



REAL ESTATE MARKET
KEY FIGURES Q3 2024

lookmove
real estate data

SWISS REAL ESTATE AGENCIES STATS & RANKS



Swiss real estate agencies

Statistics and rankings

This report provides an overview of the Swiss real estate market. It presents statistics and rankings for real estate agencies across the country's cantons and ten largest cities, distinguishing between those specializing in sales and rentals. The report also highlights the agencies with the highest number of new properties for sale. Featuring 10 data visualization charts, based on information collected and analyzed by Lookmove from 140 real estate portals and agency websites, it offers a precise and up-to-date overview of all the professional players involved in real estate transactions in Switzerland.

Number and Types of Real Estate Agencies in Switzerland

In August 2024, 3,569 real estate agencies published at least one listing on the platforms monitored by Lookmove. Of these, 963 focus exclusively on sales transactions, while 1,091 specialize solely in rental properties. These figures illustrate the distribution of the fields of activity among real estate agencies in the Swiss market, providing an overview of the proportion of agencies focusing on sales compared to those specializing in rentals.

Distribution of Agencies by Portfolio Size

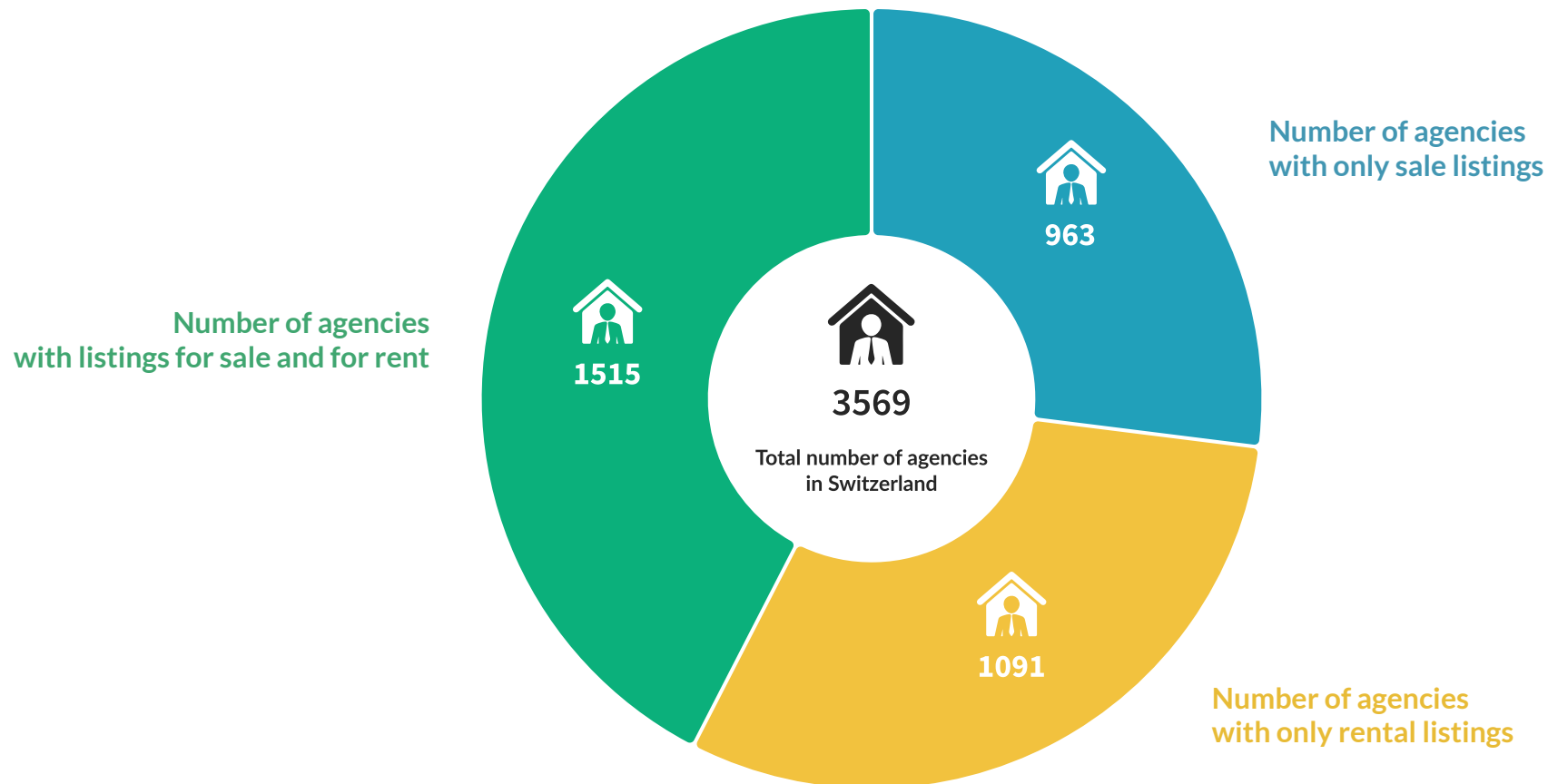
In Switzerland, 42% of real estate agencies have no more than five properties in their portfolio. The majority of agencies, at 53.9%, manage between 6 and 100 properties. A smaller segment of 120 agencies (3.4%) manages between 101 and 500 properties. Only 23 agencies have more than 500 properties in their portfolio, representing less than 1% of all agencies.

Real Estate Agencies by Canton

The cantons of Vaud, Zurich, and Bern have the highest number of real estate agencies in Switzerland. Vaud leads the way with 451 agencies, closely followed by Zurich with 447 and Bern with 390. In the canton of Vaud, 362 agencies have at least one property for sale in their portfolio, while 301 agencies offer properties for rent. Of these, 212 agencies in Vaud provide both for sale and rental properties.

Number of real estate agencies in Switzerland

Number of agencies with at least one property published online (in August 2024)

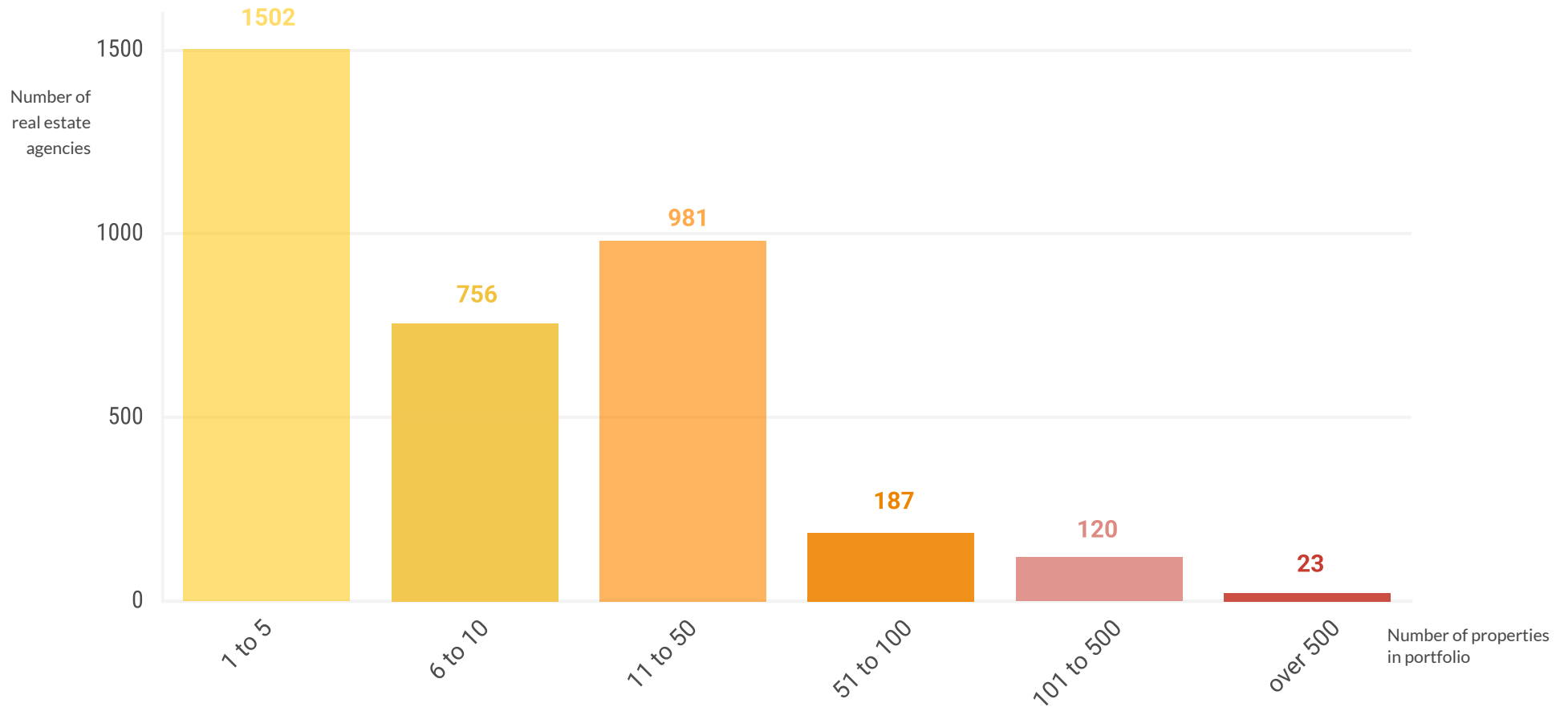


Nota Bene: Franchised agencies, branches, subsidiaries, and offices of the same entity are grouped together and counted as a single agency. These figures reflect the number of agencies that publish their listings on the 140 leading Swiss real estate portals and agency websites.

Source: Lookmove

Swiss real estate agencies by portfolio size

Total number of real estate agencies grouped by number of properties managed

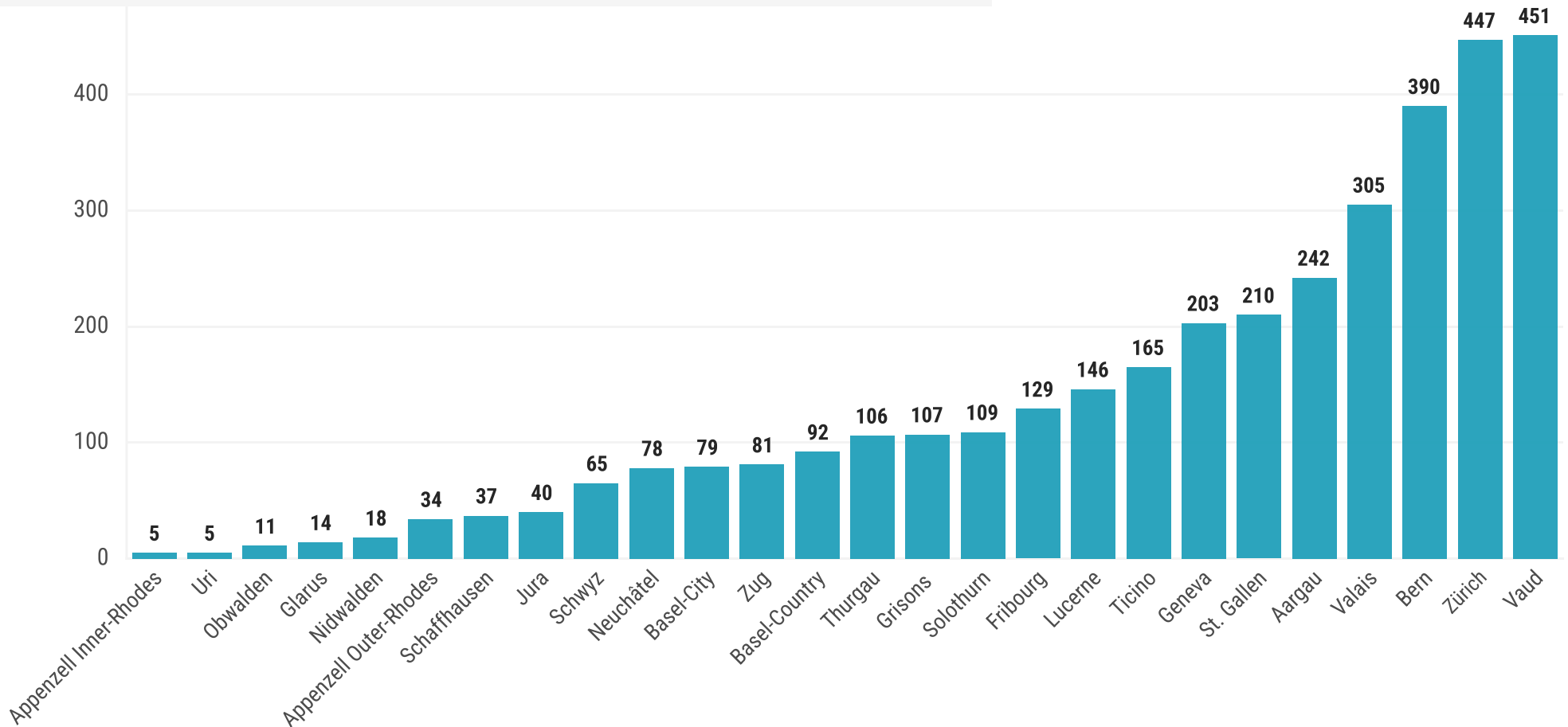


Nota Bene: We take into account the average daily number of listings published by real estate agencies on the 140 main Swiss real estate portals and websites.

Source: Lookmove

Number of real estate agencies by canton

Number of agencies with at least one property published online (in August 2024)

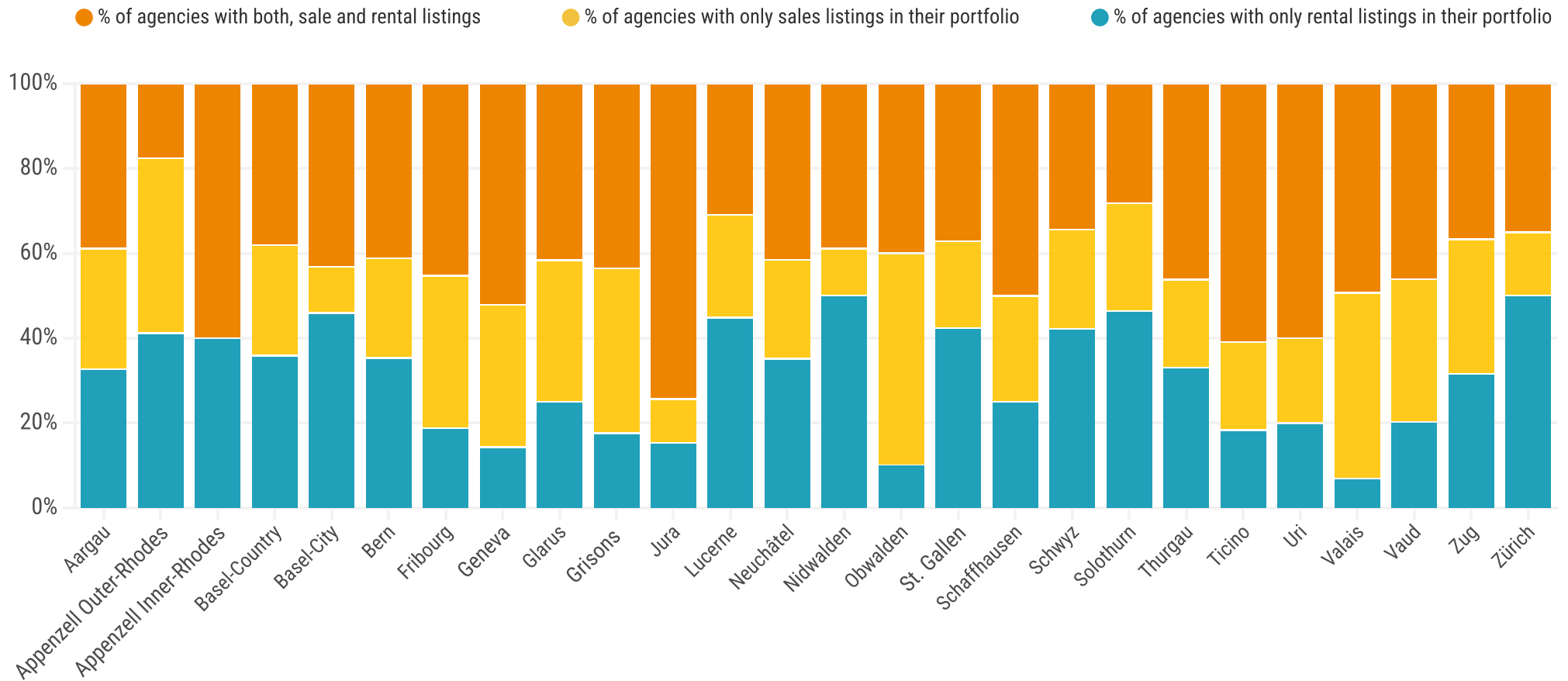


Nota Bene: Franchised agencies, branches, subsidiaries, and offices of the same entity are grouped together and counted as a single agency. These figures reflect the number of agencies that publish their listings on the 140 leading Swiss real estate portals and agency websites.

Source: Lookmove

Distribution of agencies by specialisation in Swiss cantons

Percentages of real estate agencies in Swiss cantons specializing in properties for sale, rent or both



Nota Bene: Franchised agencies, branches, subsidiaries, and offices of the same entity are grouped together and counted as a single agency. These figures reflect the number of agencies that publish their listings on the 140 leading Swiss real estate portals and agency websites.

Source: Lookmove

Leading Agencies in the Swiss Market

In August 2024, the ten largest Swiss real estate agencies were managing approximately 17,500 listings, with portfolios ranging from 1,100 to 3,200 properties for each agency. The leading agencies in terms of the number of properties managed are Betterhomes, Wincasa AG, and Re/Max. For rental properties, the dominant agencies are Wincasa AG, Remicom, and Livit AG, while for properties for sale, Re/Max, Betterhomes, and Immosky stand out. Additionally, the portfolios of Berra Immobilier, Bernard Nicod, and Re/Max include the largest number of new developments for sale.

Agencies in Major Cities

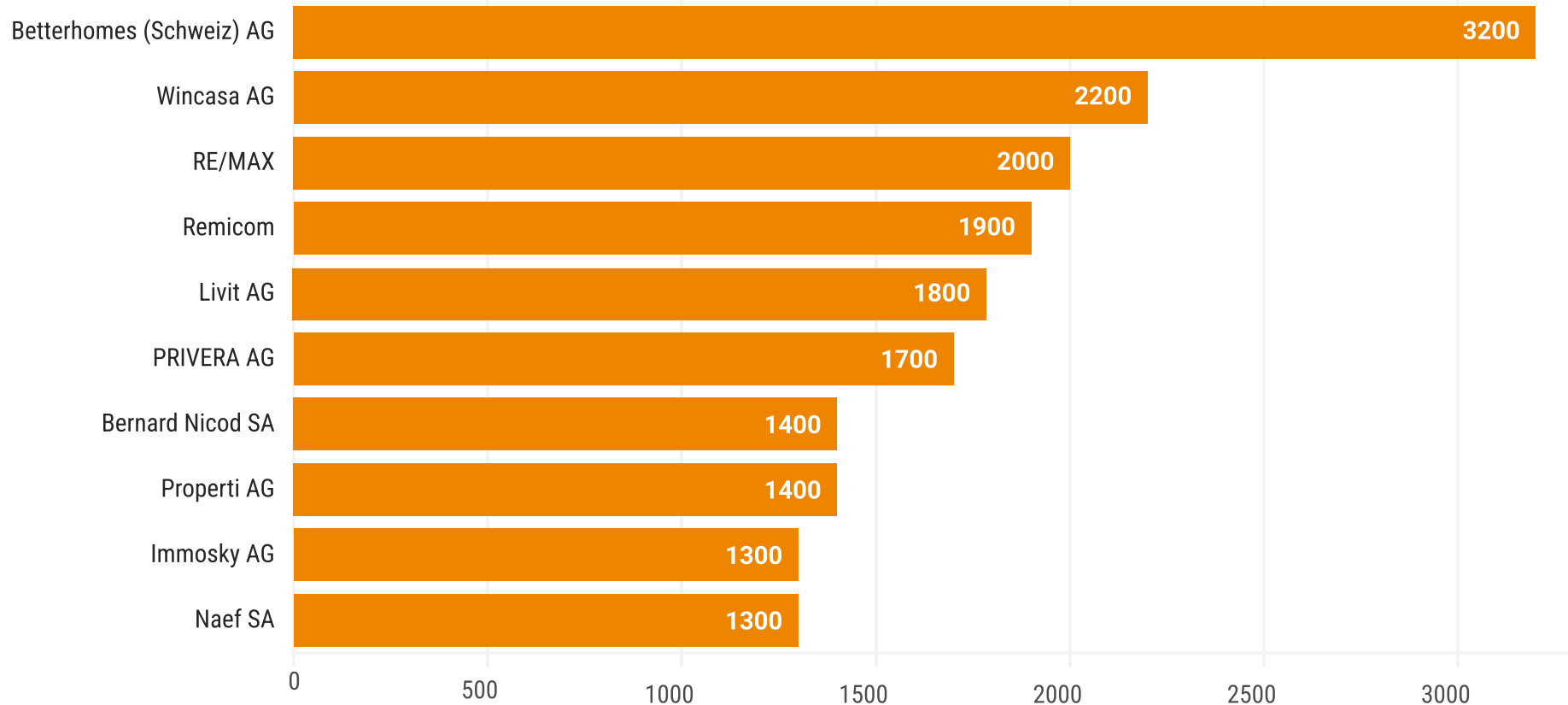
Among Switzerland's ten largest cities, Zurich has the highest number of real estate agencies, with 225, followed by Geneva with 163 and Bern with 147. Biel/Bienne, on the other hand, has the fewest agencies, with just 35.

Conclusion

The Swiss real estate market in 2024 is characterized by a high concentration of agencies in key cantons and major cities, with the majority managing relatively small portfolios. A limited number of leading agencies dominate the market in terms of the number of properties in their portfolios. This competitive landscape highlights the importance of regional presence and portfolio size for the success of Swiss real estate agencies.

Top 10 Swiss real estate agencies

Average property portfolio of the 10 largest Swiss real estate agencies (August 2024)

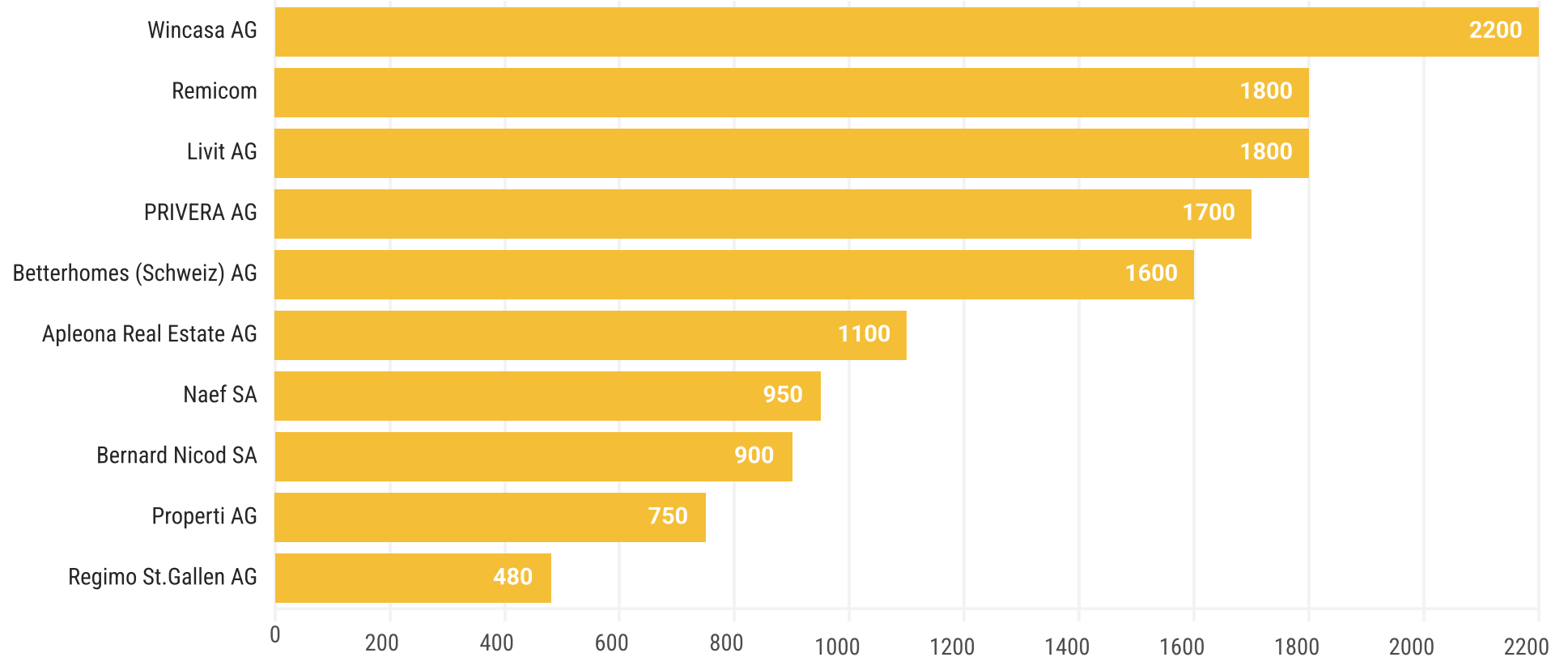


Nota Bene: These figures are rounded to the nearest whole value and may differ from the actual figures by +/- 10%. They are based on the collection and analysis of listings published by agencies on the 140 main Swiss real estate portals and agency websites. Each property in the new-built projects is counted as one property in the agency's portfolio. Franchised agencies, branches, subsidiaries, and offices of the same entity are grouped together and counted as a single agency. Here, the number of Bernard Nicod properties corresponds to the total number of properties managed by the 10 Bernard Nicod Group agencies.

Source: Lookmove

Top 10 Swiss real estate agencies specialising in rentals

Average property portfolio of the 10 largest Swiss real estate agencies specialised in rentals (August 2024)

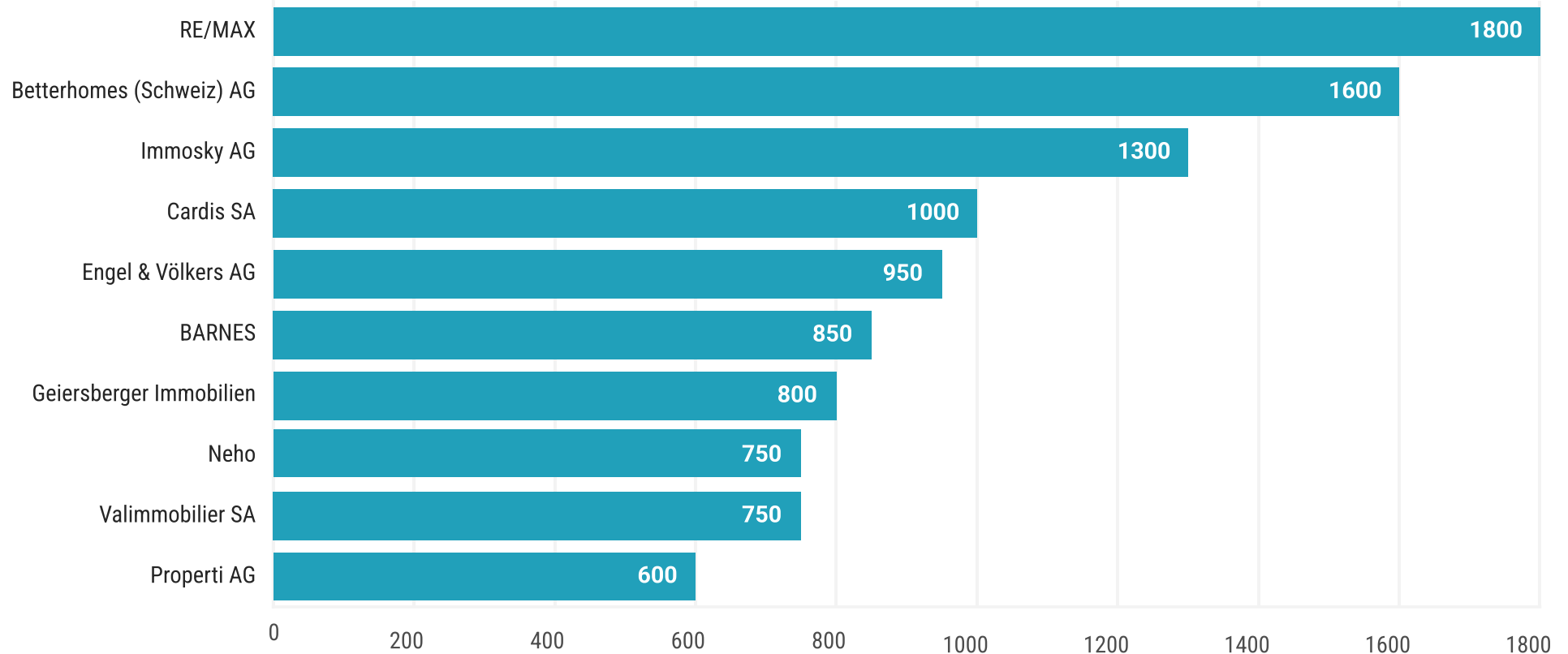


Nota Bene: These figures are rounded to the nearest whole value and may differ from the actual figures by +/- 10%. They are based on the collection and analysis of listings published by agencies on the 140 main Swiss real estate portals and agency websites. Franchised agencies, branches, subsidiaries, and offices of the same entity are grouped together and counted as a single agency. Here, the number of Bernard Nicod properties corresponds to the total number of rental properties managed by the 10 Bernard Nicod Group agencies.

Source: Lookmove

Top 10 Swiss real estate agencies specialising in sales

Average property portfolio of the 10 largest Swiss real estate agencies specialised in sales (August 2024)

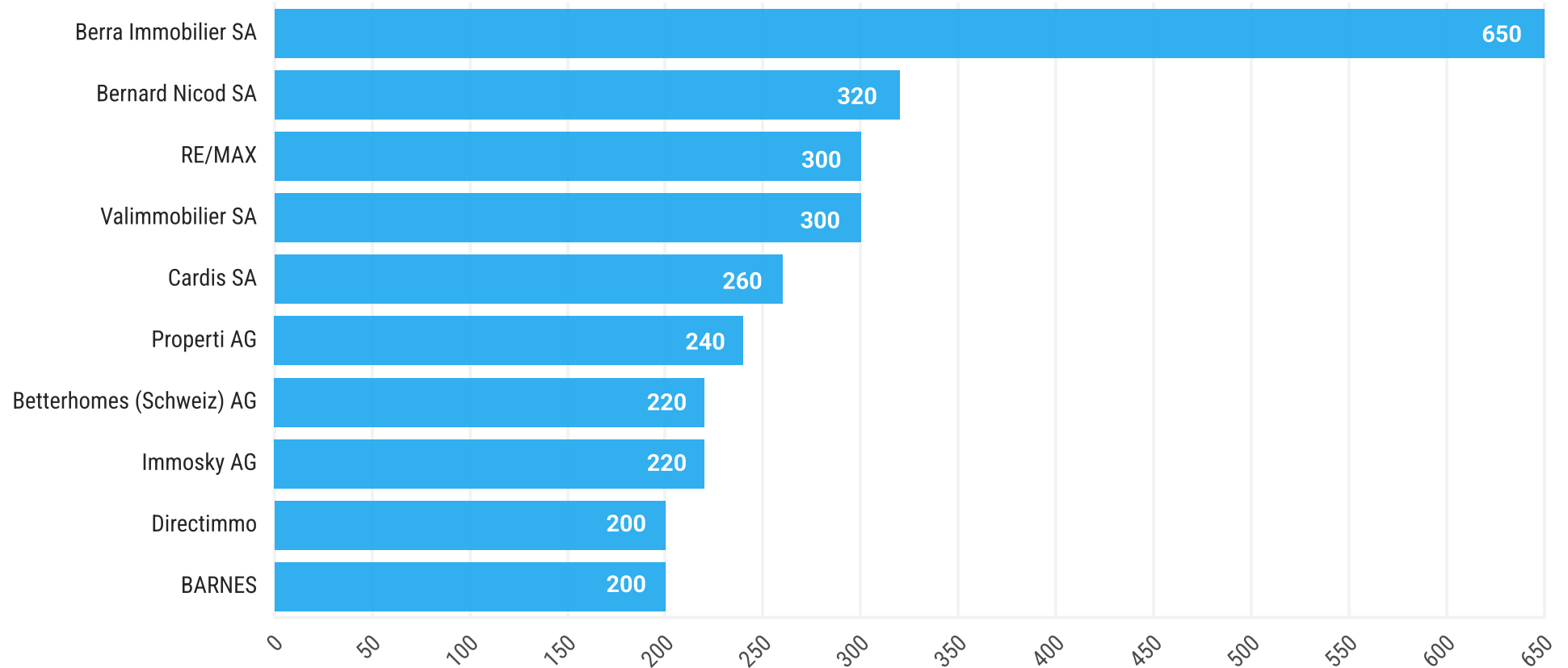


Nota Bene: These figures are rounded to the nearest whole value and may differ from the actual figures by +/- 10%. They are based on the collection and analysis of listings published by agencies on the 140 main Swiss real estate portals and agency websites. Each property in the new-built projects is counted as one property in the agency's portfolio. Franchised agencies, branches, subsidiaries, and offices of the same entity are grouped together and counted as a single agency. Here, the number of Re/Max properties corresponds to the total number of properties for sale managed by Re/Max Swiss agencies.

Source: Lookmove

Top 10 Swiss real estate agencies with new development properties for sale

Average portfolio of new development properties for sale (August 2024)

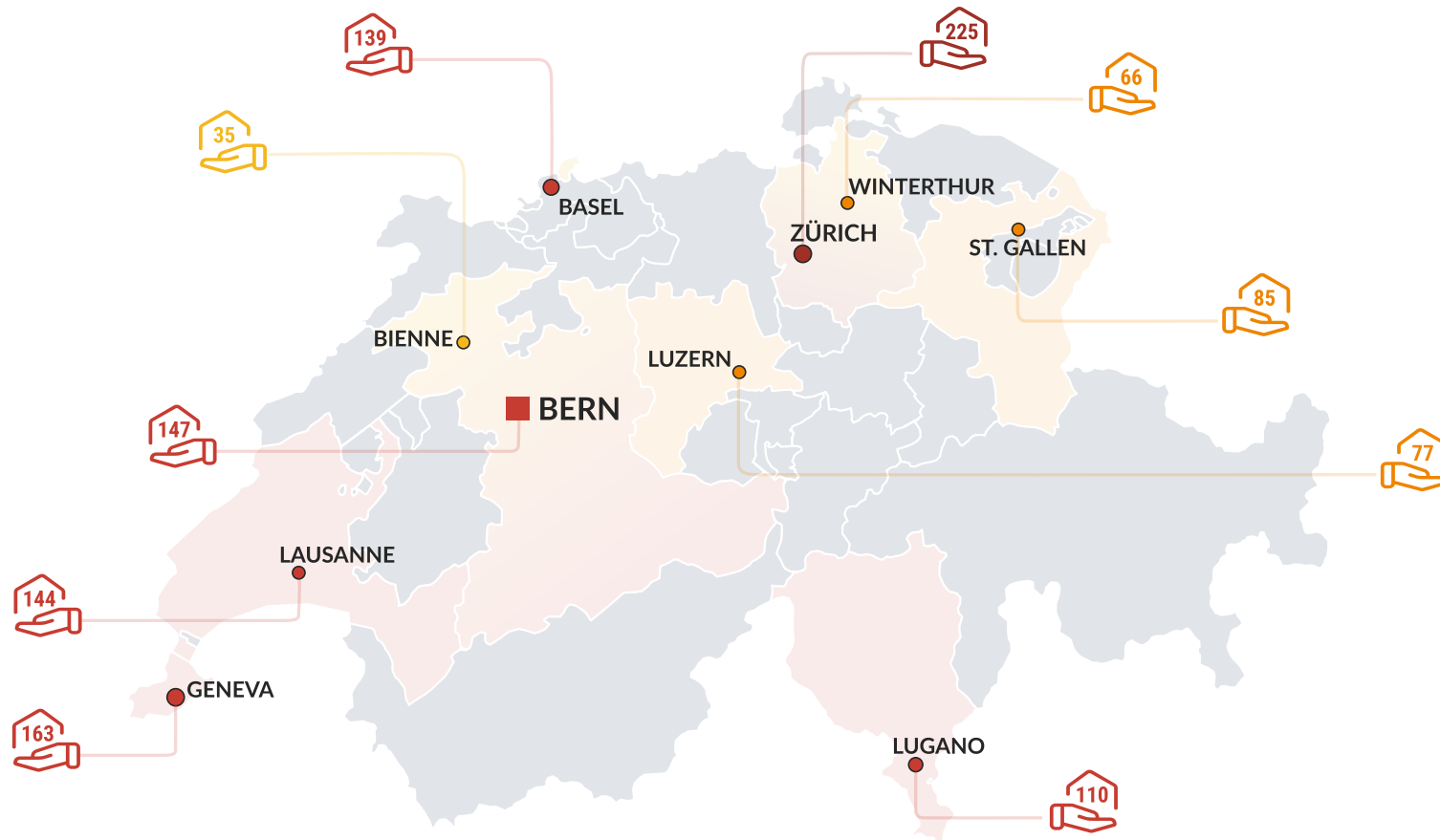


Nota Bene: These figures are rounded to the nearest whole value and may differ from the actual figures by +/- 10%. They are based on the collection and analysis of listings published by agencies on the 140 main Swiss real estate portals and agency websites. Franchised agencies, branches, subsidiaries, and offices of the same entity are grouped together and counted as a single agency. Here, the number of Bernard Nicod properties corresponds to the total number of new development properties for sale promoted by the 10 agencies of the Bernard Nicod group.

Source: Lookmove

Number of real estate agencies in Switzerland's 10 largest cities

Total number of real estate agencies per city (August 2024)



Nota Bene: For this chart, we count each franchise, subsidiary and office as one agency.

Source: Lookmove



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Lookmove data and methodology

Real-time real estate database

Lookmove employs cutting-edge proprietary technologies in its vertical search engine to automate the systematic collection and analysis of vast amounts of data from prominent real estate portals, and leading agencies multiple times a day. This comprehensive crawling and analysis methodology, including normalisation, deduplication, and curation, ensures the acquisition of up-to-date and reliable data.

This report is based on data obtained through Lookmove's daily crawling activities, covering over 140 listings sources in Switzerland and aggregating daily around 600,000 publicly available listings. The data is meticulously processed using proprietary machine learning algorithms to remove duplicates and eliminate outdated and incomplete listings. These technologies enable us to obtain consolidated data on an average of 135,000 properties per day after curation.

It is important to note that the number of agencies and listings are based on the data that solely came from the Lookmove system.

General Terms of Use

Number of agencies and listings are provided as an indication, and Lookmove does not guarantee their perfect accuracy.

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