

REACH: Fusing Digital Transformation (DX) with Traditional Real Estate Investment, Unleashing New Investment Opportunities

PROFITZ Co. Ltd. (Head office: Chiyoda, Tokyo; CEO: Shinichiro Tanaka) has launched a beta version of REACH, a "B to B real estate information network service," connecting sellers/brokerage firms with real estate information to buyers with substantial capital, including domestic and foreign business companies, high-net-worth individuals, and various investors. This service creates new business opportunities by facilitating connections between sellers, brokerage firms, and buyers through a unified network of high-quality property information and previously inaccessible business partners.






Background of REACH

In 2022, Japan's real estate investment market reached 272.2 trillion yen, yet only 1.5% (4.2 trillion yen) was transacted. Real estate professionals account for 80% of these transactions, often within tight-knit networks, posing challenges for business entities, affluent individuals, and international investors unfamiliar with the industry, hindering their entry into the market.

REACH offers a data-driven analysis that serves as a gateway for transcending cultural, linguistic, knowledge, and experience barriers. It expands business horizons beyond dealing with a limited number of properties and players, opening up possibilities to a global audience. Following its alpha version debut in January 2024, REACH has garnered significant interest from sellers, brokers, and buyers, prompting the launch of a beta version to accommodate even more participants.

Features of REACH

Sellers and intermediaries can seamlessly integrate into the system by submitting property information via email and specifying their requirements, while buyers can also register their needs. The combination of digital transformation and traditional real support in real estate transactions facilitates successful contract outcomes.

 <p>Qualified domestic and international investors</p> <p>Good clients circle</p>	 <p>Easy simulation, calculation functions</p> <p>DX Function</p>	 <p>A real estate investment and management professional</p> <p>Our support*</p> <p><small>*Upon request</small></p>
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■ Membership System

To access property information, high-quality investors from Japan and abroad must undergo a stringent screening process and register as buyers. This exclusive membership is limited to entities with substantial purchasing interest, including companies outside the real estate sector and overseas investors. This closed membership model ensures a diverse yet focused customer base. Furthermore, the system allows for selective property disclosure, safeguarding information from widespread dissemination.

■ Analysis (DX) Function

REACH plays a pivotal role in advancing digital transformation (DX) within the real estate sector, thanks to its comprehensive simulation capabilities. These features enable instant valuation calculations and income/expense analysis for various scenarios, empowering users to make informed decisions and drive strategic initiatives effectively.

■ Support from Professionals (upon request)

REACH is provided by real estate professionals, not by an IT company. It is not just a system provided by a technology firm but a service offered by experts in the real estate industry. Please note that support from professionals is available upon request and may require a fee.

Founding Members

Currently, around 120 sellers, brokerage firms, and buyers have registered and started utilizing the service. Such buyers encompass major Japanese corporations, affluent asset management firms, pension fund, and sovereign wealth funds from the Middle East, representing entities that are typically challenging for sellers and brokers to engage with.

The beta version of REACH is offered free of charge. We invite you to register as a member and join us in shaping a more inclusive future for the real estate investment market.

REACH [B2B real estate investment support platform]

<https://lp.reach-property.com/en/>

*Upon receiving a registration application, we will conduct our own screening process and reserve the right to deny registration.

About Us

■PROFITZ Co., Ltd.

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Business description: Asset management business, planning and development, real estate liquidation business (including sales and purchase of beneficiary interests), real estate investment business, real estate x IT, consulting and advisory services

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■For further information

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