



Agorafy - A digital home for commercial real estate

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Agorafy is an open platform for organizing and sharing real estate information in New York, launched this past year. Agorafy's mission is to be the most accurate resource for commercial real estate listings and property information in the city. Heading into 2013, Agorafy tackles the larger goal of becoming the digital home of New York's commercial real estate community.

Putting a Face to the Listing

This month, Agorafy launches the Professional Profile, enabling users to go beyond searching commercial listings and property information and allow them to manage their public facing profile. The Professional Profile helps identify and promote the user's interaction with other commercial real estate professionals including commercial brokers, property owners, building managers, financing providers, architects, and attorneys. It also helps increase exposure for their listings and identify potential opportunities. Professionals who shape the commercial real estate community in New York all currently utilize Agorafy.

Professionals have the ability to list their career background and highlight their areas of expertise and the aspects of commercial real estate in which they specialize in. Brokers, property owners and managers will be able to link to their current exclusives, submit new exclusives and submit details on closed transactions.

Commercial real estate in New York is a very tight knit community, one that is built on strong relationships and constant interaction. However, the community is very segmented by areas of expertise and professionals are disconnected. So Agorafy provides the tool to bridge that gap and bring everyone together.

Don't Forget the Quality of the Data

The Professional Profile builds on its next level search platform, aiming to eliminate problems facing commercial real estate professionals by providing the industry's most accurate data. Agorafy believes its job is not to simply aggregate the available information in one location, but rather actively source and verify that information before it is packaged and made available to the commercial real estate community. Agorafy takes the major step of connecting property level information and the corresponding properties availabilities, creating a full and clear picture of every opportunity.

The majority of commercial listings on Agorafy are submitted directly by the exclusive broker or property owner, which ensures that the listings are presented as attractively as possible with all of the information needed to evaluate the opportunity. Agorafy requires all commercial listings to have verified asking prices, marketing flyers and high quality photographs.

Agorafy brings a mountain of segmented commercial real estate data together in one centralized location which can be accessed from anywhere, eliminating the need for brokers to aggregate and

verify on their own. This saves professionals time and provides them the ability to focus on what they do best-identifying opportunities, contacting clients, and negotiating and closing transactions. Agorafy is driven to integrate commercial real estate data with the associated market professionals and give the commercial community place to call home. Agorafy's Professional Platform will launch soon and be a prelude to bigger things to come in 2013.

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