

Asset Profiler to add English investment portal

Christo Volschenk

In the 2013 Real Estate Advertising Annual released earlier today, we reported on the phenomenon of “closed sections” on real estate portals in Germany, and how they have turned into new sources of revenue for the portals.

We mentioned German real estate portal Immonet’s partnership with Asset Profiler ([here](#)) in this regard. And publish (below) an interview conducted with Norman Meyer, managing director of Asset Profiler, after the deadline of our 2013 Real Estate Advertising Annual.

AIM Group: When was Asset Profiler launched?

Meyer: In October 2011 on the trade fair Expo Real Messe.

Do you have special knowledge of selling investment property?

Yes. The top managers, Hans-Jürgen Karl and myself, have many years of experience between us. Hans-Jürgen Karl first started selling investment property in 1986. In the past ten years he was fund manager at Deka Immobilien Investment. Before launching Asset Profiler, I was a partner at an investment consultant with offices in Hamburg, Amsterdam and Budapest. In the past ten years I sold investment properties with a total value of €600 million.

Do you notice growing interest in German investment properties?

No doubt, interest in German investment properties is growing. Especially the segment up to €10 million. The trend is driven mainly by private investors (eg. family offices and foundations), but also pension funds. We also see this in the rising number of potential investors on our portal. We also experience growing interest in investment opportunities in mid-sized German cities, such as Münster, Ingolstadt and Mannheim.

Are properties and investors matched by man or machine at Asset Profiler?

The matching is done by software, and a scoring system which does a kind of „soft sorting“, meaning it also matches sellers and buyers with a fit score of “only” 87 percent. It seldom happens that a property fits 100 percent to the criteria listed by the potential buyer. More likely, some aspects will exceed his expectations and others may be lacking. Our scoring system caters for this reality, and does “soft matching”.

How is first contact made? Via the platform, per e-mail, or telephone?

When a property is matched with a potential buyer, the seller may select how he wants to make first contact. He may, for instance, immediately send information about the property via the platform. Or, he may select to phone first, and then send the property information via the platform.

The platform is available in German only. Does that mean you are not targeting international investors?

A few English-speaking and Scandinavian clients are already using our platform. We are working on an English platform. It will be launched in the second quarter of this year. So, we do target international investors.

How many transactions have been concluded over the platform?

In total we have mediated sales of about €4 billion to date. But, we cannot be sure, since Asset Profiler isn’t

party to the lengthy negotiations and cannot say exactly how many matchings have led to sales. We can say, we've made several hundred matchings to date.

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Christo Volschenk joined the AIM Group as a researcher and writer in 2007. He brings more than 26 years of experience in business journalism to the team, the last 14 years focused on e-commerce. In addition to working closely with the AIM Group, Christo is also a freelance journalist, online editor and translator. Before branching out on his own, he spent 15 years with Naspers in South Africa where he worked as journalist, economics editor and online project manager. He now spends most his day supporting the consultants of AIM Group as researcher and writer from an office in Stuttgart, Germany. His editorial focus is Europe, Middle East and Africa.

