



# Square Yards

Establishing Gold Standards

Square Yards is a unique hybrid business comprising both online and offline services with the combination of technology, big data analytics coupled with the retail aggregator for property brokers, and thus aspires to establish the gold standards in the real estate advisory space





**S**quare Yards is the No. 1 pan-India organized real estate advisory for residential properties. Growing at a scorching pace, within a short span of 18 months since its inception, it has become the largest organized player in the primary residential market pan-India in revenue terms, establishing its presence in 21 cities and 6 countries across the globe. Because of the international presence, and a competent team of more than 800 employees across the globe, who believe in impeccable service quality, Square Yards offers a host of cross-border real estate investment opportunities to investors and home buyers.

It has built excellent working relationships with 3,500+ satisfied customers and more than 500 A grade developers in India, US, UK, Australia, Singapore, Malaysia, Japan, Canada, Bulgaria, Mongolia and UAE, on the basis of which it has already facilitated real estate transactions in excess of USD 400 million. One must pertinently note that within this, USD 300 million transaction value in India ranks Square Yards' execution capability better than the largest developers in India. Thus, Square Yards undoubtedly enjoys a virtual monopoly in offering real estate advisory services to the NRI/PIO Diaspora with overseas transactions amounting to roughly 40% of its monthly sales numbers.

It is also the only organized real estate advisory in India that offers 360 degree services for real estate investments around the globe, and is thus a pioneer in bringing global properties with the best payout options to India.

It serves home buyers through the entire lifecycle of property buying,

providing well-rounded advice and in-depth analysis through its strong research team; and as if it wasn't enough, it provides services such as searching & shortlisting, site visits & property identification, as well as transactional, financial & legal documentation to post-transactional support & portfolio management – all for free! In addition, its unique Global Intelligence Cell (GIC) gives access to comprehensive data that helps one analyze micro trends, understand customers and give customized solutions.

Square Yards' acquisition of LUXE Real Estate in Singapore is valued in a range of USD 1 million with no stock swap.

Square Yards has raised an amount of USD 6 million in pre-series A funding, from a clutch of investors in Singapore and Hong Kong. These investors hold senior-level positions with leading asset management and private equity houses who valued the company at USD 40-50 million.

The great success is due to its exceptional leadership, comprising accomplished professionals, ex-bankers, and Ivy school alumni. Further, it is creating India's first and largest mobile-only aggregation platform, Square Connect, for real estate brokers, independent consultants, financial institutions and online firms, providing them access to much larger inventory, opening up more possibilities and helping them increase productivity.



## CERTITUDES

- Squareyards is the 'only' player in the real estate advisory space in India, which can facilitate a win-win outcome for all key stakeholders in the ecosystem.
- It is trusted for its global distribution capabilities and deal structuring flair and hyperlocal execution strength.

## BEACON OF TOMORROW

- In a bid to consolidate its leading position, Square Yards has entered into agreement to merge with tech platform for online property search Realizing.in.
- With investments in technology and expertise on the ground kicking in, it is gunning for a 15% market share by 2017.