2015 Real Estate Advertising Annual

Description: In the global online real estate classifieds market, competition is tight. A new company in the UK has emerged to disrupt pricing. A merger in Germany could lead to international growth. And in the U.S., three companies dominate the landscape, while other groups work to find new niches.

This issue of Classified Intelligence Report, Real Estate 2015, focuses on global contests to select winners in the real estate segment of the online classifieds industry.

--- In the U.S., competition among Zillow Group, Move and CoStar dominates the landscape, while technology-based startups increase.
--- In the U.K., a new classifieds company, OnTheMarket, was created to combat the high prices of two companies that controlled the real estate market.
--- In Germany, two companies, Immowelt and Immonet, have merged and plan domestic growth and also to reach outside Germany.
--- Look out for technology! Realtors in the U.S. are waiting for the FAA to allow using drones to capture breathtaking ad video from the air.
--- In Latin America, the vacation rental market has not taken off, but soon, up to three-fourths of users could rely on mobile devices for real estate shopping.
--- In France, where visitors are plentiful, vacation rentals have emerged as an important line of business. Vacation rentals boomed during recent slowdowns.
--- With the Russian economy shrinking due to the conflict in Ukraine, the country’s real estate market is also suffering and is expected to continue suffering.
--- In Morocco, competition is strong in the online property market, with at least four competitors battling for the attention of the 16 million Moroccans now online.
--- Nigeria has a housing deficit of 17 million units. Opportunity there.
--- Spain’s hoteliers are fighting groups like Airbnb that encourage private rentals.
--- Brazilian real estate classifieds have never been so competitive.
--- China suffers from an oversupply of homes that is driving prices down.
--- And in Poland, virtually all of the real estate sites have special offers for developers.
--- In Sweden, Andrei Postoaca, owner of Oxjob, is building a jobs site.
--- Craigslist vs EBay: Craigslist buys back its shares from EBay.

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