

City Expert

RENTING OR BUYING REAL ESTATE is a process which impacts everyone at some point in their lives and yet, it is perhaps one of the least modernised services in today's world. When deciding to dive into this market, either to purchase a home or as an investment, you become immersed in the complexity of finding that ideal property to call your own.

City Expert is a Serbian start-up which is looking to streamline the processes in the real estate market in Serbia by adopting modern technologies in order to create transparency and improve efficiency for both the buyer and the seller.

The City Expert team prides itself in providing the best user experience for the buyer by using modern technologies (3600 virtual tours, rapid mapping, augmented reality etc.) enabling the viewer a

time-saving and transparent viewing before even visiting the property. The seller benefits from a more focused and knowledgeable list of potential buyers thus also saving time and money. Core strengths include adaptability to local market habits which allow City Expert to expand to other markets and improve them rapidly.

The idea was born in early 2015 when a group of six friends started a company out of necessity after discovering the many pitfalls on their own experiences. In less than one year, City Expert managed to amass a sizeable customer base by creating a transparent website with listings which adhere to the highest quality standards.

The investment from ENIF has allowed the company to establish an ever stronger presence on the market and foster regional expansion.



Financing

700K€

Instrument

ENIF

Western Balkans Enterprise
Innovation Fund

Managed by

www.sc-ventures.com



South Central
Ventures

Purpose

The investment allowed the company to solidify its presence on the market in Belgrade and to complete its development. The second part of the investment is aimed to help expand the company to new cities and confirm its scalability.

Employees

51

40

at investment

Sector

ICT for real estate

Economy

City Expert is operational in the cities of Belgrade and Novi Sad. In the medium term the business could also be expanded into other International capital cities.

