



PRESS RELEASE

Prelios and Wikicasa strategic partnership on real estate portals and databases

The historic Casaclick.it portal will join the Wikicasa network, as part of a cooperation agreement under which Prelios will develop a portal for professionals to trade distressed properties.

Milan, September 27, 2021 – [Casaclick.it](https://www.casaclick.it), the portal for classified property ads owned by Prelios, has been acquired by Wikicasa.it, a platform held by Italy's four main real estate groups (Gabetti, Tecnocasa, Re/Max and Tempocasa).

The Casaclick platform will be sold to [Wikicasa](https://www.wikicasa.it), which thus takes a new step forward in its growth strategy after its acquisition last year of the [Commerciali.it](https://www.commerciali.it) portal, which specializes in properties for business and commercial activities. The move continues the shakeout in real estate portals spearheaded by a small number of larger structured players.



The sale of Casaclick, created in 2001 from the merger of Casapark and Domusclick, is part of the cooperation with Wikicasa developed by the [Prelios Group](https://www.preliosgroup.com) for its Open Innovation drive to accelerate the implementation of new services leveraging the proptech ecosystem.

Through the partnership with Wikicasa, Prelios will have access to a solid, qualified asking-price database for its own Premium AVM (the automated property valuation system developed by the Prelios Group), and will shortly be able to provide the market with a portal for professional trading of distressed properties.



Prelios Chief Technology & Processes Officer Mauro Cavagna said: “Wikicasa is a young and fast-growing player with whom we have developed a broad partnership project geared to technological innovation, essential in today's market, to help us speed up development of solutions to support our core businesses.”

Wikicasa CEO Pietro Pellizzari commented: “We are proud and honored to take over Casaclick. This will enable us to enhance visibility for our premium clients, and we shall be working to expand the advertiser base; our focus is a system project where real estate agents are the heart of the digital revolution in this sector.”



About Wikicasa

Wikicasa is a web company that manages the two property classified advertising portals www.commerciali.it and www.wikicasa.it – recently joined by www.casaclick.it – viewed by more than 12 million unique visitors a year, and is one of the main property search channels in Italy today. Owned by the 4 largest Italian real estate groups, it uses technology and big data for faster, more transparent and reliable property transactions. The PropTech company offers digital marketing and data providing services (property prices) for real estate professionals. To date, it has served more than 14,000 advertisers and handled 700,000 advertisements.

About Prelios

Prelios is one of the largest groups in alternative asset management, credit servicing and integrated real estate services in Italy and Europe, with a total of more than 40 billion euro of assets under management. It is an independent platform with a track record spanning the last thirty years. Prelios' unique services offer for Real Estate covers all the needs of Italian and international banks, institutional investors, investment funds and private clients, over the entire sector life cycle: management of NPEs, NPLs and UTPs, asset management, investment management, due diligence, real estate advisory, valuations for properties and real estate portfolios, building and project management, property management, real estate brokerage, management of real estate investment funds.

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