

Advertising US Real Estate in Europe

Date: 09-30-2008 02:48 PM CET

Category: [Business, Economy, Finances, Banking & Insurance](#)

Press release from: [EuroProAds](#)



With a slow domestic market in the United States and a weak US currency compared to the Euro, US Realtors are looking to reach prospective buyers in Europe.

EuroProAds is a service provider in the advertising market and has just modified its web site to even better serve the increasing demand of foreign advertising. At EuroProAds' web site US Realtors and other real estate professionals can now order online advertising for their listing with a few simple steps.

“Realtors love to present to their clients that they now offer their listing also on the International market”, says Rainer Salm, co-founder and executive manager with EuroProAds.

At this time advertising services are provided for Germany, Austria, Switzerland and a few other surrounding countries where people speak German.

“We have started with those countries where the native language is German”, states Rainer Salm. “There is no other country in Europe where with just one foreign language we could reach a population of 100+ million people. Additionally we keep all property descriptions from our customers' listings also in English. Subsequently – through the Internet – we are able to reach also the folks in the United Kingdom, Ireland and quite some other countries where people understand either English or German”.

Of course those countries were also targeted by EuroProAds because the past showed that a significant number of citizens have acquired real estate in the United States and that there is a general interest in watching the US real estate market. With reduced market prices and a strong Euro, US real estate has even become more attractive to prospective buyers.

EuroProAds has build up alliances with the most popular advertising partners in Central Europe. They mostly are subsidiaries of the big publishing companies who also lead the newspaper and magazine market. With the lack of an MLS system overseas, real estate business is mainly conducted by advertising. And important for advertisers from the US: All major online advertiser offer sub-categories for either foreign or specifically US real estate. Thus properties from listings of US Realtors are easy to find, often even categorized down to State or City.

“We are often asked why the domestic MLS with publication on realtor.com isn’t enough”, says Rainer Salm. “Well, you must know that in those countries where we provide our services all major search engines work in native language. On Google.de, Yahoo.de, AOL.de, etc. you will find people typing in keywords in their native language. Thus the results coming up will also be in native language rather than English”.

By support of their sophisticated software EuroProAds selects smart keywords, for example in German language, translates all property description into native language and converts US units into metric units.

Finally everything is published with a selection of popular online advertisers who are specialized in just real estate. Some of them claim more than 7 million visitors on their web sites per month.

“It’s a pretty complex process but we have invested into some IT technology what makes the process significantly smoother. But we still review each and every ad, especially to assure that the translation is done properly. All our advertising specialists are bi-lingual and have vast experience in the real estate market. So we always find the most appealing wording for our clients’ listings”.

But there still remains some responsibility with the listing agent or broker: Providing good photos to the MLS so that people from overseas can really get a good impression before they decide to hop on a plane for a showing.

And since EurProAds in a convenient process for the Realtor takes all information, including those photos from the MLS database, it’s a good idea to have those checked for quality from the very beginning.

EuroProAds is the largest service provider for online advertising of US real estate in Europe. EuroProAds comprehensive service includes professional translation, conversion of US units into metric units, selecting smart keywords for improved search engine results overseas in the native languages provided and utilizes publication of real estate listing descriptions with leading online providers for real estate advertising. EuroProAds service is solely B2B and only available for Realtors and licensed real estate professionals.

EuroProAds
1991 SE 195th Terr
Morrison, Fl 32668
Phone: (352) 342 7646
Fax: (352) 528 2562
info@europroads.com

www.europroads.com

[You can find this press release here](#)