

**Media Release**

Dubai: 29<sup>th</sup> June 2008

## **Propertyfinder.ae now in Arabic**

### ***New website targets regional real estate investors***

The UAE's most popular real estate web portal, <sup>1</sup> propertyfinder.ae today announced the launch of its new Arabic website. The website has been developed to directly connect the UAE's Arabic speaking population to the portal's property listings and will cater to one third of the website's visitors who are Arabic speaking.

The move represents propertyfinder.ae's commitment to the region and the increase demand for relevant up to date information for local and regional investors which represent a significant percentage of property investors in the UAE.

"The UAE property market has attracted investment from across the region in particular from Kuwait and Saudi Arabia and the need for reliable and up to date information in Arabic is greater than ever before. Any portal or website claiming a leading position in the Middle East must be available in Arabic as well as English to meet the needs of all consumers in the region. This website will help attract Arabic speaking investors and end users, as well as to create brand loyalty," said Michael Lahyani, CEO of propertyfinder.ae.

The new Arabic website is a user friendly research tool for potential investors and with a dedicated in house translator on hand to ensure up to date information is listed on the website daily, the website will meet the growing needs of Middle East property investors.

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### **About propertyfinder.ae**

propertyfinder.ae specializes in real estate and investment in Dubai and offers agents and developers access to a potential global audience of 9 million unique browsers.

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<sup>1</sup> \*Source: Nielsen//Netratings)

propertyfinder.ae is a subsidiary of REA Group and forms part of the global online real estate advertising company

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