



Brussels, 25 June 2021 – 10 a.m.

Immoscoop, KBC and 16 property brokers join forces to build a reference online real-estate platform

KBC, the real-estate platform Immoscoop and 16 Belgian property brokers have teamed up to develop a reference online real-estate platform that will offer potential buyers an optimum experience when selecting, financing, purchasing and insuring their future home. They have joined forces to create Immoscoop 2.0, which will develop into the reference partner for the property market. The articles of incorporation were signed yesterday.

No financial details are being released regarding the collaboration.

The property market is at full swing right now. Buyers, tenants, owners, sellers, estate agents, brokers, notaries, property developers and everyone else with any kind of connection with real estate is increasingly using digital channels in this regard. People looking to buy a house or apartment are turning more and more to property websites and sometimes make an offer straight away, followed by an application for finance or insurance. This growing trend towards one-stop shopping is entirely in keeping with the ongoing digitalisation of consumer behaviour and demand for convenience.

Immoscoop is a cooperative initiative set up in 2016 by over 350 real-estate professionals. It is primarily active in Flanders at present. It has swiftly evolved into a challenger among property portals. Number one in the Antwerp region and growing throughout the rest of Flanders, Immoscoop currently attracts a million visitors a month with a continuous offering of over 30 000 published properties. The venture boasts a powerful online platform that it is keen to develop further. Immoscoop has to contend with the same market developments as KBC, which it has adopted as its strategic partner to address those challenges and allow ongoing growth.

KBC is an important player in the Flemish and Belgian housing market and hence a natural partner for Immoscoop. The parties share a substantial proportion of their client base, a similar vision on digital developments and above all the same customer focus and attention to local embeddedness. KBC is providing Immoscoop with the necessary financial means, digital expertise and commercial clout to further develop the existing real-estate platform. They warmly invite all real estate market players to collaborate on this project in the future.

No less than 16 Belgian property brokers are also investing in this future narrative and are enthusiastic about pooling resources: *(in alphabetical order)* Allure Real Estate, CASIMO, COGA, Dewaele Vastgoeddiensten, ERA Belgium, Habicom, Hillewaere, Immo De Laet, Immo Selekt, Immo SP, Janssen en Janssen Immobiliën, Living Stone, Living Stone Verhuur, Vastgoed Gillis (Ugly.be), Vansweevelt D&K and Vansweevelt Makelaars. With these investments, the brokers emphasize that this platform is from and for the real estate sector, supported by a strong financial partner.

Share ownership in Immoscoop 2.0 is split 50/50 between the real-estate partners and KBC.

Stefan Demeijer has been involved in the birth of various digital innovations at KBC and has been appointed CEO of the newly founded Immoscoop 2.0. He will be supported in this by Bart Cassiers (Immoscoop CV). Wim Peleman (Immoscoop CV) will chair the Board of Directors.

Nothing will change at this stage for the estate agents who are already affiliated with Immoscoop. They can continue to use the existing, familiar platform. Additional new services will be offered to estate agents in due course.

As structural partner, KBC will offer its banking and insurance products and services via the Immoscoop platform directly to potential property buyers and tenants, who can choose a home there quickly and efficiently and, where appropriate, finance and purchase it.

KBC Group NV

Havenlaan 2 – 1080 Brussels

Viviane Huybrecht

General Manager

Corporate Communication /Spokesperson

Tel. +32 2 429 85 45

Press Office

Tel. +32 2 429 65 01 Stef Leunens

Tel. +32 2 429 29 15 Ilse De Muyer

Tel. +32 2 429 32 88 Pieter Kussé

Tel. +32 2 429 85 44 Sofie Spiessens

E-mail: pressofficekbc@kbc.be

KBC press releases are available at

www.kbc.com or can be obtained by

sending an e-mail to pressofficekbc@kbc.be

Follow us on www.twitter.com/kbc_group

Stay up-to-date on all [innovative solutions](#)