

Competitive Analysis (1)

	 remax.com	 coldwellbanker.com	 aqarmap.com	 olx.com	 propertyfinder.eg	 kemedar.com
	Re/max	Coldwell Banker	Aqarmap	OLX	Property Finder	KEMEDAR
Headquarters	USA	USA	Egypt	Netherland	UAE	USA
Global presence	+110	+41	2	+30	6	+25
Number of employees	+1500	+9066	+250	+8000	+300	+45
Company valuation in doll 		+30.84 bn*		8.5 bn	+500 m**	10 m
Year Founded	1975	1906	2011	2005	2007	2013
Specialization in real estate 						
Compliance with PropTech Standards 						

*<https://www.macrotrends.net/stocks/charts/CBRE/cbre/net-worth>

**<https://www.propertyfinder.eg/blog/en/120-m-investment-in-propertyfinder/>






Competitive Analysis (2)

	 remax.com Re/max	 coldwellbanker.com Coldwell Banker	 aqarmap.com Aqarmap	 olx.com OLX	 propertyfinder.eg Property Finder	 kemedar.com KEMEDAR
Number of member types	3	3	4	2	2	14
Ease of registration	✓	✓	✓	✓	✓	✓
Premium Memberships	✗	✗	✓	✗	✓	✓
Paid Subscriptions	✗	✗	✓	✗	✓	✓
Who can add a property?	Only internal agent	Only internal agent	Paid customer +Paid agent	Free customer +Paid agent	Paid customer +Paid agent	Free customer +Paid agent
Search levels in the region	2	2	4	2	4	4


















Competitive Analysis (3)

	 remax.com Re/max	 coldwellbanker.com Coldwell Banker	 aqarmap.com Aqarmap	 olx.com OLX	 propertyfinder.eg Property Finder	 kemedar.com KEMEDAR
Number of search filters	12	8	11	18	9	25
Add property for free	✗	✗	✗	✓	✗	✓
Franchise system	✓	✓	✗	✗	✗	✓
Finishing task system	✗	✗	✗	✗	✗	✓
Advertising system	✗	✗	✗	✗	✗	✓
Buy advertising space online	✗	✗	✗	✗	✗	✓







Competitive Analysis (4)

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Affiliate Marketers System	✗	✗	✗	✗	✗	✓
Operations on the ground	✗	✗	✗	✗	✗	✓
Number of communication	1	2	3	1	2	9
Chat between members	✗	✗	✗	✓	✗	✓
Chat with management	✗	✓	✗	✗	✗	✓
Investment system	✗	✗	✗	✗	✗	✓







Competitive Analysis (5)

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	Re/max	Coldwell Banker	Aqarmap	OLX	Property Finder	KEMEDAR
Number of paid services	0	0	2	1	1	+30
Number of types of paid subscriptions	0	0	1	1	1	4
Buy services online						
Accepted payment methods	0	0	1	1	1	9
Cart Purchase System						
Cpanel systems	2	2	4	2	2	14







Competitive Analysis (6)

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	Re/max	Coldwell Banker	Aqarmap	OLX	Property Finder	KEMEDAR
Featured company page	✗	✗	✗	✗	✓	✓
Exclusive franchisee owners	✗	✗	✗	✗	✗	✓
Buy services online	✗	✗	✓	✓	✓	✓
Control panel capabilities	?	?	-10	-10	-10	+40
Dedicated Marketplace	✗	✗	✗	✗	✗	✓
Dedicated Academy	✓	✗	✗	✗	✗	✓




Competitive Analysis (7)

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	Re/max	Coldwell Banker	Aqarmap	OLX	Property Finder	KEMEDAR
Newspaper	✓	✓	✓	✗	✓	✓
Social community	✗	✗	✗	✗	✗	✓
Languages	1	1	2	2	2	+15
MobileApp	✓	✓	✓	✓	✓	✓
CRM included for paid account	✗	✗	✗	✗	✗	✓
ERP included for paid account	✗	✗	✗	✗	✗	✓

Competitive Analysis (8)

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	Re/max	Coldwell Banker	Aqarmap	OLX	Property Finder	KEMEDAR
File manager system	✗	✗	✗	✗	✗	✓
Hiring system for Marketers	✗	✗	✗	✗	✗	✓
AI technology application on proptech	✗	✗	✗	✗	✗	✓
Projects & Compounds	✓	✓	✓	✓	✓	✓
Marketing Services	✗	✗	✗	✗	✗	✓
Real state categories	6	20	11	5	16	21

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Daily booking	✗	✗	✗	✓	✗	✓
Search by area types	1	1	1	2	2	4
Filter by suitable for	✗	✗	✗	✗	✗	✓
Filter by Status	✗	✗	✗	✓	✗	✓
Filter by Area size	✓	✓	✓	✓	✓	✓
Filter by Price	✓	✓	✓	✓	✓	✓

Competitive Analysis (10)

remax.com



coldwellbanker.com



aqarmap.com



olx.com



propertyfinder.eg



kemedar.com



	Re/max	Coldwell Banker	Aqarmap	OLX	Property Finder	KEMEDAR
Filter by payment method	✗	✗	✓	✓	✗	✓
Search in compound only	✓	✓	✓	✓	✓	✓
Search by google map	✗	✗	✗	✗	✗	✓
VR tour-3D	✓	✓	✗	✗	✗	✓
Number of fields when add property	?	?	-50	-50	-50	+100
Add project by user	✗	✗	✓	✗	✗	✓

Competitive Analysis (11)

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Description generation from fields	✗	✗	✗	✗	✗	✓
Advertising campaign design	✗	✗	✗	✗	✗	✓
Invetment opportunities module	✗	✗	✗	✗	✗	✓
Time taken to add property	?	?	15 min	12 min	20 min	8 min
Add request to buy or rent	✗	✗	✗	✓	✗	✓
Traffic monthly	?	?	+1 million/m	?	+1 million/m	?
Points system	✗	✗	✓	✗	✗	✗