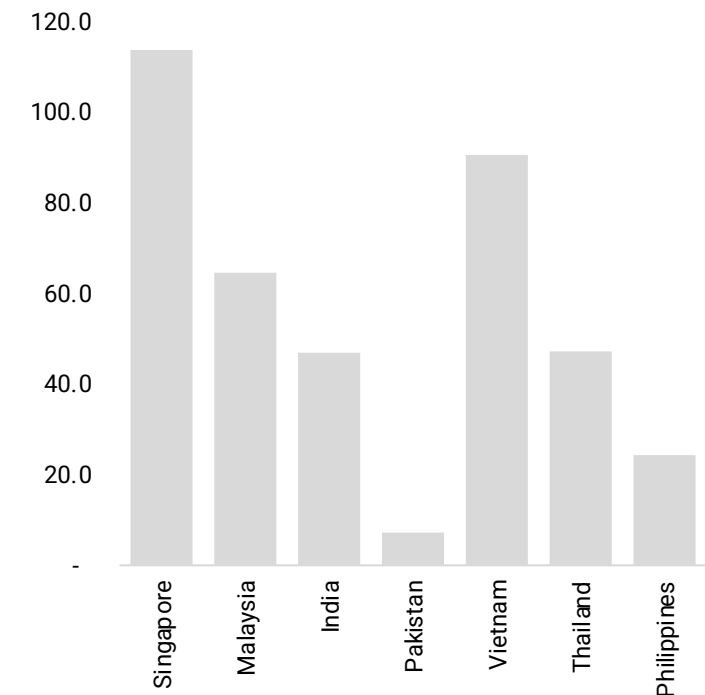
SECONDARY SALES UNITS 2024



SECONDARY SALES ASP (\$)



15% OF COMMISSION POT (\$M)

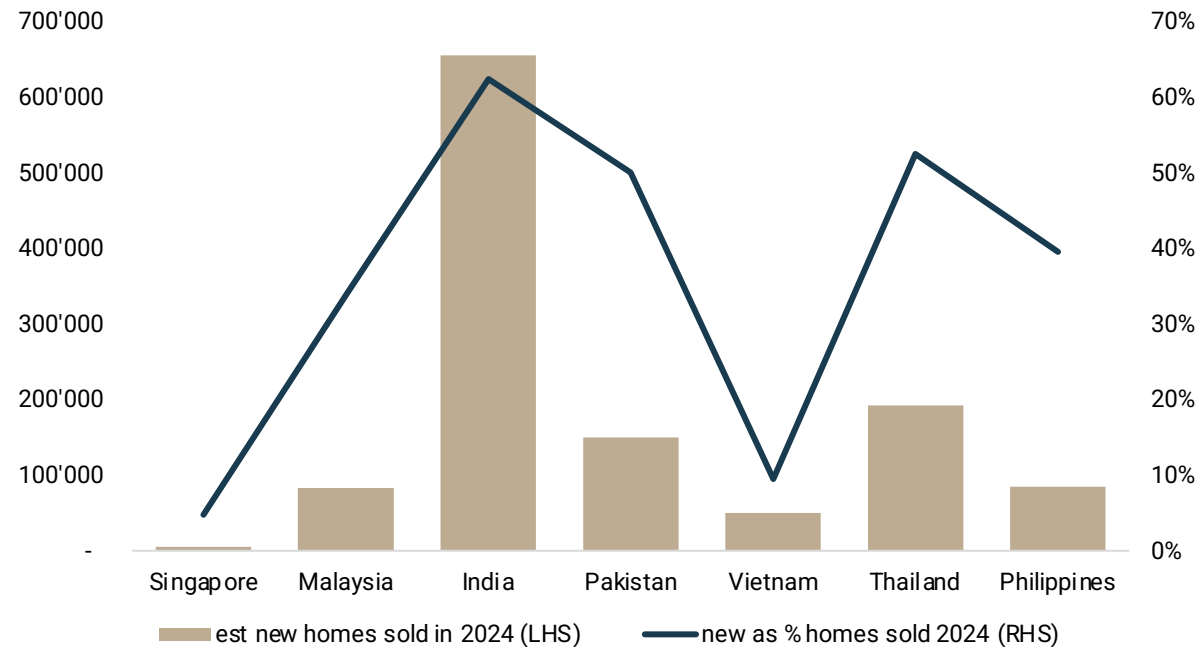


Businesses reliant upon secondary sales will fail to reach materiality outside of Singapore and potentially Vietnam

DAP Option 3: Developer Marketing

while sales volumes look attractive, property developers are not natural portal customers

SECONDARY SALES UNITS 2024



Developers have something physical to sell (not just a listing)

See the development itself, plus signage and posters as its natural marketing channel

Can create their own visually engaging materials

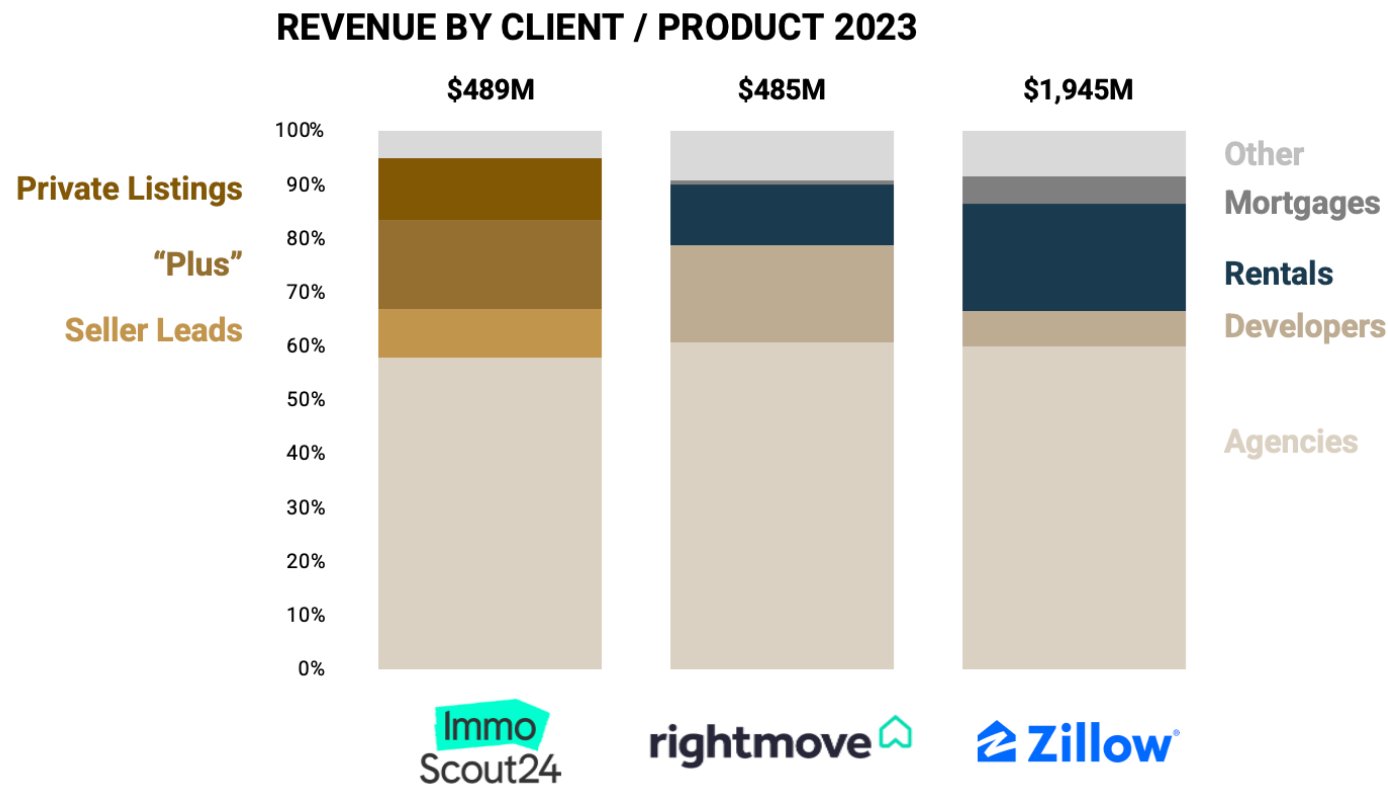
Heavy users of social

Not always educated about quality of lead over lead volume

Many one project only developers require educating each time

DAP Option 4: Fintech

can fintech fix it?



3 of the world's most successful DAPs have failed to generate meaningful revenues from home loans / mortgages

DAP model makes it tough to know when a buyer is about to need finance since the buyer is often less active on portal as he/she gets closer to buying

Platforms which are involved in the real estate transaction are better placed to win a cut of finance revenues

We see this in automotive where Carvana is able to sell a finance product to ca. 80% of its buyers

Non-DAP Options 1-3

moving from ad-focused to a transactional platform
offers the prospect of higher CM3 per listing

1. NEW DEVELOPMENT FOCUS



2. COMMISSION-SHARING 2NDRY



3. FSB0


MONETIZATION
MODEL

2 Models :

Hybrid with existing properties also listed on subscription / commission basis
Pure commission with employed team of inhouse agents who sell new properties to end buyers for a commission often on an exclusive basis

2 Models :

Hybrid with some costs to list, plus a success fee
Pure commission with no cost to list
Developers are present as subscribers and/or as commission payers

Provide property owners with marketing and admin tools to allow them to sell without an agent
NoBroker is free to list and commission free, so monetization is from promotional marketing

MONETIZATION
EFFECTIVENESS

10% of unit sale price to portal =
\$10k per \$100k unit
In-house sales team costs

25%-50% commission to portal = **\$750-\$1500** per sale (ASP \$100k)
in-house sales team

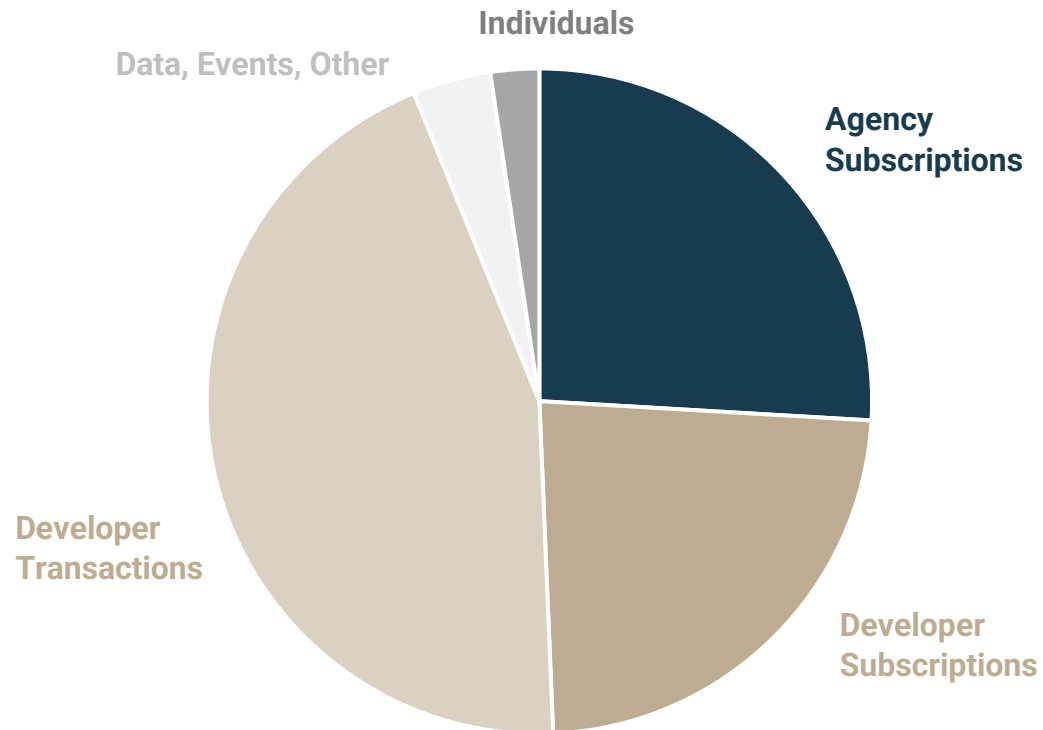
Freemium + ancillaries is a tough model to build \$100M in revenues; sales commission more effective

WORKS BEST
WHEN

Portal generates high direct and SEO traffic e.g. from free resale listings
Exclusive, quality inventory
Tech stack automates all admin

Mubawab- a blueprint for emerging markets?

2024 REVENUE SPLIT MOROCCO



Market Data (Morocco)

250k transactions per year
 125k new developments - 50k at \$60k ASP
 4,500 agencies of which 50% >50 listings per year

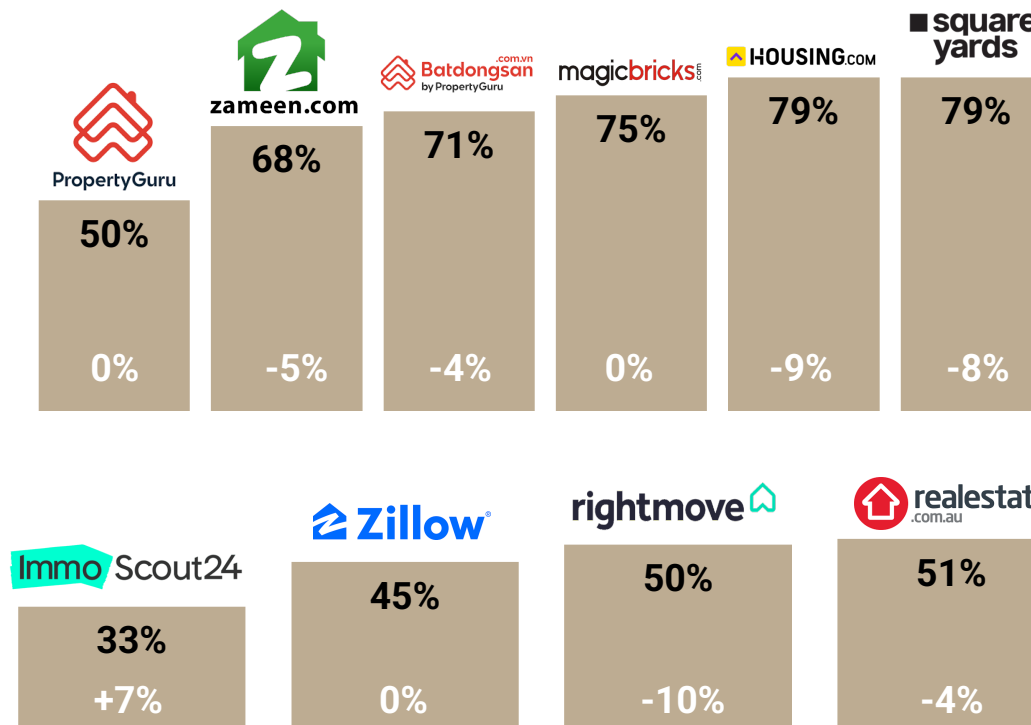
Revenue Model

Subscriptions for agencies
 Subscriptions for developers
 Commissioned sales of new developments

3 how does AI change the game?

organic search is a major source of traffic to classifieds verticals

ORGANIC VISITS SHARE OF TOTAL WEB VISITS



Some portals are holding on to their SEO traffic
Most are seeing declines

status March 2024

12M change to March 2025

status March 2024

12M change to March 2025

agentic search- the query

I'm looking to rent a condo near Singapore CBD from 1st May with 2 bedrooms and a great view. Can pay up to 10,000 SGD per month

Thanks for sharing your budget and key requirements! To refine the search further, could you please specify:

- Preferred districts or neighborhoods within or near the CBD (e.g., Marina Bay, Tanjong Pagar, River Valley, etc.)?
- Minimum unit size or square footage (if important)?
- Furnished or unfurnished?
- Any specific condo facilities or amenities you prefer (e.g., pool, gym, concierge, etc.)?
- Lease duration (e.g., 1 year, 2 years)?

Let me know these details, and I'll find the best options for you!

Got it! I will find furnished 2-bedroom condos or serviced apartments near Marina Bay MRT, available from May 1st, with at least 80 sqm, a balcony, and a great view. I'll prioritize high-floor units with a gym and a lease term of at least 1 year within your budget of up to 10,000 SGD per month. I will get back to you with the best available options shortly!

🌀 Hmm, I'm thinking through serviced apartments like Aurealis Serviced Residence. The cost is likely around \$7-9k, and the website is scant on details.

📄 Read thesqua.re

🌀 Assessing Marina Bay Residences at \$7,783 and The Sail at \$7,800 or \$8,300 for listing. Considering variety and immediate availability. Contacting MetroResidences for specific details.

📄 Read metroresidences.com

Starting research

Evaluating cost efficiency

27 sources

27 sources

agentic search- result 1

Got it! I will find furnished 2-bedroom condos or serviced apartments near Marina Bay MRT, available from May 1st, with at least 80 sqm, a balcony, and a great view. I'll prioritize high-floor units with a gym and a lease term of at least 1 year within your budget of up to 10,000 SGD per month. I will get back to you with the best available options shortly!



1. Aurealis Serviced Residences @ The Sail (Marina Bay)

- Location:** The Sail @ Marina Bay, 2 Marina Boulevard – a 5-star serviced residence in the heart of Marina Bay, directly adjacent to Marina Bay and Downtown MRT stations
PORTLANDBROWN.COM
- Unit Details:** Spacious 2-bedroom serviced apartments (approx. 83–85 m²/883–900 sqft) on high floors with balconies offering panoramic views of the Marina Bay waterfront and city skyline JOHNKOH.COM. Apartments are fully furnished with well-defined living and dining areas and a fully equipped kitchen (full-size fridge, oven, microwave, washer-dryer, etc.)
PORTLANDBROWN.COM. High-speed Wi-Fi and even a personal printer are provided for convenience
PORTLANDBROWN.COM
- Amenities:** Residents enjoy hotel-style facilities – including an infinity swimming pool, sky terraces, and a full gymnasium on-site JOHNKOH.COM PORTLANDBROWN.COM. Housekeeping services are provided as part of the serviced residence offering, making it a hassle-free option for long stays.
- Availability & Lease:** Units are available starting May 1 (minimum stay 3 months, with 1-year or longer leases welcome). This residence specializes in long-term corporate stays, so a 1-year lease can be accommodated.
- Rental Price:** Approximately S\$7,000 – S\$9,000 per month for a 2-bedroom, depending on unit size, floor level and view MARINABAYRESIDENCES.COM. (For example, a high-floor 2BR ~883 sqft unit with bay views is offered around S\$8,300/month JOHNKOH.COM.) Rates are within the S\$10K budget and often inclusive of utilities and services – confirm exact pricing upon inquiry.
- Contact:** Aurealis Serviced Residence – Phone +65 6509 0100, WhatsApp +65 8113 9818, Email AUREALISGROUP.COM AUREALISGROUP.COM. (Enquire for unit availability and to arrange viewings or bookings.)

agentic search- result 2a

Got it! I will find furnished 2-bedroom condos or serviced apartments near Marina Bay MRT, available from May 1st, with at least 80 sqm, a balcony, and a great view. I'll prioritize high-floor units with a gym and a lease term of at least 1 year within your budget of up to 10,000 SGD per month. I will get back to you with the best available options shortly!



2. The Sail @ Marina Bay – High-Floor Condo Units

- **Location:** The Sail @ Marina Bay, 2 Marina Boulevard – an iconic **waterfront condominium** connected via underground link to Downtown MRT and a few minutes' walk from Marina Bay MRT. It's in the Downtown Core next to Marina Bay Financial Centre and One Raffles Quay, extremely convenient for work and leisure PORTLANDBROWN.COM.
- **Unit Details:** **Furnished 2-bedroom condos** (~83–84 m², or 900 sqft) on **super high floors** with **balconies**. These units feature floor-to-ceiling windows and **unblocked bay/sea views** of Marina Bay and the skyline JOHNKOH.COM. Layout includes 2 bedrooms and 2 bathrooms; many units are modernly decorated and equipped with full kitchens and washer/dryer.
- **Amenities:** The Sail offers **world-class condo facilities** JOHNKOH.COM – a 50m infinity pool overlooking the bay, jacuzzi, expansive gym, sky lounge, function rooms, BBQ pits, and even sky gardens for residents. There is 24-hour security and an exclusive lobby with concierge.
- **Availability & Lease:** Several 2BR units are **coming available by May 1** (or immediately). Landlords typically prefer **12-month or 24-month leases**. For example, a “*super high floor 2-bedroom (900 sqft) with panoramic Marina Bay view*” is currently available and move-in ready SRX.COM.SG SRX.COM.SG.
- **Rental Price:** **Around S\$7,300 – S\$8,300 per month** for 2-bedroom units in this development, depending on the floor and view. Recent listings include high-floor 2BR units at **S\$7,400/month (884 sqft)** and **S\$8,300/month (900 sqft)**, both fully furnished and with fantastic bay views SRX.COM.SG SRX.COM.SG. (These examples fall well within your S\$10K budget.)
- **Contact:** For the *Sail @ Marina Bay* condo units, you can inquire with the respective property agents. **Example:** Jasmine Wong (mobile **+65 9185 5383**) or Brandon Tee (**+65 9627 5675**) are handling a S\$7.8K/month high-floor 2BR listing TEECO.SG TEECO.SG. Alternatively, contact **Connie Chai (PropNex)** at **+65 9108 ####** for a bay-view 2BR (she recently listed a unit on a very high floor) SRX.COM.SG SRX.COM.SG. Agents can provide unit videos, arrange viewings, and assist with lease negotiations for a May 1 start.

agentic search- result 2b

Got it! I will find furnished 2-bedroom condos or serviced apartments near Marina Bay MRT, available from May 1st, with at least 80 sqm, a balcony, and a great view. I'll prioritize high-floor units with a gym and a lease term of at least 1 year within your budget of up to 10,000 SGD per month. I will get back to you with the best available options shortly!

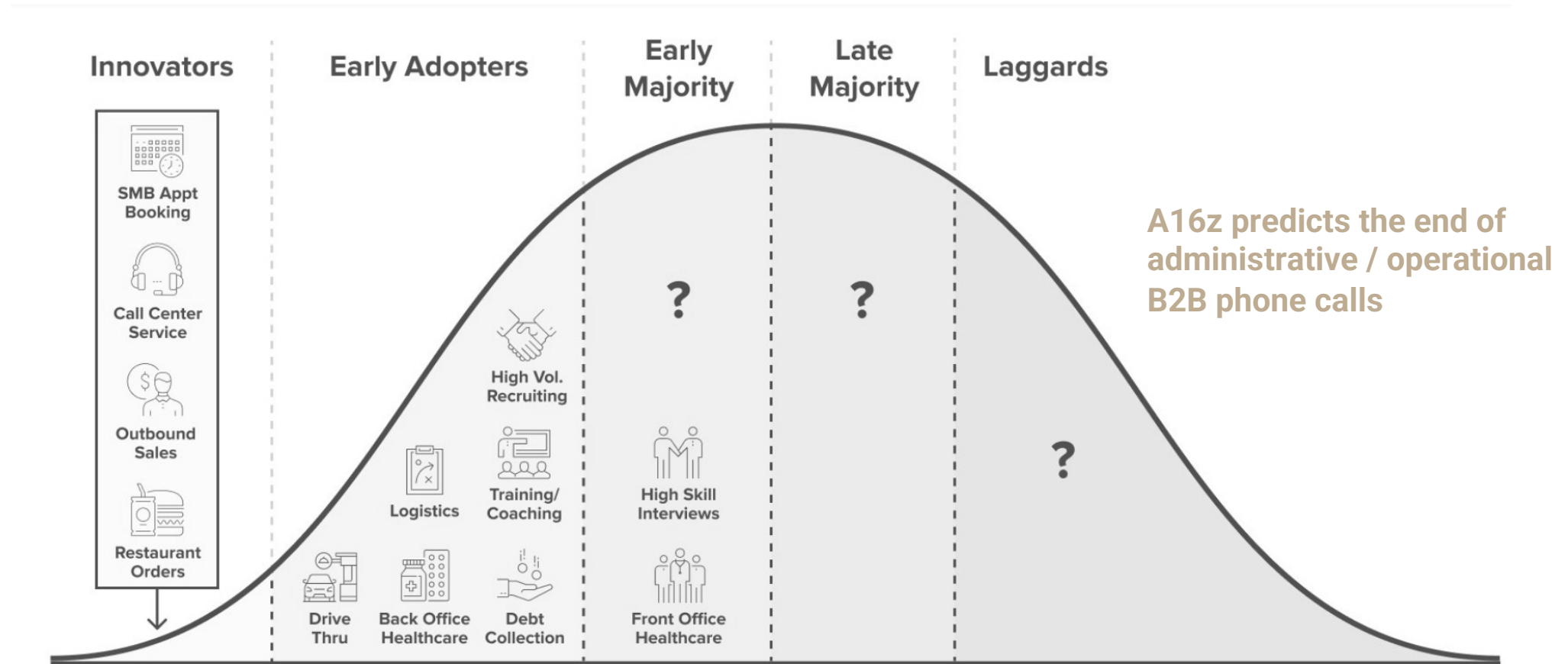
Saved Listings Sign in

2d The Sail @ Marina Bay Condo • Fully Furnished • Built-2008 100 sqft / \$20.00 psf(Built) \$2,000 1 David Yu L Z 8298XXXX Nice common room for rent! call now!	3d The Sail @ Marina Bay Condo • Fully Furnished • Built-2008 1,615 sqft / \$5.76 psf(Built) \$9,300 3 Veralynn Tan 9388XXXX Marina Boulevard
3d The Sail @ Marina Bay Condo • Fully Furnished • Built-2008 150 sqft / \$18.67 psf(Built) \$2,800 1 Chee Yun Xuan 9644XXXX Many master bedrooms at The Sail for Rent! Including all female!	3d The Sail @ Marina Bay Condo • Fully Furnished • Built-2008 100 sqft / \$18.00 psf(Built) \$1,800 1 Calvin Aw 8121XXXX Co-living unit common bedroom for rent
3d The Sail @ Marina Bay Condo • Built-2008 689 sqft / \$7.26 psf(Built) \$5,000 1 Chee Yun Xuan 9644XXXX Many master bedrooms at The Sail for Rent! Including all female!	3d The Sail @ Marina Bay Condo • Built-2008 883 sqft / \$8.83 psf(Built) \$7,800 2 Calvin Aw 8121XXXX Co-living unit common bedroom for rent

The agentic search links connect to a relevant pre-filtered results page on Singapore's #2 property portals SRX (99.co)

will agentic search disrupt the DAP?

AI AGENT ADOPTION CURVE PER SERVICE



how will/might agentic search beat the ADP experience?

STRENGTHS

Highly intuitive: instruct the AI agent as you would a smart human agent, explaining what you want as you think of it

Comprehensive: effortlessly integrating unlimited sources including agency websites, FSBO listings, social media posts

Inferring: agentic search can infer from images and descriptions to create a match for key criteria such as “quiet” or “family friendly” neighbourhood, south facing, or “Victorian style”

Personalized: agentic search can learn from your stated wants and prior search behaviour what you are more likely to go for, making their selections smarter over time

CURRENT WEAKNESSES

AI Agents do not yet have the **moderation** skills of ADPs, thus are more prone to dig up old or fake listings, or ones from blacklisted / disreputable agencies

Despite many referenced sources, user does not know if the search is **thorough**; ADPs typically have >80% of market sales listings

Search results display is currently text-only classifieds 1.0 style, and clicking through to referenced websites and then back to the AI agent's results is **clunky**

Absence of filters and sliders, makes it **harder to drill down** to the most relevant results; can be done by amending the initial prompt and rerequesting

how will agentic search monetize?

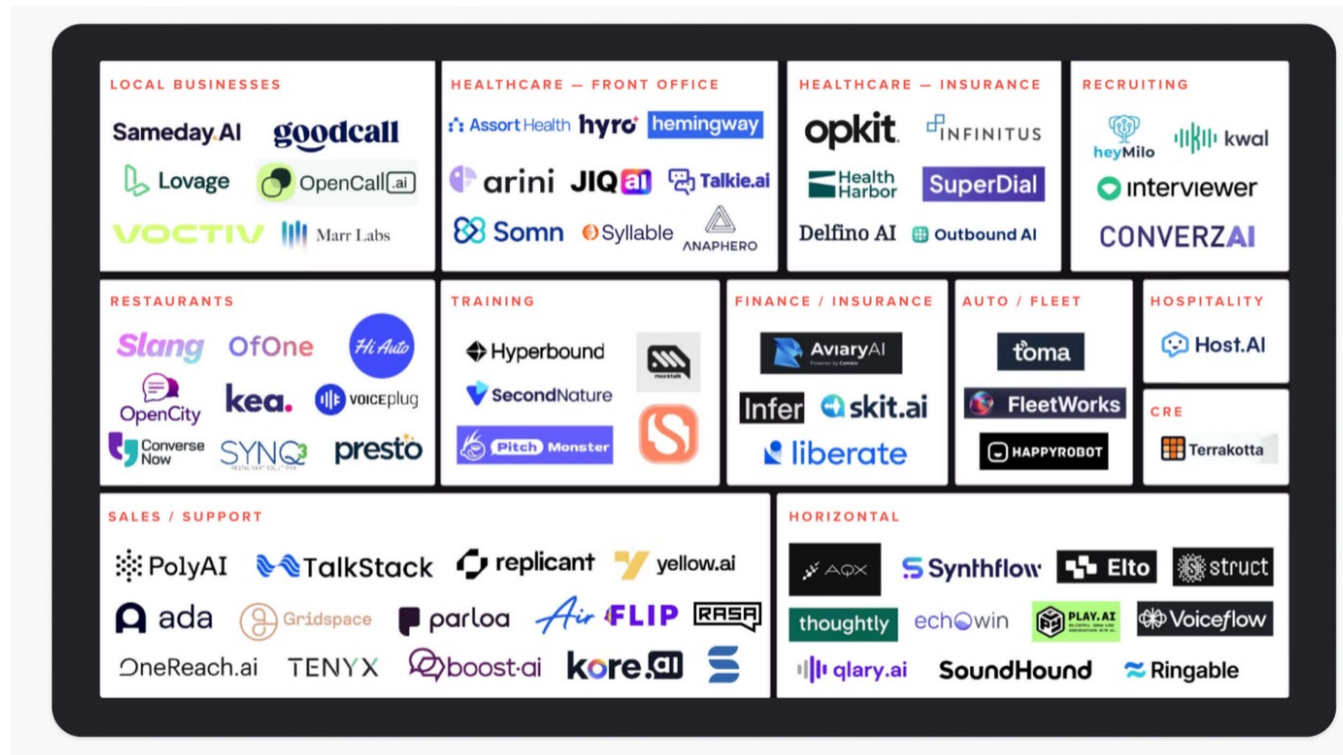
FREE	Agentic search companies (“ASCs”) have high variable cost structures due to compute costs, so cannot stay free of charge for long
AD-BASED	ASCs could adopt the pay for position model of classifieds and Google, with “ sponsored ” perhaps attached to the first of the AI Agent’s results; or they could sell AdSense style banner spots near the search results
PPC	PPC models have been used heavily by aggregators such as Trovit and Mitula; perhaps the ASCs would then be tempted to prioritize the results offering the highest PPC?
PPL	PPL would be like PPC but charging more to the agency/developer in return for contact details; lead attribution can however be complex and costly to manage
PPA	ASCs could seek a share of commission on every deal they have referred – such as Zillow does with their premier agents on Flex ; challenges of attribution and leakage avoidance are considerable
SUBSCRIPTIONS	ASCs could try to have agencies subscribe to receive traffic from the AGC when that agent’s properties feature in the AI agent’s results; agents not subscribing would then not be recommended by the AI agent

None of the traditional monetization models seems right to monetize agentic search

AI agents in the property ecosystem

AI Agents will impact the property discovery and transaction ecosystem from every angle:

B2B AI AGENTS BY SECTOR



Standalone AI Agents

AI Agents embedded within property portals / **marketplaces**

AI Agents empowering **Real Estate Agencies**

AI Agents to empowering **property buyers and sellers**

AI for portals – becoming intuitive

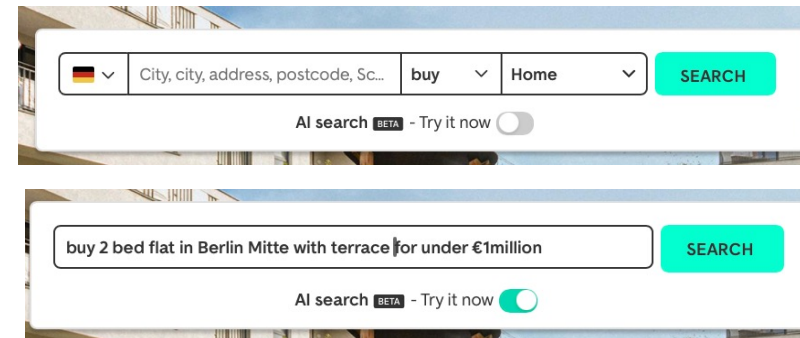
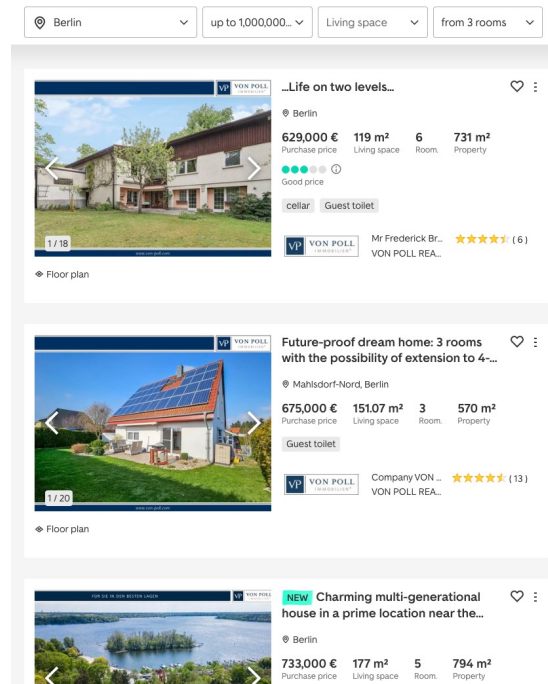
AGENTIC ADVANTAGE

Highly intuitive: instruct the AI agent as you would a smart human agent, explaining what you want as you think of it

POTENTIAL PORTAL RESPONSE



Even with legacy database structures, portals can still offer property seekers free text search and a voice agent interface



from filters...

to free text

Translate into german the following sentence: Find me a 3-bedroom house with a garden in Berlin with natural light and under €1 million

< 2/2 >



Here is the translation:

Finden Sie mir ein 3-Zimmer-Haus mit Garten in Berlin mit natürlichem Licht und unter 1 Million Euro.

AI for portals – becoming comprehensive

AGENTIC ADVANTAGE

Comprehensive: effortlessly integrating unlimited sources including agency websites, FSBO listings, social media posts

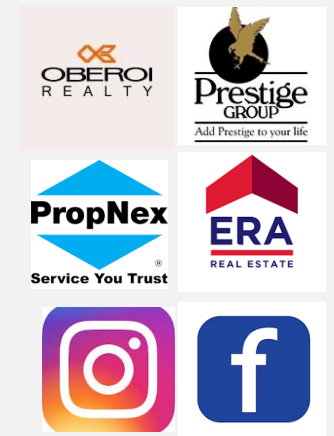
POTENTIAL PORTAL RESPONSE

Property portals have the **option to integrate 3rd party listings** in their search results, in order to give property seekers the most comprehensive data set possible

The challenge is not **integrating additional feeds** and adding them to the query database

The issue is rather finding a **way to monetize leads** the portal might send to e.g. a developer not listing on the portal, or to a private seller

Unlike AI Agents, DAPs have a blacklist of disreputable real estate agents ...



AI for portals – learning inference

AGENTIC ADVANTAGE

Inferring: agentic search can infer from images and descriptions to create a better match for key criteria such as “quiet” or “family friendly” neighbourhood, south facing, or “Victorian style”

POTENTIAL PORTAL RESPONSE

ADPs have a massive data set of current and past listings upon which to train their inferencing algorithms; they should be able to do this better than non-portal challengers



Immobiliare.it

Immobiliare.it recently launched their own **Chat GPT** extension to search on their portal using natural language.

Results are very good since Chat GPT can use its own knowledge and apply filters on the portal accordingly.

AI for portals – getting personal

AGENTIC ADVANTAGE

Personalized: agentic search can learn from your stated wants and prior search behaviour what you are more likely to go for, making their selections smarter over time

POTENTIAL PORTAL RESPONSE

With deep search history data, portals can also personalize user queries; they also have the option to augment individual profiles with data provided by users explicitly and with 3rd party data feeds

2. AI-Optimized Property Recommendations

PropertyGuru employs AI algorithms to analyze user behavior, preferences, and search patterns, delivering personalized property recommendations. This approach ensures users are presented with listings that closely match their criteria, improving the relevance of search results.

Analysis of what customers look at



Analysis of related keywords



Proposal of recommendations

AI for real estate agents

CONTENT CREATION

Photo enhancement



Virtual staging



Photo to video creation



Floor plans



Write Listing



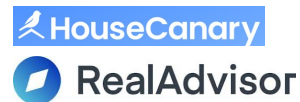
Image tagging & inference



Neighbourhood info



Comps +Valuations



SEO writer



BUYER ENGAGEMENT



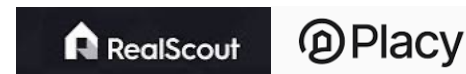
Personalized video outreach
Inc. with agent avatar



Automated follow up with
personalized video messages



Lead prioritization, personalized
auto campaigns, smart listing
management, social media
marketing



AI Property Matching



Call answering + lead
enhancement + viewing booking



**Build bespoke AI powered
real estate agent tools**

AI for peer-to-peer transactions

EMPOWERING SELLERS

Tech centric FSBO website
Access to MLS
AVM
Online property showing calendar
Offer evaluator
Select settlement agent



What Do You Get?

Financial Planning	Viewing Arrangements	Negotiations	List on Multiple Portals
Agent Service	Weekly Reports	Documentation Works	Moving Plan



EMPOWERING BUYERS

WithJoy.AI Sign Up Log In

The world's first AI Real Estate Agent

In 2023 over \$100,000,000,000 (\$100 Billion) in commission fees were paid to Real Estate Agents in the US. This contributes to inflated home prices, keeping many buyers out of the market. Joy is here to change that.

Get Started →

Watch Video

Save money with no buyer agent commission (3% in US)

Use AI to simplify and accelerate the process of finding your perfect home

The Smarter Way to Buy Your Home

Talk with Claire AI ✓ Tell your preferences to our AI ✓ Claire instantly creates your buyer profile	Find hidden gems ✓ Only see homes that you'll love ✓ Never miss your dream home again ✓ Schedule tours with one click	Lock in your dream home ✓ Put 3% more towards your new home ✓ Move faster with expert guidance at every step ✓ Beat competing buyers to closing
--	---	---

AI-driven real estate agent
Scheduling viewings,
negotiating offers,
coordinating inspections,
guiding the buying process
Rebate up to 70% of the
Buyer's agent commission

conclusion.

The Dominant Advertising Portal strategy is unlikely to produce a sizeable business in S/SE Asia outside of Singapore, and possibly Malaysia

In all other markets transactional revenue streams will need to be scaled profitably, both with developers and in the resale market

AI offers the opportunity for property portals to become more engaging and more relevant for users and professionals alike

It also provides the technology to address many of the traditional weaknesses that have prevented portals from becoming fully-fledged, transactional marketplaces

AI will disrupt property portals who do not adapt fast enough to become AI-enabled marketplaces, while those who do embrace the potential of AI will find scope to expand revenues and profitability



thank you

Malcolm Myers Founder & CEO // European Internet Ventures
mm@europeaninternetventures.com | malcolmmyers on LinkedIn