

Once upon
a time....



A small independent French site decided to translate its
220,000 Houses for sale adverts into **20 Languages** and **12 Countries**
so that everyone could find the house of their dreams...

And live there happily ever after.

The Founder

Benoît Galy is engineer at France Telecom. His career path seems all mapped out. He decides to stand out and looks into real estate.

Late 2003, he takes a 6 month sabbatical with France Telecom, where he goes on working in a small office between two printers, but on his project: the site immofrance.com and its 100 listings.



The Early Days



He picks up the phone to prospect himself with real estate agencies. He is quickly struck by the lapidary « call back next week ». And he calls back. A lot. 500 phone calls a week.



Right then, the legitimate matter of common sense arises : « what do you have that other websites which I've been working with since 1997 don't have? ».



The second day of prospecting, after the second call, he gets his first customer with this argument.



He chooses to offer an international visibility to be different

The Smart Moves



Benoît takes the list of Ryanair's destinations in France and calls all the real estate agencies nearby.

He figures out that the 500 calls can have him sign 1 customer a week, and that after a year at this pace, his annual revenue would be as high as his engineer's salary.

He decides to make the site a success (but he will start to pay himself only 18 months later)

Every single euro earned is reinvested in online advertising

Green-acre is one of the first websites to run massive keywords campaigns with 200,000 keywords, bought at a lower cost in 2004, in France and abroad.

The Audience takes off

The Audience

Our Mission Focus:

Always deliver more qualified leads to its customers.

Green-acres hits 100,000 visits per month.



Sept. 04'



3 million visits and 22 millions pages viewed per month.

(source Google Analytics, Nov 18)

Today

Green-acres ranks in the **Top 5 french sites** in terms of interest of visit, with more than 10 pages viewed per visit. (source OJD/ACPM)

These data are not available in the Médiamétrie/ Nielsen Netratings ranking, which doesn't include international audience.

The Translation

To keep promises of International service, Green-acres quickly offers to translate the listings in English.

Today Green-acres is translated into 20 languages

- ▶ With an intelligent automatic translation engine, dedicated to real estate.
- ▶ Or possibly with independant translators

The screenshot displays the Green-acres website interface. At the top, there are search filters including a language dropdown menu set to 'Γλώσσα' (Language) and a search button labeled 'ΑΝΑΖΗΤΗΣΗ' (SEARCH). Below the search bar, there are two sliders for filtering: one for 'max > 1000' and another for 'Αριθμός υπνοδωματίων' (Number of bedrooms) with 'min 0'. A green button with a plus sign and the text 'Περισσότερα φίλτρα' (More filters) is visible. Below the filters, there is a dropdown menu for 'Διαλογή Προεπιλογή' (Selection Default). The main content area shows two property listings. The first listing features an interior view of a house with a price tag of '€' and a star icon. The second listing shows an exterior view of a house with a price tag of '780.000 €' and a star icon. Below the second listing, the text reads 'Διαμέρισμα : 202 τ.μ.' (Apartment : 202 sq.m) and 'Marseille (Μπουσ ντι Ρον)'.

*Who wants to look for a house
in modern greek ?*

The Technology



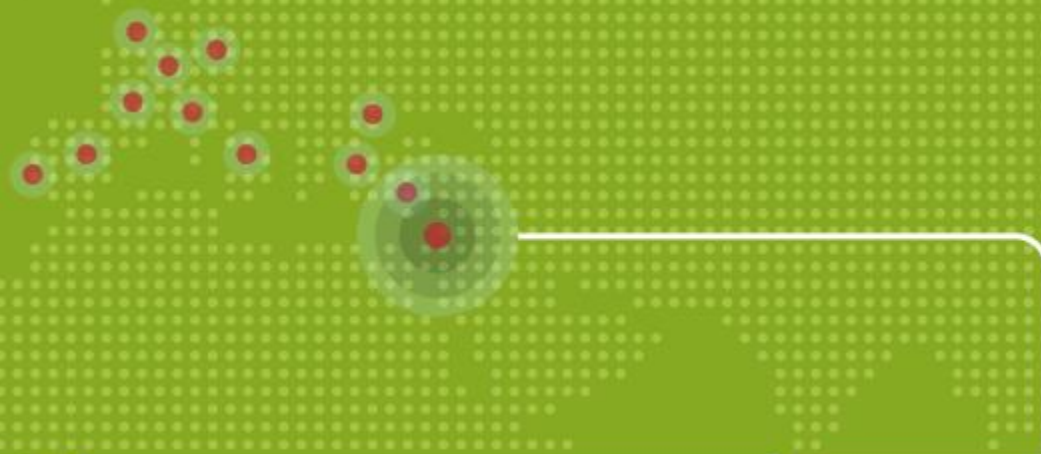
Alone in charge, Benoît saves time by automating many processes:

- ▶ The automatic payment system
- ▶ The back-office
- ▶ The platforms for the listings transfer, compatible with 99,9% of the softwares on the market
- ▶ The performance reviews
- ▶ The translation engine

Today still, the customers' feedback and the team's needs drive the choices of developments.

The International

Today, 50% of Green-acres's audience comes from abroad. The site is translated into **20 languages** and operates in **12 countries**.



2006

January

Translation available in italian, dutch, spanish, german and portuguese.

November

Opening in Italia and Spain.

2007

January

Opening in Portugal, Belgium, Netherlands, Switzerland, Germany,

...

Then gradually in most countries in Europe

2018

Opening in Brazil, in Emirates and in Croatia

The Brand

Green-acres is also a TV show from the 60's famous in the USA and in UK: a rich couple from New-York City moves to a country farm. « The place to be » says the soundtrack.

In 2009, all the websites are rebranded Green-acres

Giving the sites an international and recognisable brand.



The Setbacks

In Spring 2010, Green-acres releases a new aesthetic version of the website.

Traffic and revenues drop by 30% during 2 months, despite optimisations.

After 2 months, Benoît decides to roll back to the former version. The traffic comes back to normal and up the very next day! No matter what, there will be no more new graphic version until 2016.



**KEEP
CALM
AND
CODE
.NET**

In 2012, Benoît understands that the website is built on an obsolete technology no one would even want to work with again (except old and depressive folks).

He makes this bold move throwing away 10 years of work and starts from scratch developing the site in .net.

He learns how to code in .net by himself. It takes him 3 years to build a team and have the whole site redone. Today, the search for technical excellence is a fundamental value of Green-acres. til 2016.

The Successes



2007

1st Hiring. Pascale, developer



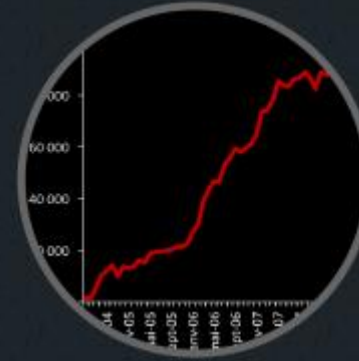
2007

1st article in Management Magazine



January 2008

1st Million of Visits



2008

1st million of Revenue



2013

1st TV advertising Campaign

A Service like Nowhere

For Buyers

Finding your dream house among 285,000 listings in France and abroad, using the language and the currency of your choice.

No need to recall your spanish classes to find a house on the Costa Brava.

For Sellers

Broadening your market by selling your house to local and foreigners buyers.

Get exclusive mandates thank to the international visibility argument. The translation is included in the price of publishing.

Innovative Paying Model : Pay-per-Lead

Only pay the leads you receive!

No lead this month? Nothing to pay!

Services to Professionals

Publication in your country and abroad

50% of the audience comes from abroad: as many leads competitors can't provide with.

Detailed Profile Analysis

Everything you need to know on your leads:

- Localisation
- Search history
- Budget
- Other houses already contacted

Free trial and Budget Management

- Free trial, no commitment
- Exposure adjusting to both budget and efficiency of the advert
- Instantly modifiable budget



The Innovation

In 2015, Green-acres launches the first exclusive algorithm to predict ads' performance

Green-acres's algorithm calculates the probability an advert has to generate leads.

Based on common criteria such as localisation, price or size, it also takes into account the number of pictures, visits or contacts already received.

With this new approach, Green-acres is able to truly adjust the adverts' visibility in order to provide each and every customer with leads, complying with their budget.

Key Figures

3 million

Visits per month

285,000

Listings

9,000

Professional Customers

15 million

Annual Searches

20 Languages

28 Currencies

14 Countries

15

Employees

57%

of audience coming from abroad

The Team

Holacracy, noun definition

Is a system of organisational governance aiming at distributing authority and decision-making among self-organizing teams. The system relies on agility, transparency and knowledge-sharing within the company.

For instance, people at Green-acres have been trained to holocracy. Agility and Scrum are the foundation of the governance.

Green-acres believes in the values of:


Innovation / Simplicity / Efficiency





Contact Us


PR CONTACT INFORMATION


sales@green-acres.com

 France **+33 1 83 64 83 30**

 Portugal **+351 3 08 80 71 84**


 Spain **+34 9 02 01 81 39**

 UK **+44 330 808 06 25**

 Greece **+30 21 1198 7991**

 Israel **+972 3 720 7996**

 Croatia **+385 13 000 832**

 Green-Acres