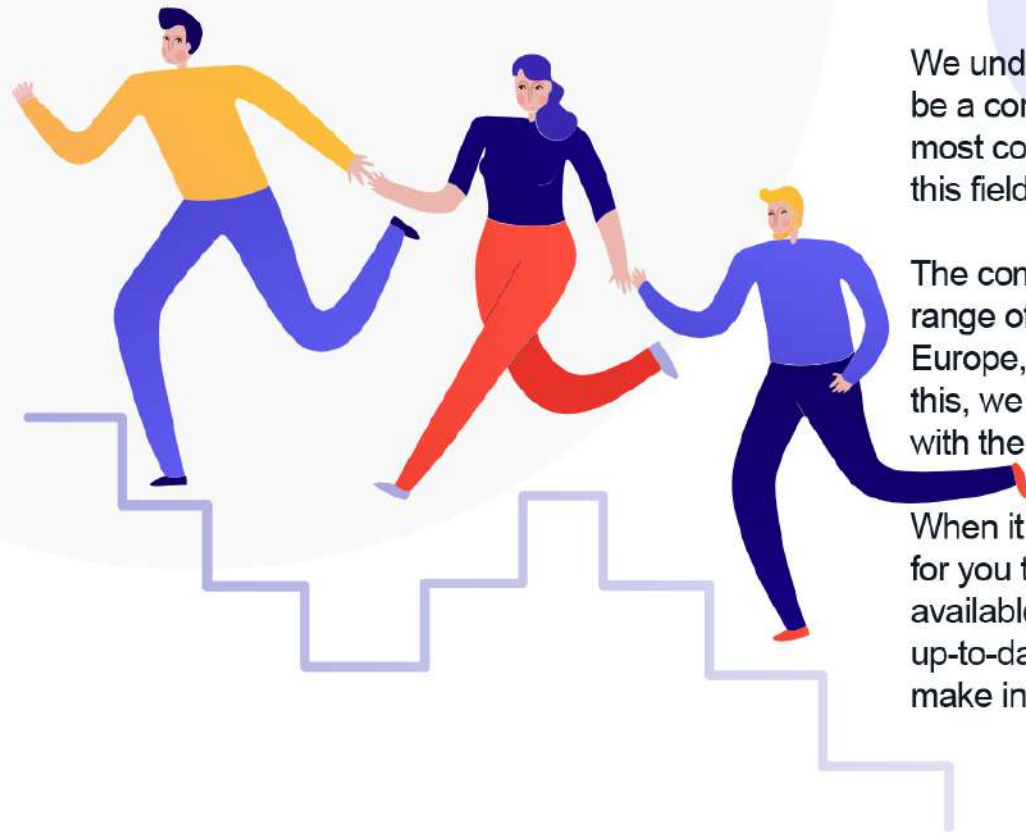




Real estate aggregator in Bulgaria - Bulgaroom





When there are questions of buying or renting housing in life, an optimal solution for such tasks is required!

We understand that finding the optimal solution for real estate problems can be a complex and costly process. That is why our team strives to offer you the most convenient and effective tools based on our many years of experience in this field.

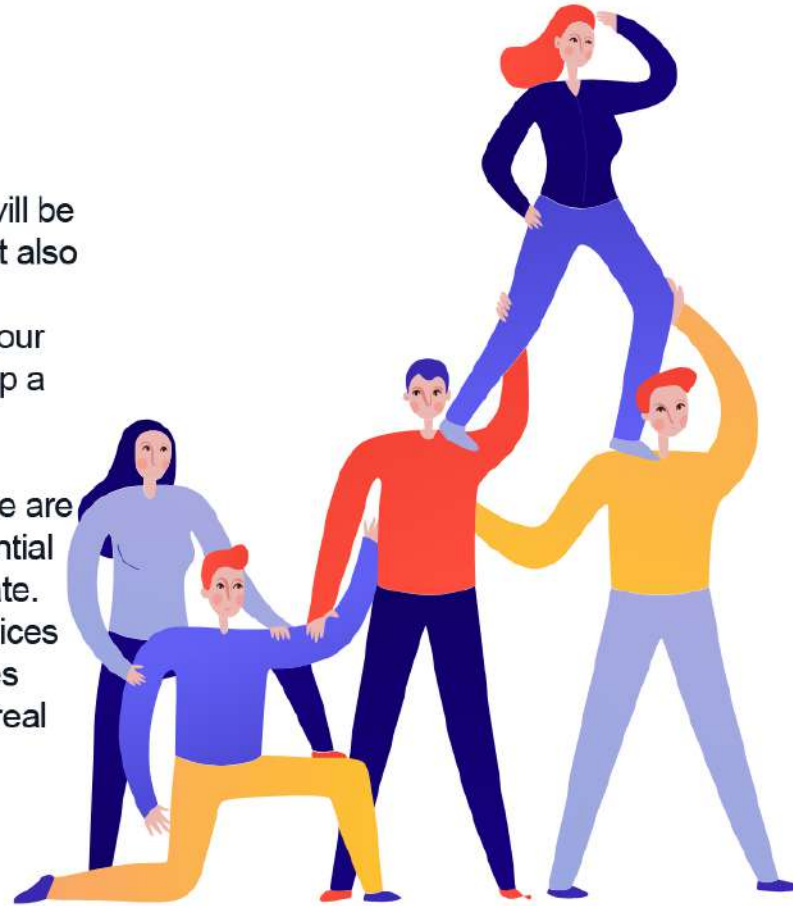
The combination of our experience and knowledge allows us to cover a wide range of real estate markets. We have successfully worked not only in Europe, America and Central Asia, but also in many other countries. Thanks to this, we are able to compare different tools and approaches to provide you with the most useful and valuable recommendations.

When it comes to renting or buying a home, we know that it may be important for you to find out about the current situation on the rental market, about available properties and their cost. We provide you with access to the most up-to-date information about the real estate market in Bulgaria so that you can make informed decisions.



If you are interested in investing in commercial real estate, our platform will be able to help. Our platform is prepared to work not only with residential but also with commercial real estate, including office premises, shopping malls, warehouses and other types of objects. The platform effectively guides your choice of the most profitable investment properties and helps you develop a strategy that maximizes your profitability potential.

The goals of the project are also to cover all aspects of real estate that we are trying to implement on the Bulgaroom platform. Sale and rental of residential and commercial real estate, requests for purchase and rental of real estate. The Services section, for suggestions on repairs, construction, legal services and insurance. Real estate jobs - vacancies from employers and resumes from job seekers. Events section - local and online events related to the real estate market. Company news, useful information and articles from companies and developers, and much more!



A few simple Actions!

Just a few steps before receiving applications and clients.

Step 1 - First Start

Register on Bulgaroom, confirm your account and place offers!



Step 2 - Active Actions

Receive requests from buyers. Collect a database of potential customers.



Step 3 - The Obvious Result

Make deals, sign new contracts, achieve more!



Our Philosophy and Goals!

«Our goal is to unite all participants of the residential and commercial real estate market in Bulgaria on one, convenient and progressive platform. Provide convenient tools for sales and rentals, agents, agencies, developers, property owners, buyers and sellers. Lawyers and insurance companies and agents, repair and finishing services, banks and mortgage credit organizations. For quick interaction and getting the best result!»

Basic Functions

Expanding the Basic Functions is our main task!



Booking

Allows you to leave a reservation request and check the availability of the desired property.



Panoramas

Allows users to view panoramas of streets and the area in which the property is located.



Mortgage Calculator

Calculates mortgage payments, repayment schedule, payment amount and interest.



Average price

Show users the average cost of services in the category.



Address clarification

Helps to find the exact position of the property and set a point on the map.



Price history

Shows the dynamics of price changes for the selected property in a table or graph for a certain period.



Filter

The ability for users to filter ads on the search page or in the selected section.



Ref. number

Generates a unique identification number of the property and allows you to search by ID.



Republic Of Bulgaria Registry Agency

Ministry of Tourism of the Republic of Bulgaria

Stripe - Financial Infrastructure for the Internet

Revolut - All-in-one Finance App for your Money

tawk.to - 100% FREE live chat software for your website!

App Store - Apple

Google Play - App Store

Huawei AppGallery - App Store

Mi App Store - App Store

Telegram Channel

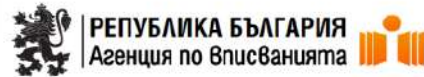
Twitter - X - social media and social networking

Facebook - social media and social networking

XML feeds - inport/export

OpenAI and DeepL Translator

Available integrations



РЕПУБЛИКА БЪЛГАРИЯ
Министерство на туризма





Additional services

Additional services are also available on the Bulgaroom platform, which will help you make the process of buying or renting real estate even more comfortable. We have provided an opportunity to publish offers from reliable partners in order to provide you with the opportunity to order the repair or arrangement of your property, as well as to issue insurance or repair and finishing services.

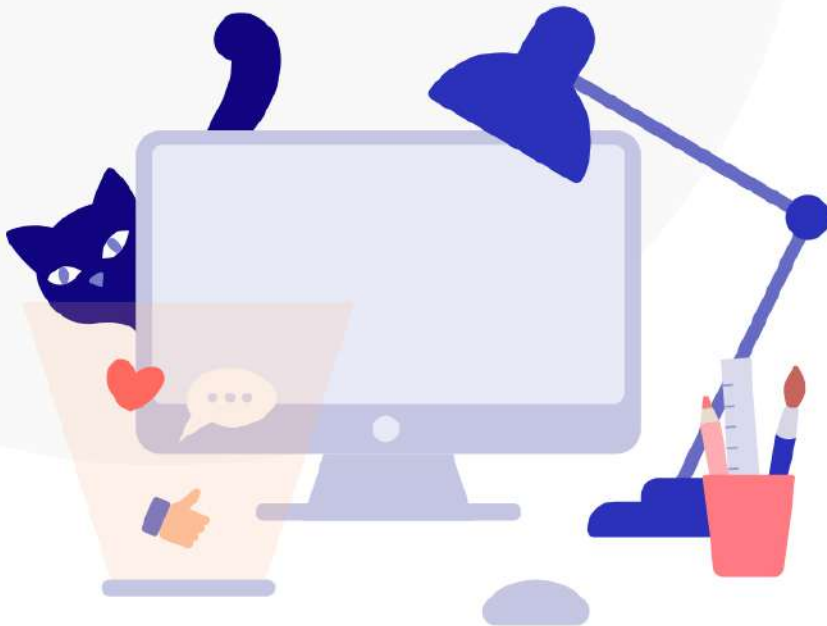
An important aspect of the work of our platform is the provision of legal and notarial support. We understand that real estate transactions require special responsibility and attention to detail, so we offer the services of experienced lawyers and notaries who will help you to correctly draw up all the necessary documents and conduct the transaction without problems.

Our team is constantly working on improving the Bulgaroom platform to provide private agents, real estate agencies, developers and owners of residential and commercial real estate with all the necessary tools for successful work. We listen to feedback and suggestions from our users to improve the functionality and convenience of the platform.

If you want to keep up to date with the latest news and developments in real estate, subscribe to our newsletter and follow our social networks. We regularly publish useful articles, tips and recommendations that will help you be successful in this field.

Thanks to the Bulgaroom platform, you will be able to effectively promote your real estate, find the best offers for buying or renting, as well as receive all the necessary services for comfortable transactions. Join our community and reach new heights in real estate!





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Awesome Bulgaroom Features

Expanding the Basic Functions is our main task!

Hiding phone numbers

Hiding the phone numbers of ad owners is a good way to protect your contact information from various parsers and bots.

WhatsApp, Viber and Telegram

Using the most popular instant messengers is a great alternative to the built-in chat. Sellers will be able to enable instant messengers selectively for their phone number to ensure fast communication with customers.



Export / import of ads

Agents and agencies can import and export ads in XLS and CSV formats to your site, including photos and all information about real estate objects in the user interface.

Navigate through ads

Easy navigation to navigate between previous and next ads in categories and on the search results page with a back button to search results.

Similar ads

Similar ads increase the chance of a successful sale. The module displays ads in a special block on the ad description page according to the criteria set for each category.

Compare ads

Ad Comparison is a useful add-on that allows users to easily compare multiple cars or homes in an elegantly formatted table.

Recommendation Block

This feature allows your users to share their positive reviews with other users. We added a recommendation block to our ad platform's pages to attract more users.

Premium Offers

This option gives our users the opportunity to bring their ads to the top using premium packages. Premium ads are always displayed first in the list of ads.

Security and Authorization Control

Controlling authorization attempts for the user interface protects access to our users' data from brute forcing and various automated scripts, blocking all attempts.

Accounting and subaccounting records

Using the accounting records module, our users can create corporate profiles or agencies with their own agents and ads.

Notifications about new ads

If the user does not find a suitable ad on our portal, they can easily add notifications to new ads and receive them by email as soon as a new ad that meets the criteria is added.

Easy Search with Filters

A module with flexible settings that allows our users to filter numerous ads of a certain type or category. The filter includes sliders, range selectors, and radio buttons as controls.

Currency Converter

The currency converter includes several world currencies and helps to display all prices in the required currency corresponding to the user's location.

Booking Module

You can easily activate the Bulgarum booking option, which allows your users to book ads online, and even charge a prepayment for ads in three booking modes.

Filter by location

Allows the platform to determine the user's location by IP address and filters out ads showing them only those that are located in the same city.

Search for ads on the seller's page

Customizable ad search on the seller's page allows your users to quickly find the right ads based on the specified criteria.

Search by distance

Searching for ads within a specific radius by zip code or location will help users instantly get search results around their location.



Internal Message System

The message system allows users of the platform to instantly exchange messages with their owners and receive email notifications.

Mortgage Calculator

The calculator can be a useful addition for users who are interested in ads and want to calculate the required amount without leaving the platform.

Fully responsive design

We try to keep up with the latest IT trends, so we offer you a fully responsive design. The visual design of the platform supports all types of mobile devices.

Branded page

A user profile page optimized for search engines, for agents, agencies, and developers. The page displays all ads, contact details, and additional information.

Ads in PDF format

The ability to export ads in PDF format is another convenient option that allows you to share, forward, and save ads in a convenient format.

Payment history

As part of ensuring transparency, our platform allows our users to keep records of all payments made through the platform in their personal account, fully displaying the necessary information.

Search for your offers

Users on the platform can offer hundreds of ads. Using the search for your offers, you can quickly find the ones you need and manage them conveniently.

Ad Manager

A user-friendly ad management manager that allows you to easily change your ad, photos and videos, as well as manage settings and other options.

Search on the map

Search on Bulgaroom offers our visitors a visually convenient way to search for ads in the selected location, while all closely located ads are grouped into clusters.

Search by keys

Key Search provides an easy and fast way to search. We offer several options for more accurate results, as well as a convenient advanced search.

Notification for each event

All events on the platform are accompanied by sending out notifications in order to notify or encourage the user to take certain actions. It also allows users to control all their processes on the platform.

QR code

This module generates a QR code for each ad, which allows our users to easily and instantly scan and save ad details to their mobile devices.

Search for agents and agencies

We offer you two types of search for agents, agencies and developers on Bulgaroom: an alphabetical index based on the first letter of the field value and an advanced search.

Banner System

With geotargeting capabilities, the banner system allows users to add banners in html, swf, png, gif and jpg formats, and provide an additional advertising tool on the platform through banner packages.

7 languages - English, French, Bulgarian, German, Turkish, Italian, Russian.

And a few dozen other options...



At first glance, the scheme of working on the Bulgaroom platform is complicated, but this is absolutely not the case!

We have developed optimal use cases for the platform, for all participants and account types, and described the full cycles of various work options.

Thus, you can scale your business not only in width, in one line, but also in depth by adding offices and divisions in your business, as well as an agent network and managers, using the simplest logic of the platform.

We offer various schemes of work, from the simplest to more complex-for large companies with a large number of offices and divisions, regardless of their location! Thanks to the geolocation and location detection system of the user, as well as the parameters in the filters, we can guarantee that your office, agent or representative will definitely be found by their location.



Options for working on the Bulgaroom

And so... Let's look at simple examples of using structures:

1. Small real estate agency

You can use the map layout of map items directly from your agency, and the contact card will display the agency's main contacts when viewing the item. Or, if you have agents and each agent has its own amount of objects assigned to it, you can connect them to the agency's main account. In this case, each agent will post its own objects on the platform and their personal contacts will be displayed in the object cards. And the agent itself will be displayed in the Agents tab on the main page of the agency and in the agent's information block there will be a link to the company profile to which it is attached.

2. Large real estate agency

If an agency or company has branches and offices in other cities, then you can connect additional accounts of branches or offices to the main agency account, which in turn can host objects and offers from both the branch and agents and managers who are attached to the branch.

At the same time! When the main Agency or Company already has the PRO membership status, the branch or office gets the PRO status automatically and for free when registering! Since the main company already has this status!

Below we provide a complete list of options for interaction between account types and what work schemes exist.



for Agencies:

Ability to place ads in the following Sections: Real Estate, Services, Work, Events, Company News.

Offers can be published as follows depending on the account type:

Agency - (objects, offers)

Agency-agents - (objects, offers)

Agency - (objects, offers) - agents - (objects, offers)

Agency-branches (offices) - (objects, offers)

Agency-branches (offices) - (objects, offers) - agents - (objects, offers)

Agency - (objects, offers) - agents - (objects, offers) - branches (offices) - (objects, offers)

- agents - (objects, offers)

for Agents / Specialists:

Ability to place ads in the following Sections: Real Estate, Services, Events, Company News.

Offers can be published as follows depending on the account type:

Agent - (objects, offers)

for insurance companies...

for law offices...

for Owners / Buyers / Sellers...

for Developers / Repair and construction companies

Ability to place ads in the following Sections: Real Estate, Services, Work, Events, Company News.

Offers can be published as follows depending on the account type:

Developer, repair and construction company - (objects, offers)

Developer, repair and construction company-managers- (objects, offers)

Developer, repair and construction company - (objects, offers) - managers - (objects, offers)

Developer, repair and construction company-branches (offices) - (objects, offers)

Developer, repair and construction company-branches (offices) - (objects, offers) - managers - (objects, offers)

Developer, repair and construction company- (objects, offers) - agents - (objects, offers) - branches (offices) - (objects, offers) - managers - (objects, offers)

for Banks / Credit institutions

Registration and placement on the platform for Banks and Credit organizations is available only for companies registered in the territory of the Republic of Bulgaria.

Ability to place ads in the following Sections: Real Estate (in the category of Bank and collateral real estate), Work, Events, Company News.

The profile card of a Bank or Credit institution is an offer for banking, mortgage and credit services!

Offers can be published as follows depending on the account type:

Bank, credit institution - (items, offers)

Bank, credit organization-branches (offices) - (objects, offers)

Real estate in Bulgaria in 2023

The year 2023 was particularly successful for the Bulgarian real estate market. The national housing price index (according to the National Statistical Institute) increased by 14.6%, which is 9% more than in 2008, when the strongest increase in housing prices was last recorded.

2023 – what happened to the prices? Who were the buyers?

By the beginning of the second quarter of 2023, a record was registered in the real estate market in Bulgaria – prices for studios, apartments and private houses increased by almost 15%, reaching their peak since 2008. Prices grew fastest in Varna, Sofia, Plovdiv, Nessebar, and Burgas.

Who were the main buyers?

Bulgarians. Almost zero interest rates on bank deposits motivate local residents to invest their savings in real estate. The Bulgarians actively bought resort property on the coast for year-round possibility of arrival.

Ukrainians. Because of the war, many citizens of Ukraine moved to Bulgaria. They bought housing on their own budget.

British, Germans, Poles. They want to have a vacation home by the sea during the holidays and make a profit from renting out. We purchased studios, two-room apartments on 2-3 lines from the sea near supermarkets and bus stops.

Israelis. We bought two- and three-room apartments by the sea in order to come on vacation in the summer for 2-3 weeks, and at other times to rent to tourists.

2023 - prices, trends, forecasts

What will happen to prices?

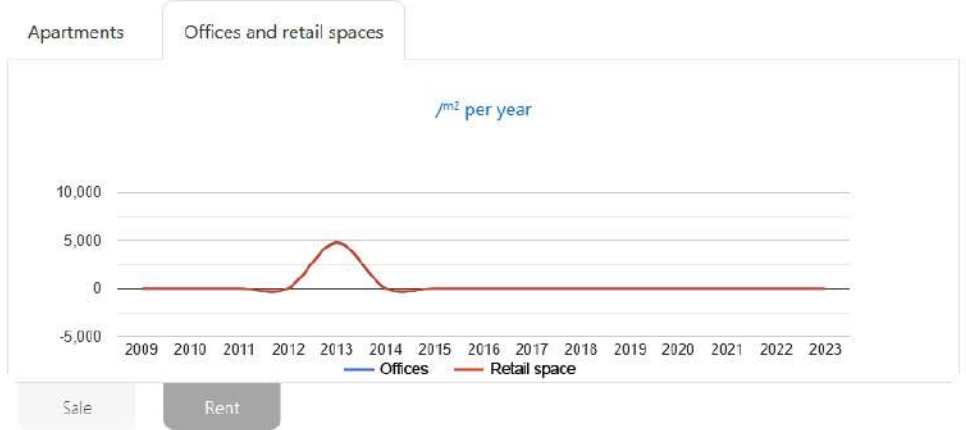
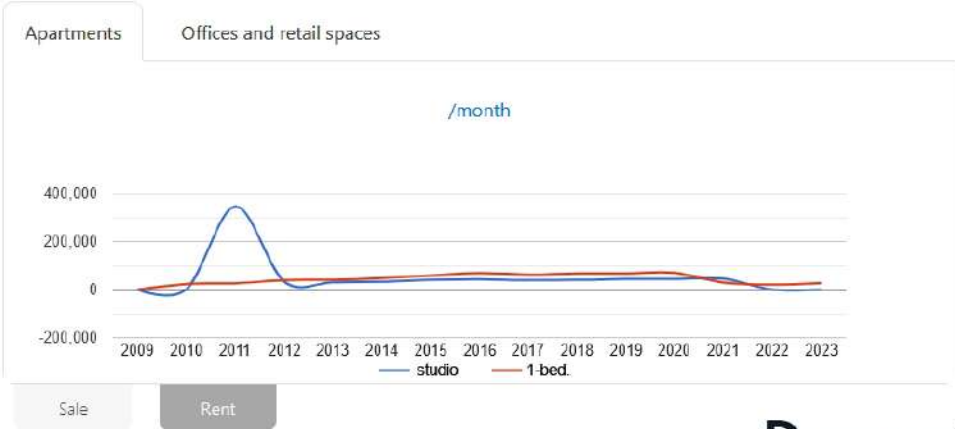
By the beginning of the II quarter of 2023, the level of prices for Bulgarian real estate is still at its peak. Although the activity of concluding purchase and sale transactions has subsided, experts are confident that prices will not fall in the coming months, but will remain at the same level.

PRICE COMPARISON IN 2021 AND 2023

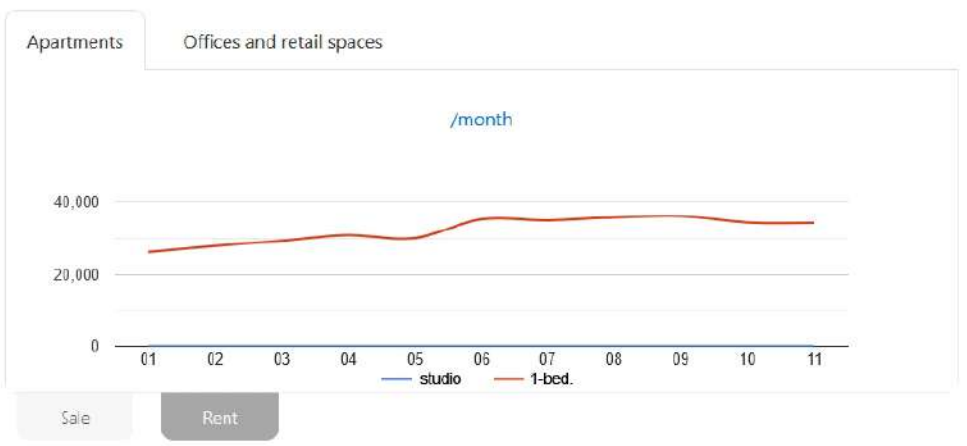
	Studio		2-room apartments		3-room apartments	
Nessebar	from €26,000	from €34,000	from €41,000	from €48,000	from €82,000	from €89,000
sunny Beach	from €13,000	from €19,000	from €28,000	from €35,000	from €32 500	from €39,000
Saint Vlas	from €23,000	from €30,000	from €42,000	from €49,000	from €44,000	from €51,000
Ravda	from € 36,000	from €42 900	from €42 500	from €47 500	from €54 500	from €60,000
Pomorie	from € 28 000	from €33 500	from €40,000	from €46 500	from €51,000	from €56 900
Sarafovo	from €32,000	from €38,000	from €39,000	from €45,000	from €92,000	from €97,000
Sozopol	from €61,000	from €66 900	from €64,000	from €70,000	from €101,000	from €105 500
Burgas	from €39,000	from €45,000	from €52,000	from € 58 000	from €76,000	from €82,000
Varna	from €43,000	from €50,000	from €83,000	from €90,000	from €114,000	from €120,000

Dynamics of real estate prices in Bulgaria by year





Dynamics of real estate prices in 2023 in Bulgaria





Thank you for your attention!

«Equal opportunities are the key to mutual success!»

 Bulgaroom Team

