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www.listaproperty.com Unlocks Greater Transparency For The Middle East's Real Estate Sector

(7 October 2013)

A group of veteran real estate executives have collaborated to deliver greater transparency in the Middle East's burgeoning property sector, creating www.listaproperty.com online portal. It is the first truly regional online real estate destination, covering the Middle East and North Africa (MENA) market. www.listaproperty.com features residence and investment opportunities from Marrakesh to Dubai. The site also includes 'for sale by owner' listings, common in other markets but not typical in the Middle East.

"Our mandate is to bring clarity to the property listing and search process across the MENA markets, empowering both buyers and sellers with genuine regional visibility and the opportunity to find the right home or investment for their budget, quickly and easily online," said RashaNashaatHassani, CEO and co-founder of www.listaproperty.com. "For example, someone sitting in Cairo can search for properties in Bahrain 24 hour a day, 7 days a week."

With more than 10,000 properties currently listed for sale or rent, potential buyers can compare a range of apartments and homes across the region, connecting online with reputable agents in specific markets or working directly with owners. Landlords, developers and agents utilize www.listaproperty.com to attract the widest possible audience for their homes.

For the benefit of all users, the new portal offers a wealth of information on potential homes, including photos and extensive listing details alongside value and currency convertors. Listings are free and the company offers a variety of paid upgrades for priority placement on the website.

Immediate objectives for the real estate portal include increasing the number of listings in both developed and emerging markets throughout the region. "We're seeing tremendous uptake in markets such as Egypt, Lebanon and the UAE, while word-of-mouth is helping us reach end-users who are looking at a 'for sale by owner' opportunity. Our site traffic has actually tripled in the last month alone," Hassani added. "We plan on releasing an Arabic version of our site within the next few months, and fully expect to see the trajectory of growth to continue."

The Complete Job Portal in UAE jobsinUAE



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