



The API MLS working with exclusive listings



WHAT IS API – CATALONIA IS DIFFERENT

The Professional Real Estate Agents Association in Catalonia – SPAIN (API) aims to defend the interests of the Real Estate profession and protect final customers.

All our real estate agents are registered at the **Registrar of Realtors in Catalonia**. This is different to the rest of Spain. All Real Estate Agents in Catalonia need to hold Professional Indemnity Insurance and they adhere to voluntary a code of conduct and discipline.



OUR MISION

- Facilitate access to housing for all citizens with greater security.
- Offer our agents services to help their daily work and raise their business opportunities.

OUR VALUES

- Experience
- Market knowledge
- Security and warranty
- Protection to our associates
- Professionalism

OUR VISION

- Be a reference for best practice in the real estate sector.

OUR WORK

- Promote regulations to protect consumers and facilitate universal housing access.
- Transform the real estate sector, creating a better future.
- Give professional advice to consumers in their real estate transactions.

APIALIA – OUR OBJECTIVES

From API we believe that **working together** is our strength, that's why APIALIA groups were created as a **COLLABORATION SERVICE** for our API's associate agents.

The goal is to share real estate exclusive listings and increase our sales, offering the customer a highly-professional advice service, reducing advertising costs for the agents.

API offers all the legal, technological, administrative and management support that is necessary to ensure that everything works correctly, through a software called **Ghestia**.

WHAT IS THE DIFFERENCE BETWEEN A MLS AND APIALIA? ☹️ Apialia is a service from an API group, not a MLS, and we are behind each operation to ensure the correct coordination of our groups.



OUR OBJECTIVE?



Maximize **SHARED
TRANSACTIONS**

APIALIA – WHY APIALIA?

As previously explained the situation in Catalonia is different to the rest of Spain.

The MLS's model arrived to Spain in the 1990's with an American format, but we realized that the American MLS model did not succeed in Spain due to our culture and the commercial approach of our agents.

The API team realized that in 2010, 64 MLS were built in Spain and only 6 of them were really sharing real estate operations. As the agents had a lot of real estate products and clients, exclusive listing was not used, so the current American models were not working.

This is why **API developed a NEW MODEL in 2012** analyzing what was not working at the other MLS in the country and taking the Spanish Real Estate culture into account.

The API group reached the conclusion that working with trusted agents in small solid groups was the **key to success!**

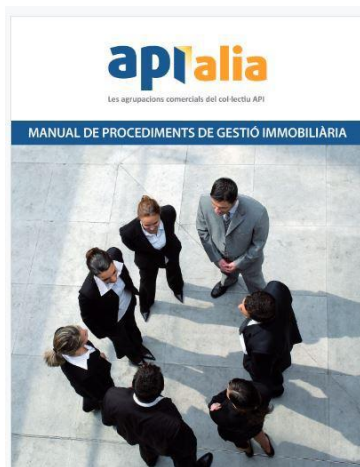


APIALIA – HOW DO WE WORK?

Enrollment requirements:



Operations manual:



Basic Criteria:

- **Number of members:** Limited to minimum 12 and maximum 20 users
- An **APIALIA coach** manages and controls each APIALIA group, being the responsible for the cohesion, shared sales and changes implementation
- **Each APIALIA manages itself**, with the condition that decisions cannot violate contract agreements
- **Centralized administration**
- **Admission subject to member agreement**
- Each APIALIA works within a **geographical concrete area**
- **Exclusive listings only.** Not applicable to rental properties.
- **Minimum activity** is required within the APIALIA
- Maintain the internal communication exchanges of the transactions using our **GHESTIA software**
- **Withdrawal if contract agreement is not fulfilled or if the agency has not achieved a minimum economic performance**

APIALIA – SUPPORT TOOLS

GHESTIA	Real Estate Software APIALIA web
WEB	Dedicated WEB Portal Named: Apialia.cat Each APIALIA has its each WEBPAGE
INTRANET	Visit booking service, chat, agenda...
MARKETING	Brochure design, advertising campaign, social networks...



APIALIA – SERVICES

PORTALS	Advertising in TOP WEBSITES Apialia.cat
COACH	Managing APIALIA activities, leading the change at the group, organizing networking sessions. The COACH is the key figure that ensures the groups work correctly.
TRAINING	Ghestia, Clients acquisition, Homestaging, Farming, CRS...



APIALIA – INTRAPIALIA



INTRAPIALIA connects all **APIALIA** groups within the same **country** in order to share also operations among the different **APIALIA** territorial groups.

This allows agents that receive a request from another geographical area to have many exclusive listings in that specific area for its client with the same guarantees.

APIALIA – INTERNATIONAL APIALIA



The API GROUP is currently developing **INTERNATIONAL APIALIA**.

Its objective is to implement the success **APIALIA** formula in other countries in the world where we do already have connections.

Connect agents, properties and increasing the agents trust as the number of **SHARED OPERATIONS** in this new global world will be our main goal.

APIALIA – CASE OF SUCCESS

APIALIA is a MLS that only works with **exclusive listings**.

Its objective is to create an agent network that will increase the number of sales.

The numbers certify our work, our growth has been exponential in this past 3 years.

	2014	2015	2016	H1 2017
Groups	2	11	16	26
Agents	21	146	200	324
Portfolio	142	963	1200	1515
Value (M€)	36	250	315	440
Sales (#)	11	53	113	295
Sales (M€)	3	12	22	66
Agents fees (M€)	0,2	0,7	2,1	2,8

	2014	2015	2016	H1 2017
Days at the portfolio	41	43	52	48
Days to sell, average	29	26	26	26
Average sells per group (M€)	5,5	4,8	7,1	7,8
Average sells per agent (M€)	0,1	0,1	0,5	0,6
Average properties price (M€)	0,3	0,2	0,2	0,3





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Thank you for your attention

API Catalonia is your home!



APIALIA

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THANKS!!! ¡Gracias!

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President FIABCI SPAIN

President European and Near Est Commitee

CEO EUROFINCAS

LAWYER

REAL ESTATE AGENT

PROPERTY MANAGER

COUNCIL RESIDENTIAL SPECIALIST

