

CONNECT TO SUCCESS



Connect to Success Consultee Profile

Logo:



Name of Company: LOBA House Hunting



Give a brief description of the company.

Para facilitar a vida a quem não tem tempo a perder com pesquisas online, contactos, deslocações e desilusões, existe agora a LOBA, que ajuda cada pessoa a encontrar a casa com que melhor se identifique, a um preço justo e de forma transparente. Eliminando o conflito de interesses inerente ao setor, a missão da LOBA é empoderar e defender os interesses das pessoas no mercado imobiliário, em resposta a um ambiente cada vez mais concorrencial do lado da procura e ineficiente do lado da oferta.

LOBA House Hunting was set up in response to a gap in the Lisbon property market. Currently, Lisboners lead increasingly busy lives and LOBA acts as a liaison between the client and the property forum. LOBA is a tech based real estate startup powered by humans. We made our first market approach establishing as a property search agency for those who want to buy or rent residential property, with a thorough understanding of the housing market, and excellent contacts within the traditional Estate Agency network. As any wolfpack eventually change their ecosystem, we are developing an online hunting service with the mission of empowering people in the real estate.

What does your business hope to achieve through Connect to Success's MBA/Masters Consulting Program?

A LOBA está a trabalhar para o lançamento de um novo produto com a ajuda da C2S LOBA_Team. O desafio requer o perfeito alinhamento entre estratégia, recursos disponíveis e marketing.

LOBA hopes to achieve a successful new product launching with the support of the C2S LOBA_Team. The challenge requires aligning the strategy to the business resources and marketing targeting.