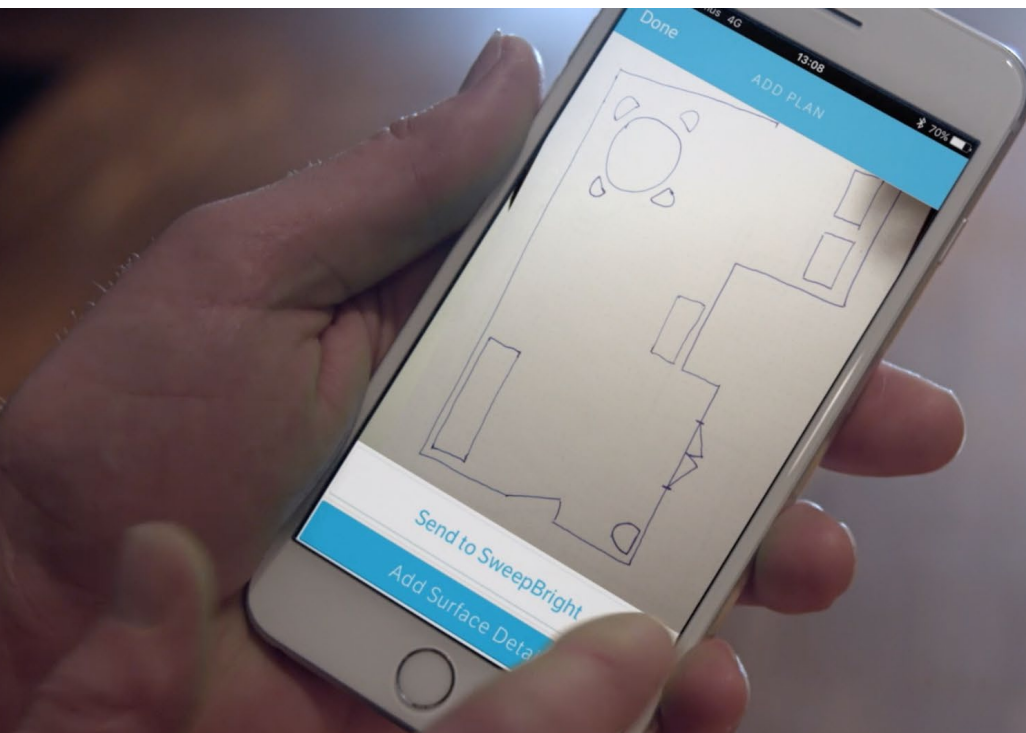


# SWEEP BRIGHT™

One App To Run Your Agency



PRESS KIT

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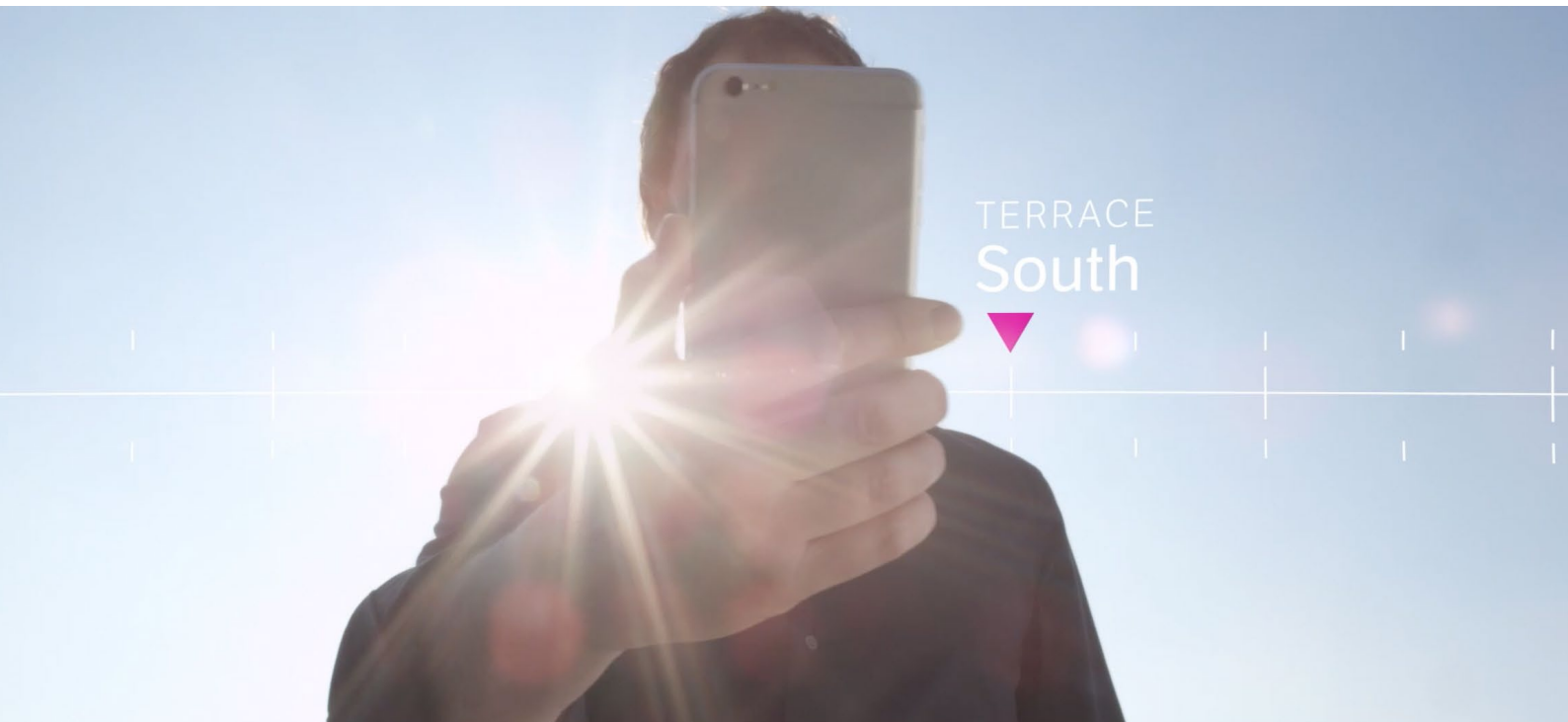
One App To Run Your Agency

PRESS KIT

## CONTENTS

1	About SweepBright	p. 3
2	Next-generation real estate agencies	p. 5
3	Regions	p. 9
4	Pricing	p. 10
5	Timeline	p. 11
6	The SweepBright Team	p. 12
7	Partners	p. 13
8	Media	p. 16
9	Press contact	p. 16

# 1 About SweepBright



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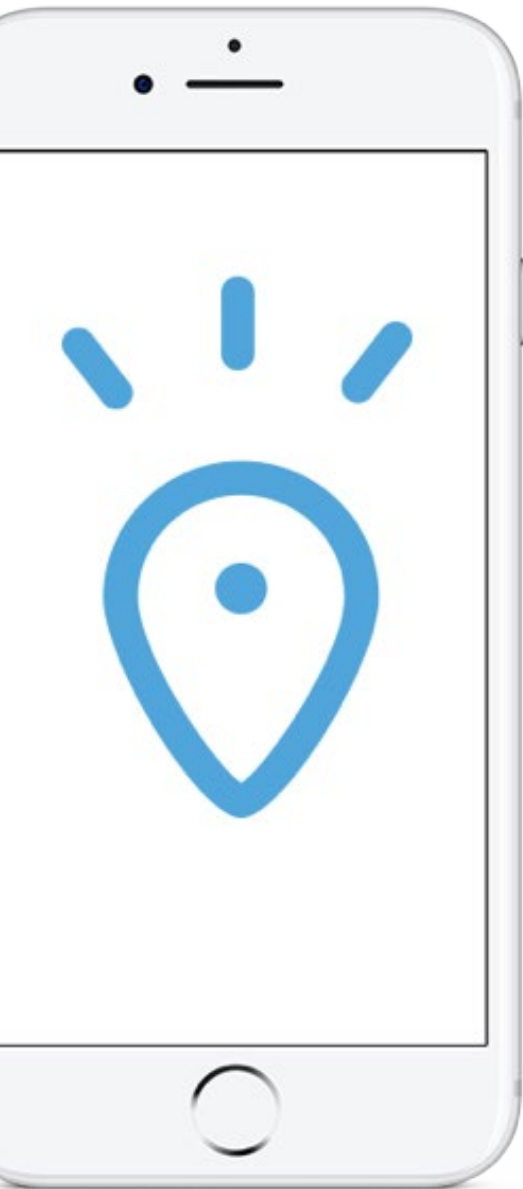
SweepBright is currently writing one of the most noteworthy success stories to come out of Belgium's recent wave of start-ups.

Launched in 2016, the ambitious start-up's proptech app has rapidly made waves of its own within the real estate transaction space. SweepBright enables real estate agencies to do away with the conventional, time-consuming way in which real estate listings and contacts are created and processed.

Instead of writing all details down on sight with pen and paper and then manually inputting them into a computer back at the office, and only putting the property online after that, estate agents can enter and publish the listing on the go via their smartphone thanks to SweepBright. The system also intelligently matches leads with properties and automatically tracks phone calls, e-mails and messages and links them to the right property and contact.

Moreover, SweepBright is easy to combine with other advanced applications which agencies can use to support their daily operations enabling them to transform their sales flow into a fully digital journey.

As a consequence, SweepBright dramatically simplifies the workflow for estate agents, boosting efficiency and saving them valuable time to spend on what really counts: more direct contact with their customers.



## 2 Next-generation real estate agencies



## 2 Next-generation real estate agencies

With the introduction of modern and disruptive technologies under the impulse of young tech start-ups, the international real estate sector has undergone significant changes in recent years.

All over the world, but especially in the US, UK and Australia, this new trend has sparked the emergence of a number of successful “next-generation agencies” which differ significantly in their approach and efficient way of working.

By implementing innovative technologies and contemporary tools, these agencies have succeeded in saving up to 70% of their time for those all-important client facing tasks. And since SweepBright can be easily implemented in both small and large agencies or networks, it is a perfect platform to capitalise on this new trend.

Next-generation real estate agencies share several key characteristics:

- They provide a significantly enhanced customer experience (for buyers and vendors).
- They spend more time with their customers.
- They centralise a number of services for their agents.
- They use the latest technologies and tools; not to replace people but to help them work more efficiently.

International examples such as Compass and especially PurpleBricks are proof of the enormous impact the introduction of disruptive technologies can have on the real estate transaction sector. Recent research has also shown that the significant time savings and efficiency boost are also reflected in customer satisfaction levels.

Most importantly, these next-gen agencies have succeeded in realising impressive growth figures.

## 2 Next-generation real estate agencies

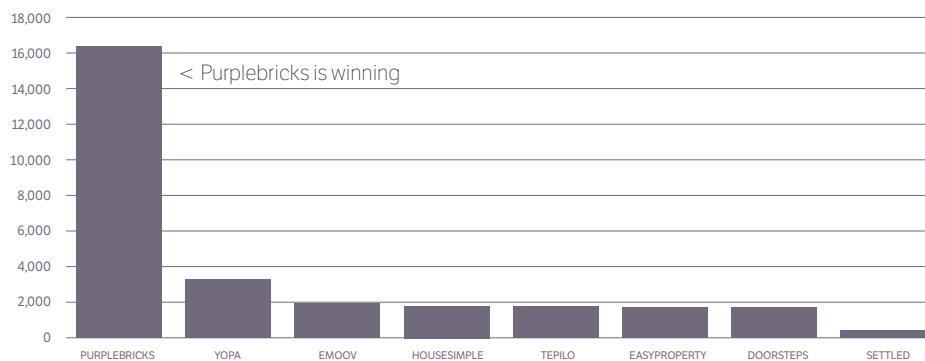
The SweepBright platform gives real estate agencies an extra edge over the competition, without them having to invest millions of their own capital.

**The relative stock performance of a traditional real estate incumbent and a disruptor is striking.**



SweepBright's marked efficiency gains empower real estate agents to offer the ultimate customer experience without having to make major investments: a trend that has already born fruit outside the Benelux.

**Live For Sale Listings (February 2018)**



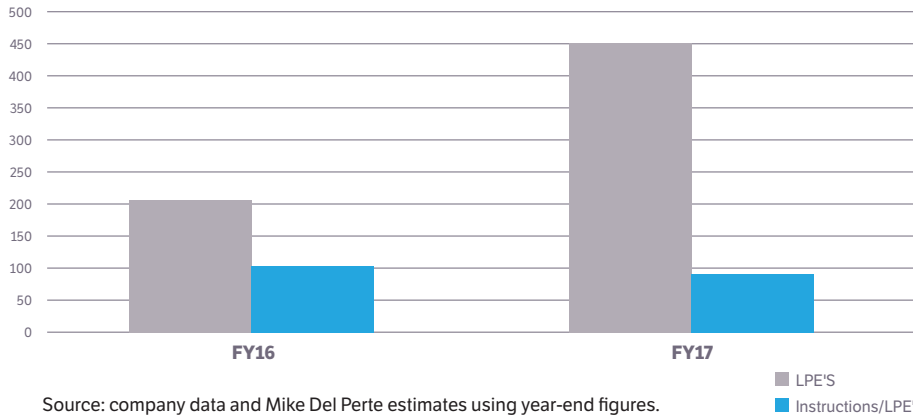
Live listings are a snapshot of overall activity, and are not a reflection of total sales or listings throughout the year.

Source: Zoopla, Mike Del Perte analysis

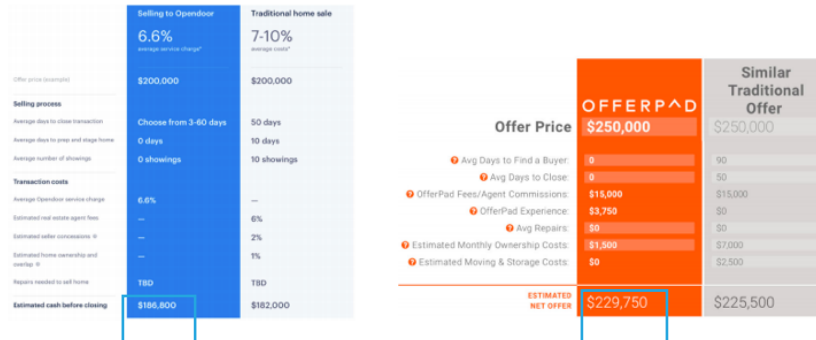
## 2 Next-generation real estate agencies

**Each local property expert (LPE) is listing nearly 100 properties each year. Efficiency is key.**

Purplebricks' Instructions per Local Property Expert (LPE)



With SweepBright, real estate agents are able to jump on the “next-generation agencies” bandwagon while taking a major step ahead of their competition.



Moreover, this contemporary approach has no impact on employment levels. The effect is rather to achieve more with the same number of people. In fact, the extremely rapid business growth has led to a parallel increase in personnel amongst the above-mentioned international networks.

### Purplebricks' Employee Growth



Average tenure **1.3 years**

Source: LinkedIn company stats, February 2018.

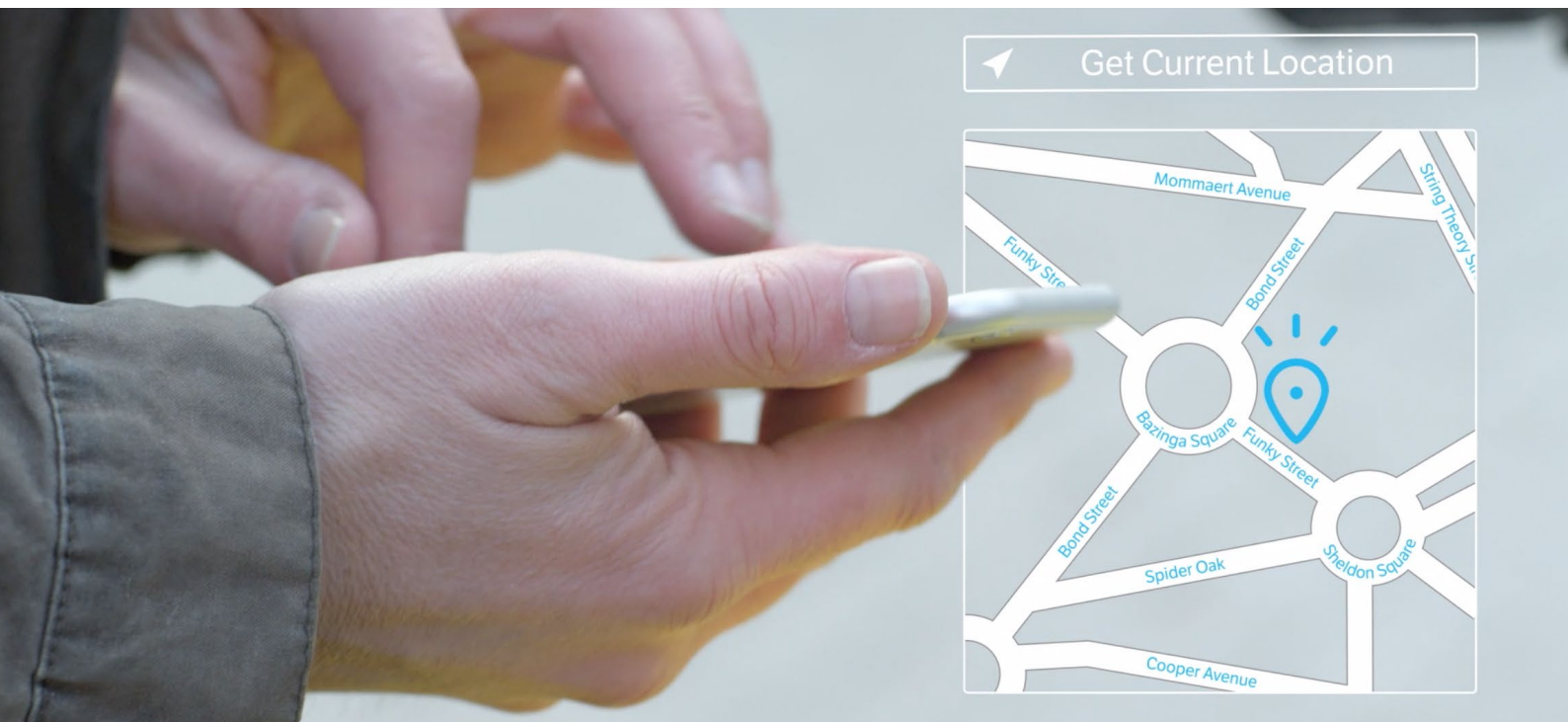


# 3 Regions

SweepBright is already active on the global stage and is helping real estate agencies become more productive from its offices in Antwerp and New York.

Thanks to its partnership with the Mexican listings site, Segundamano, SweepBright will also gain traction in the gigantic South American real estate transaction space.

Even before that, however, a partnership with Real Estate Institute Queensland opened the door for SweepBright to the rapidly growing Australian market. Indeed, the Antwerp start-up will open an office there in early 2019.

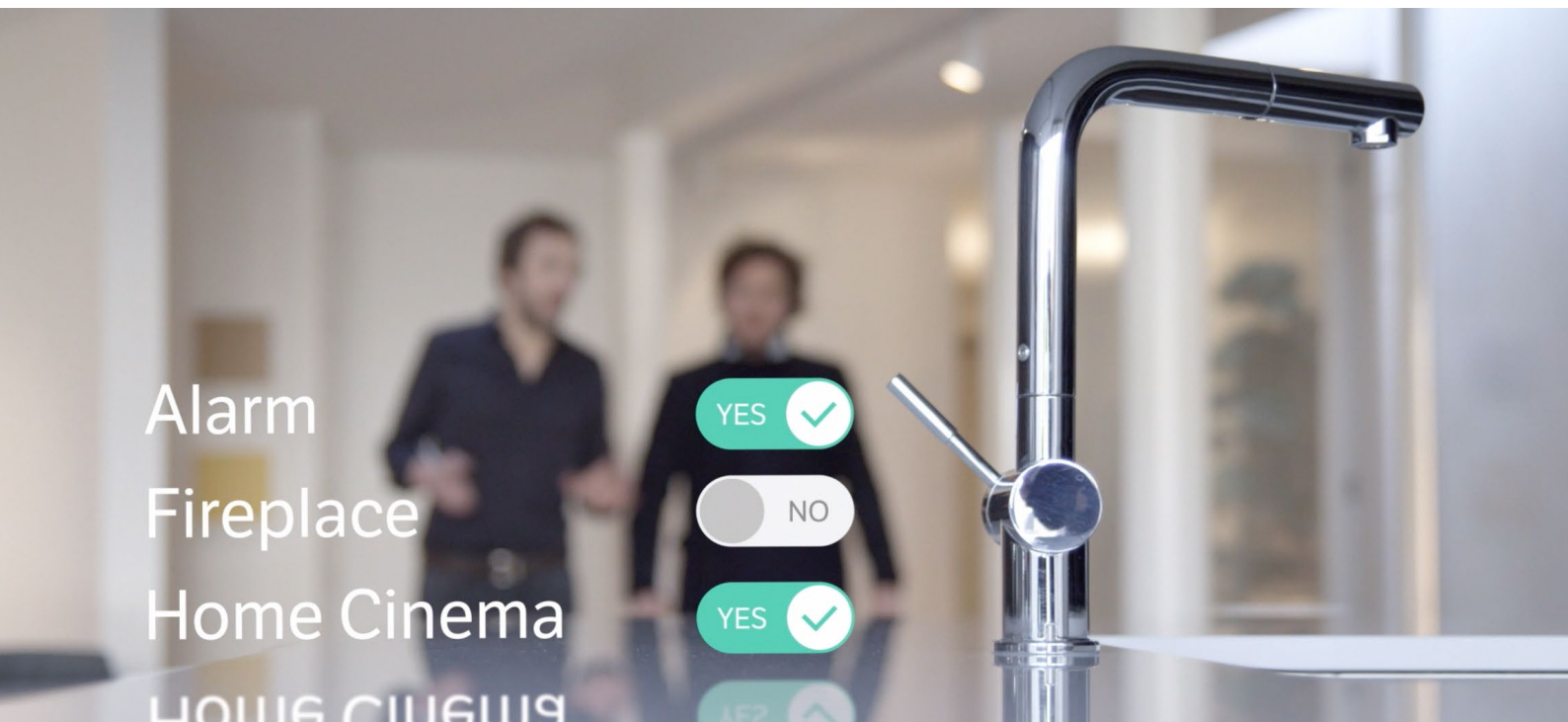


# 4 Pricing

Real estate agents can take full advantage of all the benefits of SweepBright for an average price of just 60 euros per user per month. For larger agencies, there are lower special rates of just 40 euros per user per month.

In return, real estate agencies have access to a whole host of features and functionalities:

- Create and publish listings in a few minutes
- Automatically match properties with interested contacts
- Access CRM specially designed for real estate agencies
- Create professional and personalised mobile responsive websites
- Available for smartphone and desktop
- Free 15-day trial period
- 7/7 support.



# 5 Timeline

- JANUARY 2016** SweepBright is founded by Yoram Speaker and Raphael Bochner.
- MAY 2016** Business angels, Pieterjan Bouten and Louis Jonckheere from software company, Showpad immediately see SweepBright's potential and invest in the start-up. Jeroen Lemaire, builder of In The Pocket app also becomes an investor.
- MARCH 2017** Volta Ventures invests €1.5 million, representing a significant capital injection for SweepBright.
- FEBRUARY 2018** SweepBright gains foothold on Australian market thanks to collaboration with REIQ (Real Estate Institute Queensland).
- JUNE 2018** Century 21 Benelux implements SweepBright technology as part of new digital platform for all their agents.
- SweepBright sets sights on South American real estate market after concluding partnership in Mexico with Norwegian media group, Schibsted's Segundamano listing platform.
- FIRST HALF 2019** SweepBright opens Australian office.

# 6 The SweepBright Team

Through its offices in Antwerp and New York, SweepBright currently employs 15 people and will soon be opening a third office in Australia.

As a result, the team itself is also in the midst of expansion. SweepBright is currently hiring talented and motivated sales representatives and engineers.

Positions vacant: <https://sweepbright.com/careers/>

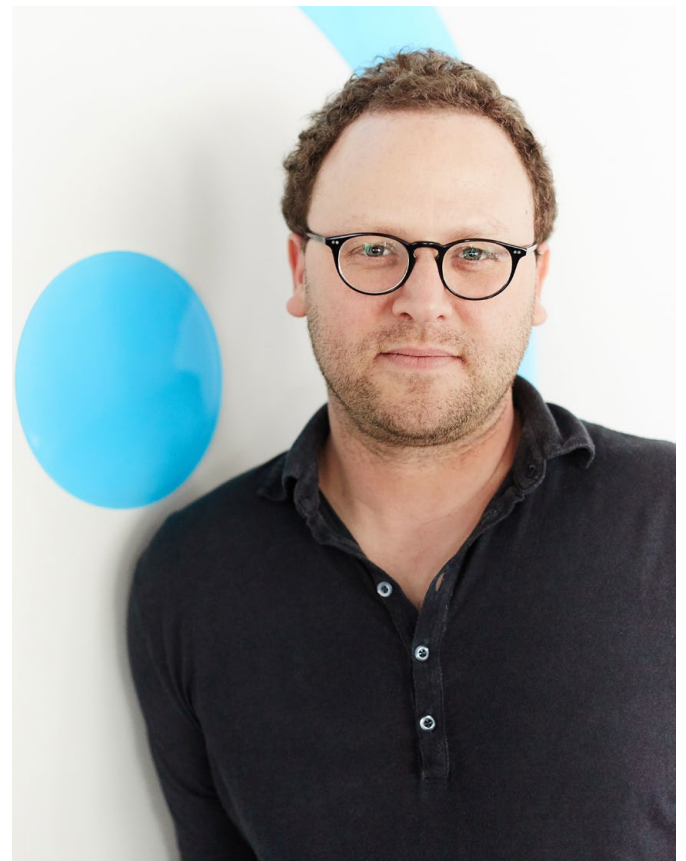


## Raphael Bochner

CEO SweepBright

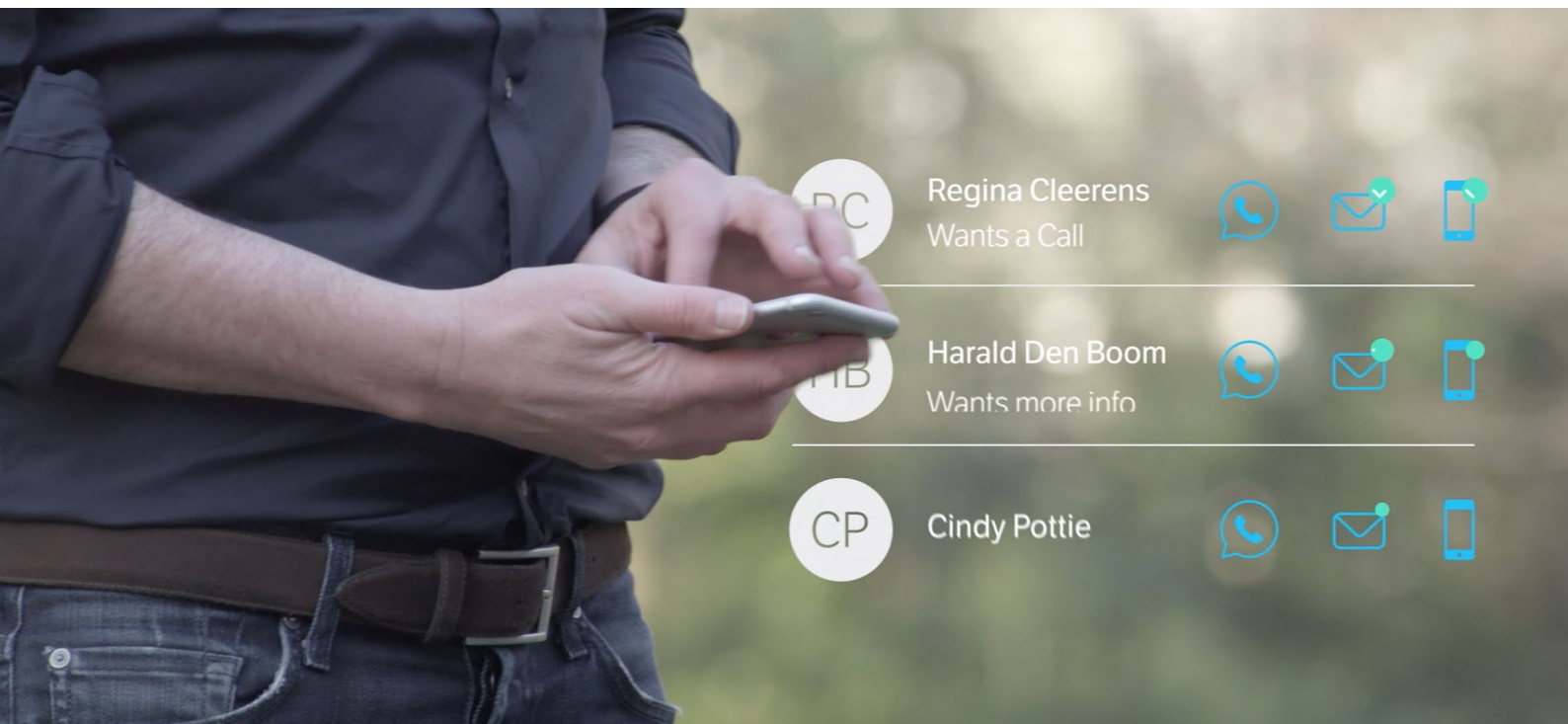
Raphael Bochner (42) studied Management Engineering at Solvay Brussels School and Management at Universitat Carlos III in Madrid. He acquired experience in real estate tech and advertising while developing projects in Belgium, France and Luxembourg. During that time, Bochner noticed there wasn't a single tool that digitised the workflow for estate agents while centralising it in an online or mobile friendly platform. He therefore decided to develop such a solution himself together with Yoram Speaker.

As well as acting as CEO of SweepBright, Raphaël Bochner is also a strategic advisor at Gabari, the leading real estate agency he founded together with Yoram Speaker in 2009. Gabari was nominated by Deloitte in 2016 as a Fast 50 Tech Company.





# 7 Partners



## 7 Partners

Since its launch in 2017, SweepBright has already acquired an impressive list of partners:



### CENTURY 21.

“Given the complexity of the current media landscape – think of online classifieds platforms and social media – and the explosion in the number of communication channels such as e-mail, telephone and chat, it is becoming increasingly difficult for estate agents to work efficiently without a robust technological backbone. And since our agents spend most of their time on the road, we urgently needed an up-to-date, flexible and mobile solution based on technology we could combine with other tools and apps. We don’t believe agencies should become tech companies as such but rather contemporary real estate agencies with technological support. It is this vision that has led to the collaboration with SweepBright and NRB and with it, a massive step forward for Century 21 Benelux.”

**Isabelle Vermeir**, CEO of Century 21 Benelux



“I am very impressed by Raphaël’s “can do” mentality and even more by the fantastic feedback I’ve already received from the real estate agents I contacted. I saw for myself how much manual work goes into putting a property online. The size of the market was also something that attracted us. Globally, there are millions of real estate professionals who are begging for a solution that will help reduce their workload.”

**Frank Maene**, Managing Partner at Volta Ventures

## 7 Partners



With a consolidated annual turnover of €323 million and more than 2,000 employees, the NRB Group is one of Belgium's top 3 ICT companies. NRB helps its customers exploit the full power of ICT to optimise and accelerate their processes, drive innovation and fuel business growth in sync with today's digital reality. NRB therefore offers a complete spectrum of services around four main pillars: consultancy, software, infrastructure and cloud services and managed staffing. NRB focuses primarily on public and social sector organisations, energy providers, utility companies and companies in the financial services and industrial sectors. Trasys International, on the other hand, a division of NRB, specifically targets European institutions and multinationals. The NRB Group's various subsidiaries also offer specialised and sector-specific solutions: Xperthis for the healthcare sector; CEVI, Logins and Civadis to local government bodies.

More info: [www.nrb.be](http://www.nrb.be)



Schibsted Media Group is an international group which manages the largest newspapers in Sweden and Norway. The group is also active in the advertising sector in more than 22 countries in Europe, Asia, Africa and America.



Segundamano is the largest listings site in Mexico and belongs to the Norwegian media group, Schibsted. With more than 2 million listings and 10 million unique visitors per month, Segundamano is the ideal partner for SweepBright to explore and conquer the South American market.



WeInvest is a newcomer to the Belgian real estate scene which immediately chose in favour of the "next-generation agencies" approach and thus also for SweepBright's technology. WeInvest's high customer satisfaction rates are proof that it, too, is a success story in the making.

## 8 Media

Want to know more about SweepBright?

Watch how SweepBright is revolutionising the real estate sector in the following videos:

[About SweepBright](#)

[SweepBright Product Tour](#)

[SweepBright Long Product Tour](#)

SweepBright op sociale media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Instagram](#)

[Website](#)

[YouTube](#)

## 9 Press contact

For more information or to arrange an interview, do not hesitate to contact:

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