



**The International Consortium of  
Real Estate Associations**



**Presentation to LANIDA**



RUSSIAN  
GUILD OF  
REALTORS

 **РОССИЙСКАЯ ГИЛЬДИЯ РИЭЛТОРОВ®**  
Объединяя профессионалов®

**Riga, September, 2005**





# WORLDPROPERTIES.COM Today

- Members include 25 national real estate associations on five continents
- Nearly 2 million brokers and associates
- More than 3 million property listings worldwide
- \$25 trillion of GDP



# Opening Up to the World





# HOLLAND: a successful story

## MARKETSHARE OF THE REALTORS

>> 70%

HOW??



## HOW?

- **Mid 60-ies: new means of communications – telefax, polaroid photo's**
- **Small groups of realtors started to exchange information about their listings**
- **Early 70-ies: law against charging commission to both seller and buyer for the same house**



## 70-ies

- **Mid 70-ies: 10 Realtors in the Centre of Holland started AN MLS**
- **Similar activities in The Hague and Haarlem**
- **AIM: Market share as 'buying realtor' + Larger exposure for listings for sale**
- **End 70-ies: Regional MLS's very successful; decision is made to create a national MLS through NVM: only for qualified NVM-members**



## 80-ies

- **Big investment in NVM AND in the system.  
Market share went up from 40% to 55%!**
- **80-ies: property crisis BUT marketshare rises further to 60%, because of important changes in MLS:**
  - **Diversification in choice of regions;**
  - **Diversification of types of residential properties;**
  - **NVM becomes THE national database**



## **THEN.... 90-ies Introduction of the Internet!!??**

- **Question was: Will it be relevant?**
- **Our answer: YES!**
  
- **Question: will it produce a national number 1 website for properties?**
- **Our answer: YES!**



## **WHO WILL OWN AND RUN THAT NATIONAL NUMBER 1 WEBSITE?**

- **Do we want it to be an outsider (publisher etc.) or should it be us: the NVM (Realtors)?**
- **Our answer: US!! It has to be ours!**
- **Consequence: INVESTMENT!! COURAGE!!**
- **We transformed our internal MLS into a public national site: NVM.nl**



## In 2000

- **Explosion of internet sites with properties: Newspapers, publishers, banks, individual realtors....and NVM.NL**

**—————> » COMPETITION!!**

- **Question: Do we, NVM.NL, want to win**
- **Answer: YES!!**



## 2001: Investments!!!

- **Swinging, business-like, appealing, new site with NVM.nl content**
- **Funda.nl**



- **Marketshare NVM realtors now up to >> 70%**

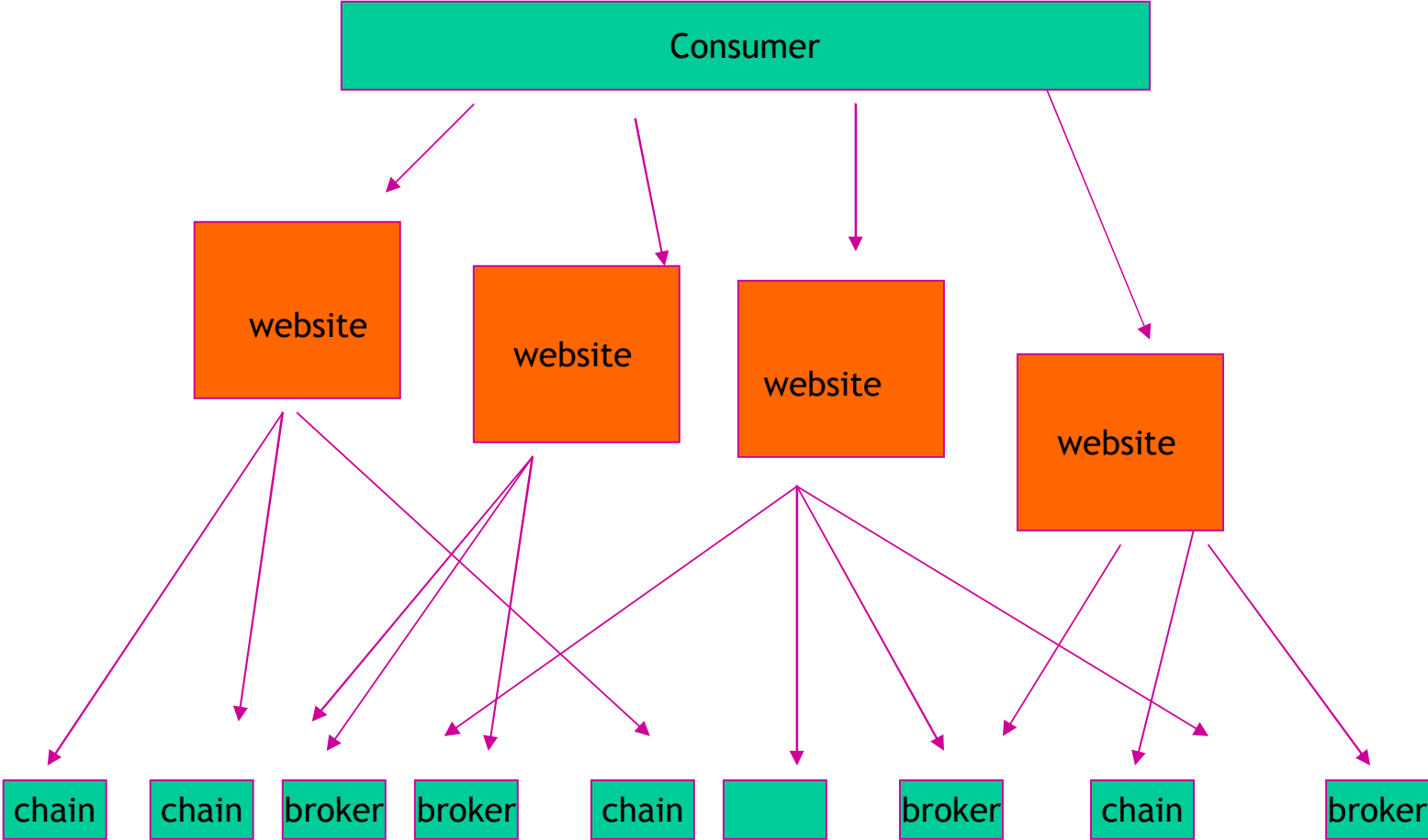


## **Now: the last questions to you!!**

- **Who pays your bills?**
- **Answer: your clients!!**
  
- **Will thousands of websites serve or irritate your clients??**
- **Is that CONSUMER IRRITATION, or CONSUMER INFORMATION?**
- **Answer: CONSUMER IRRITATION**

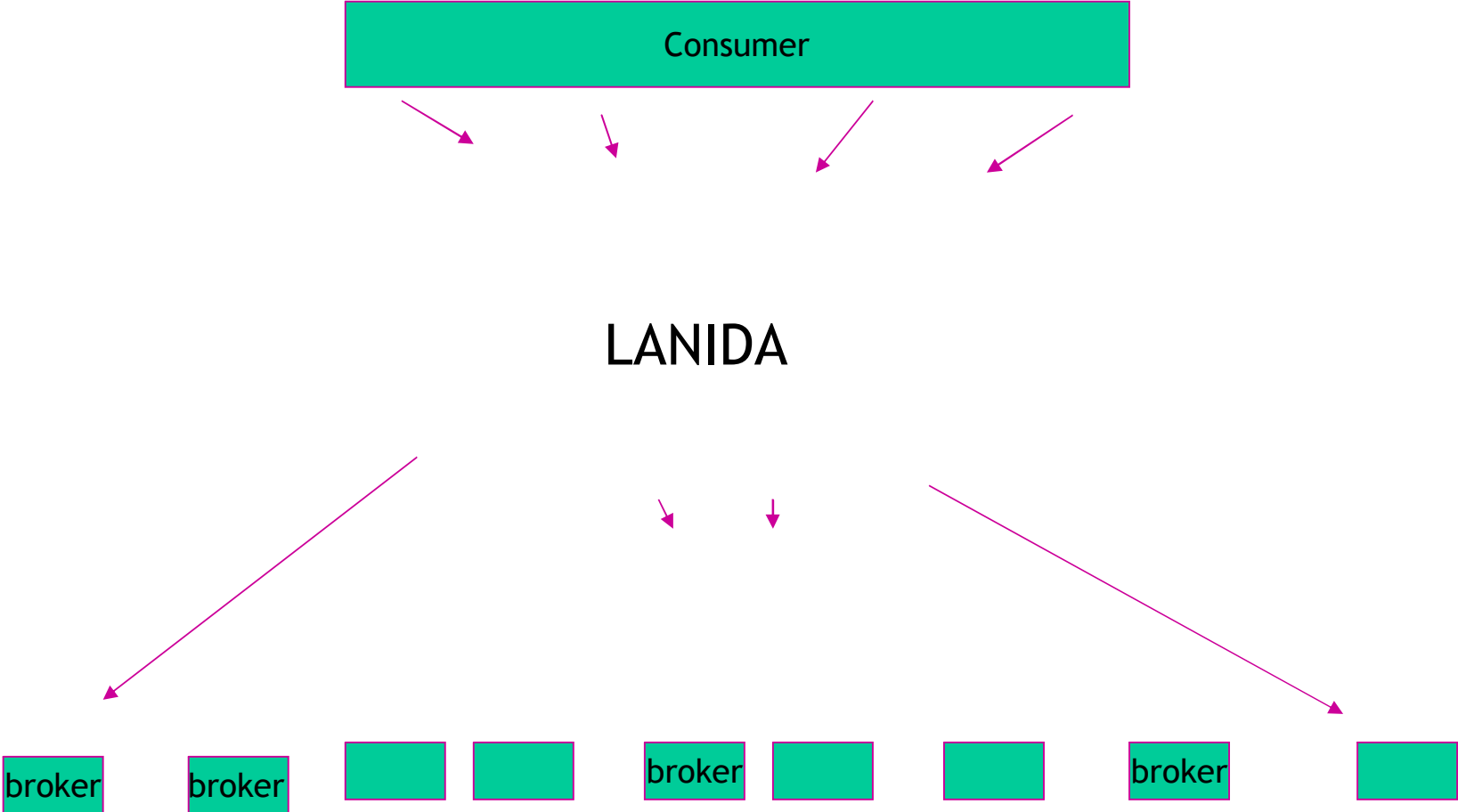


# Consumer irritation





# Consumer information





# **RUSSIA**

**Will someone/company in LATVIA take this opportunity to unify this to one leading NUMBER 1 website (regional + national)?**

**YES**

**or**

**NO??**



# RGR

**Do you, RGR, the reliable Realtors of Russia  
want to be that NUMBER 1**

**YES**

**or**

**NO??**



# CONGRATULATIONS

**Executing”this “YES” could be the most important strategic decision in the existence of LANIDA, but don’t forget it requires:**

- **Investments in Lanida, in**
- **technology (easy!), and in**
- **MLS and Exclusive Listings (difficult)**
- **Competition? YES!! But starting from ONE DATABASE (on the web) and THEN COMPETE!!!!**



## REMEMBER.....

- **It is ALL or NOTHING!!**
- **One cannot be half pregnant!!**
- **MLS means: obligatory! Exclusive!**
- **No profit without investment!!**



## **Just the Facts**

**WorldProperties.com is the most comprehensive source for locating properties worldwide.**

- **8 million home buyers and sellers per month are visiting the WorldProperties Network**
- **More than 3 million listings can be viewed from around the world**
- **Network with more than 2 million real estate professionals**



# WORLDPROPERTIES

- **We are available:**
- **Increase your marketshare through World presence (same answers to same questions!!!) and most of ALL:**

**The wheel has already been invented: our knowledge is yours**



**THANK YOU VERY MUCH**



# ICREA

**"ICREA is a Consortium of the world's leading real estate associations who believe in the right to own and transfer real property.**

**The Associations set standards for international real estate practice and transactions for the benefit of the industry professionals and the public they serve."**

*For Further Information go to [www.WorldProperties.com](http://www.WorldProperties.com), or contact [Consortium@realtors.org](mailto:Consortium@realtors.org)*

