

IMMOMIG A REVOLUTIONARY TECHNOLOGY



The construction of Immomig's new headquarters in Dürdingen marks the start of a new growth phase for the leading real-estate software developer in Switzerland.

In the space of almost 20 years, IMMOMIG SA has gone from a tiny start-up created by a young computer science student at the University of Fribourg to Switzerland's leading real estate software developer. According to Patrick Maillard, the founder and CEO of the flourishing IT firm, "Realtors, property managers, architects and property developers represent our main customer base." One of the major factors behind the company's success is that every step of the development process is carried out in house coupled with ongoing improvements and upgrades to the game-changing Immomig® CRM real-estate marketing software. "In 2004, our software became the first web-based tool of its kind", Maillard proudly recalls. "Today, it still saves our customers a great deal of time because it automates many of their routine management tasks. For example, you can create a professional PDF marketing brochure in multiple languages and formats (print or web quality) with a single click and in a matter of seconds." The form fields filled in by Immomig users are used to feed the customer's website and automatically publish targeted advertisements on a range of real estate portals.

Non-stop innovation

After conquering the Swiss market, IMMOMIG SA has set its sights on Germany and Austria. The company is currently building a new head

office in Dürdingen and is constantly on the lookout for IT specialists to join its team. "Innovation is the secret behind our growth", Patrick Maillard explains. "It requires us to constantly research, develop, and market new solutions that better meet our customers' needs." Over the years, Immomig has come up with a raft of innovative products, including a tool that makes it possible to use in-house databases to automatically generate websites for real-estate projects comprising several lots.

The company also developed an à la carte multiple listing system (MLS) network that lets realtors work with their competitors, publish other brokers' listings, or share their own, in return for a commission. And the CEO has many more ideas up his sleeve, such as the DigiRENT-AI digital rental software, as well as a project to integrate artificial intelligence into Immomig's real estate solution. The latter benefits from federal financial support as well as the invaluable scientific input of the Fribourg School of Engineering and Architecture. At Immomig, innovation never stops.

→ www.immomig.ch

→ www.digirent.swiss