



Swiss-MLS puts agencies back in the driver's seat

As the Swiss real estate portal market experiences a wave of consolidations, dreamo.ch, properstar.ch, and urbanhome.ch are launching Swiss-MLS – an initiative that gives agencies back control over how their listings are published. Transparency, diversity, and innovation guide this approach, and other platforms are invited to join in building a more balanced market.

A market under pressure. Recent mergers among major real estate portals have significantly reshaped the Swiss market. On the ground, many real estate agencies express frustration – even exasperation – over the reduction of publishing options. Rising prices, increased dependency, and diminished freedom have raised deep concerns among real estate professionals about the future of property listings in Switzerland.

Swiss-MLS: an alliance to restore agency choice. In response to this situation, dreamo.ch, properstar.ch, and urbanhome.ch have joined forces to launch **Swiss-MLS** – a unique initiative in Switzerland. It allows agencies to publish listings automatically on all three portals, with no complicated steps. The goal is clear: to restore professionals' freedom to decide where and when to publish their listings, based on their own marketing strategies. This creates new publication opportunities while strengthening the independence and visibility of agencies.

An open vision for a more balanced market. Swiss-MLS is built on a strong belief: no single player should be able to dictate the rules of the market. Transparency, diversity of channels, and innovation are the pillars of this approach, which aims to restore healthy competition. Swiss-MLS invites other Swiss portals to join this collaborative initiative – in the common interest of building a more balanced ecosystem that benefits both professionals and the public.

About the Swiss-MLS Founding Partners

IMMOMIG SA is a Swiss company founded in 2004, specializing in digital solutions for real estate professionals. It supports its clients through an ecosystem of innovative tools including the Immomig® software, the DigiRENT rental solution, and the dreamo.ch portal – the latter embodying IMMOMIG SA's commitment to accessible and efficient alternatives like Swiss-MLS.

Properstar SA is a Swiss company founded by Gérard Paratte in 2013. Properstar has established itself as a key global player, with a presence in over 40 countries. In addition to local visibility, Properstar offers agencies international visibility for each property listed. By partnering with Swiss-MLS, properstar.ch demonstrates its commitment to promoting openness and diversification of distribution channels.

Urban Group GmbH operates urbanhome.ch, a well-known platform in eastern Switzerland since 2008 for both private users and professionals. Its automated model ensures fast and high quality publications. By joining Swiss-MLS, urbanhome.ch reaffirms its commitment to more equitable and accessible property distribution.

More information: www.swiss-mls.ch/en

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