

JIC Venture Growth Investments has invested in Housmart, Inc, a start-up providing sales support software as a service for real estate

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JIC Venture Growth Investments (VGI) has acquired the share in Housmart, Inc. (Housmart) through its JIC Venture Growth Fund 1 (VGF1).

Housmart was established in 2014 as one of the start-ups providing sales support software as a service for real estate industry in Japan. Housmart has been providing "PropoCloud", sales support system automatically sending by email the property information and details in line with the requirements of customers on behalf of sales staff members with a focus on real-estate brokers. This system has been introduced in 200 offices on real-estate brokers for Tokyo, Saitama, Chiba and Kanagawa. Housmart has been expanding its customer base and has been developing its revenue model by using reliable good data.

The significance of this investment is to support Housmart's business to scale up and to promote "PropoCloud". By supporting enterprises to find ways to create and develop easier environments of data monetization including building good data and understanding customer on real estate transactions, this investment contributes to realize digital transformation of the real estate industry. Ultimately, VGI intends to improve transparency and productivity of the real estate industry.

VGI believes Housmart will accelerate its growth and enterprise value by this funding, and eventually VGI contributes to bringing Housmart to leading company providing sales support software as a service for real estate to real-estate brokers, through this funding and hands on support for value up.

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