

Datacasas Proptech reinventing online property sales using mobile phones, and It's a finalist in the Santander Challenge

In a hard fought Santander Bank competition, with more than 2.200 companies around the world, the spanish startup managed to demonstrate that data and emotions are the best solution in property sales via mobile phone.



Estepona, Jul 22, 2020 ([Issuewire.com](https://www.issuewire.com)) - Chosen among the 40 most innovative startups among 2,251 proposals, Datacasas Proptech has been a finalist in the Santander X Tomorrow Challenge of Santander Bank in the re-invent category on July 17. They bet on data and emotions through the mobile phone to transform the Real Estate sector.

Its metrics say that 87% of clients looking for a home do so via mobile. They have also tested that each client needs on average 1 minute and 40 seconds to understand the project. If the client has not understood it at that time, he leaves and does not buy. They add that any technology that is incorporated that does not meet the parameters of simplicity and usability is doomed to failure.

"Making it simple is the most difficult thing there is, it requires a lot of error testing," says Luz Mery Martínez, co-founder and COO of the startup. "The Real Estate sector has focused a lot on the product and little on the customers. You cannot offer something to the customers if you do not know beforehand what motivates them, and what are their predominant communication channels: visual, auditory or kinesthetic. Now technology and neurolinguistic programming allow us to segment with subtlety and with more success. "

Datacasas Proptech is part of a totally out of the box stream of technological Real Estate innovation, that

is changing the Real Estate ecosystem. It has an international vocation, and it is estimated that in 2022 online sales will already exceed sales in person. However, online sales require a more precise customer qualification, since much more data is obtained. Here BigData, SmartData, artificial intelligence play an important role.

"Every action begins with an emotion, and the sale of properties is not an exception," says Santiago Cabezas-Castellanos, CEO of Datacasas Proptech, "At Datacasas we achieve simple and agile communication between clients, developers, lawyers, and banks. In less than 15 seconds, with a single click".

Banco Santander has sought solutions to the major post-COVID-19 challenges and is part of the global response plan, endowed with 30 million euros. Entrepreneurs from 14 countries have provided solutions through innovative startups, mitigating the socio-economic consequences of the pandemic.

Datacasas Proptech prepares its first round of investment for October with Conector Startup Accelerator, and it wants to become a benchmark in online property sales not only in Spain but also in Europe.

More information: www.datacasas.com

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