

# Popularity of the Internet for buying property grows

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Big domestic real estate sites managed to attract more advertisers in 2011 than the previous year. The websites offering properties were visited by more visitors than last year. ČTK (Czech News Agency) found out among operators of real estate sites. “Czech customers are increasingly looking to buy real estate via the Internet. The greatest interest was recorded in autumn months when the number of listings increased by 27% compared to previous months,” said Petr Beneš from HyperMedia, operator of HyperReality.cz. Server Sreality operated by Seznam.cz reported last year’s growth of listings by 19% to 193,000, as Irena Zatloukalová, spokesperson for Seznam, told the ČTK: “This is an average of the entire year figures. For example, last year there were months when the number of classifieds on Sreality.cz exceeded 200,000.” The server’s average monthly number of unique visitors increased by 11% to 590,000 in 2011.

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