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New multi-matching service for German commercial property

REFIRE had an interesting meeting at the recent ExpoReal with **Norman Meyer**, the CEO of a new company that matches up sellers of commercial property with investors over the company's proprietary on-line-platform.

While not the only company now operating in this space, **Asset Profiler** has gathered a team of well-known German real estate professionals to lend weight to its advisory board, including researcher **Hartmut Bulwien** of BulwienGesa, **Prof. Susanne Ertle-Staub** at HAWK Holzminden, **Willi Alda** (ex-board member at Deka immobilien), and **Jürgen Ehrlich** (ex-board member at Difa), and the company's service looks as if it's getting off to a healthy start.

The essence of the matching system is confidentiality and anonymity, allowing potential buyers and sellers of German commercial property (valued at €1m upwards) to approach each other in confidentiality,

filtering the degree of interest by means of a series of both 'hard' and 'softer' criteria in a process managed by Asset Profiler, until such time as both parties and the assets in question can be revealed to each other. Both parties can then take their negotiations up directly from there.

The service is fee-based with a sliding scale of charges, with no commission payable to Asset Profiler. Typical monthly costs would be between €249 and €1,199 for investors seeking properties, while vendors would pay between €49 and €299 monthly depending on the level of features chosen.

As Mr. Meyer explained, the sophisticated software with its inbuilt security is at the heart of the service, protecting anonymity but also making the search for specific types of property more efficient. Several pilot clients have already signed up for the service, including **Corestate Capital, Pamera Real Estate Partners, Hesse Newman Capital** and **Wölbern Invest**, among others. Although still in German only, the English version is due to go online shortly. You can find out more at [**www.asset-profiler.de**](http://www.asset-profiler.de)