

# Media Release

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---- For Immediate Broadcast ----

## Aussie PropTech Saves Consumers & Real Estate Agents Thousands

2 May 2018

The company that pioneered the term *No-Portal Property Marketing* to define listing real estate on platforms other than property portals, Propify, has set the standard for social media property publishing by offering its highly specialised solution for \$49; \$750 less than its competition.

No-Portal Property Marketing defines the activity of promoting real estate listings on social media, search engines & content marketing platforms. The term covers all marketing platforms other than a property portal, such as realestate.com.au, domain and other property portals around the world.

Unlike other services coming to market, Propify's proven *Real Estate Console* is a complete solution that not only publishes real estate listings on the No-Portal ecosystem, Propify provides detailed Vendor reports and remasters the real estate listing to match the relevant marketing channel.

"Other applications offer a service they state is 'similar to Propify'. When you look under the hood, they are nothing alike. Propify employs an intuitive AI to remaster real estate listings for each marketing channel," says CEO of Propify, Joel Leslie. "As an example, if a real estate listing does not have a video for that specific property, Propify autonomously creates a video based on the supplied attributes and images."

Propify recently came to fame as being noted in New York City as "Top 25 Under The Radar Companies You Must Watch" and its real estate Blockchain technology noted by the respected real estate technology news outlet Inman "Propify aims to take on Zillow and realtor.com".

The team at Propify represents some of the best PropTech & real estate minds in the industry, spanning Australia & the United States. "We have the industry experience, we have the credentials and we are excited to deliver. I think that is why we are trusted so much in the industry," says Leslie.

The company recently released its Premier Program, where members receive the first of real estate technology Propify makes available. The social-media-styled real estate Blockchain search application is scheduled to be launched in 2018, whereby users can easily search and find the ideal property or real estate agent without specifying the suburb.



“At Propify we are all about offering value. This is why Propify is not \$800 like other services, it is \$49 and in most cases a far superior solution that covers more marketing platforms like Brochure Cloud and YouTube” adds Leslie.

To find out more about Propify and its services, visit [www.propify.online](http://www.propify.online).

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### **About Propify**

Propify helps real estate agents and agencies promote real property via social media, search engines and the Blockchain with its strategically developed content marketing strategies and consumer search application.

More than a lead generation solution, Propify facilitates a conversation between the real estate agent and the property buyer & seller. Propify helps buyers find the exact property they are looking for and helps property sellers sell more quickly.

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