

YOUR HOME ONLINE

Procura is the largest collection of accessible online real estate information in Iceland. We perform nearly two hundred thousand monthly property valuations for tens of thousands of visitors and thousands of registered users.

This shows us Procura is fast becoming a necessary part of Icelanders' real estate business, and the go-to place for sellers and buyers alike.

THE PROBLEM

A considerable lack of comparable market information for buyers and sellers on the property market has resulted in less than optimal service where Realtors charge too much for too little.

THE SOLUTION

Procura marketplace, where we provide all relevant market information for free, as well as helping users manage the ins and outs of both selling or buying a property, and the relocating business as a whole.

- We use state of the art machine learning to estimate current market value of every residential property in the country.
- We offer transparent comparison and calculation of mortgage cost.
- We provide you with a simple, yet powerful tool to estimate what you can easily afford.

THE TEAM



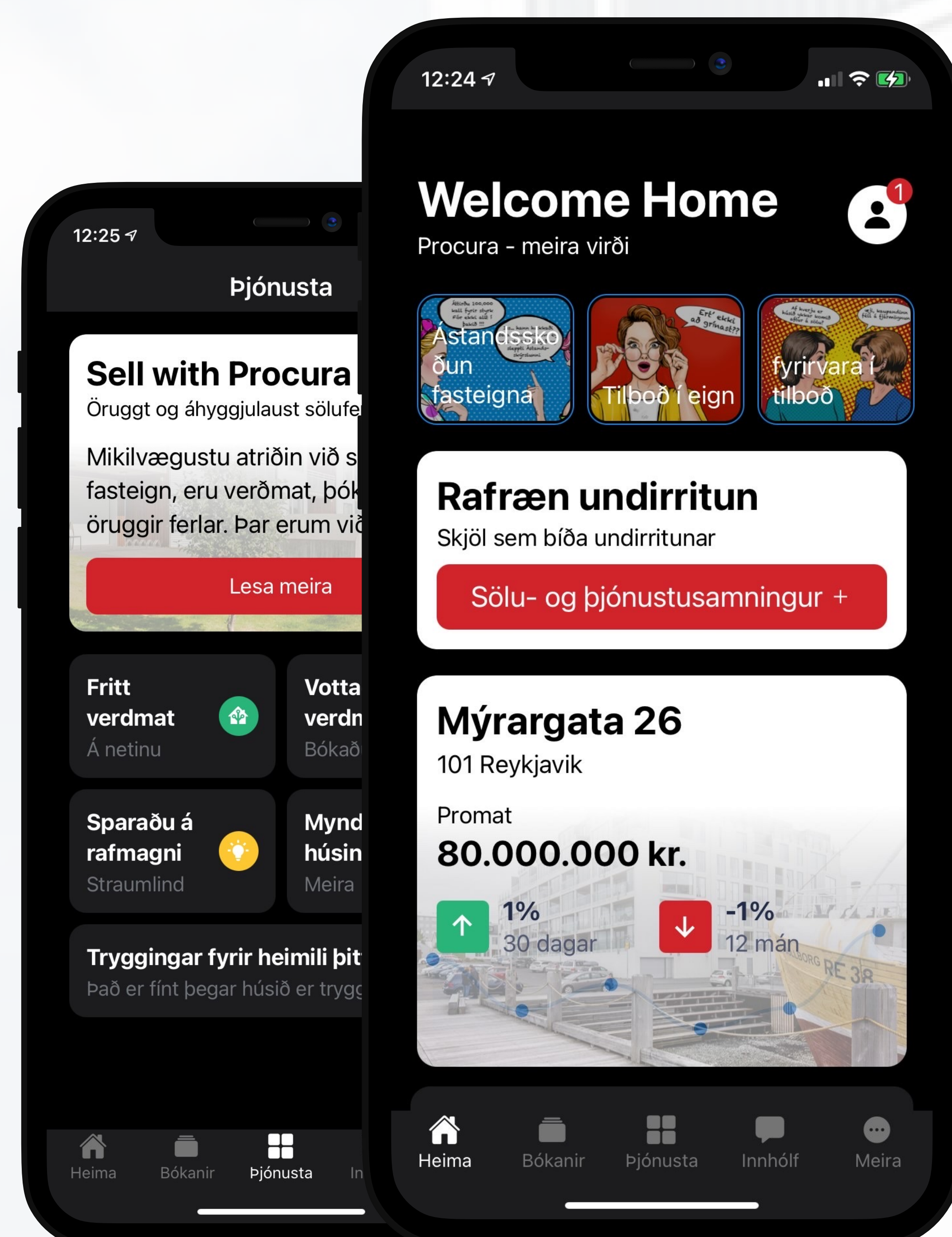
CEO
G.Andri



Product
Alex

We possess different skillsets that help us understand the market and build web services that are valuable for our target customers.

G.Andri, has excellent knowledge of the real estate market, having worked within real estate for close to 18 years. Alex on the other hand has exceptional knowledge in web-development and web-analysis



OUR UNIQUE SELLING PROPOSITION

Our users appreciate the simple layout and free access to valuable key market information before they decide to sell or buy a property. A simple online assessment tool, showing purchasing power based on all mortgage options together with user-friendly calculators and tables on interest rates and mortgage terms help our users choose the best financing available.

THE BUSINESS MODEL

Our business model consists of a fixed fee sale commission and royalty from our partners who offer their services on our platform and pay a percentage of transactions to Procura.

As our platform grows in popularity, we can offer our partners a unique access to the value chain where our users are in most cases taking on some of the most important buying decisions of their life.

