

The Market Intelligence Platform for Real Estate Agencies

Turning fragmented property data into
competitive advantage.

Contact:

info@fairmarket.bg

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Problem

Bulgarian real estate is the **region's largest asset class**, yet agencies make critical decisions on incomplete, fragmented, and outdated data.

5–15 hours/week lost on market research

Agents manually check 6–8 platforms, visit registries, and call institutions for data that should be instant.

Fragmented Market

Properties appear across multiple platforms with missing or inconsistent information, making it impossible to rely on any one source.

40% of Inventory Hidden

40% of real properties, bank auctions, government sales, and private deals, never appear on public platforms.

Current Solution

€400–700 / month per junior researcher

Hired solely to track competitor prices, creating a recurring payroll cost for a task that should be automated.

Days lost visiting public offices

Agents spend hours in the Registry Agency and municipal offices, reducing billable time and efficiency.

No unified market view

Each agency builds its own incomplete picture, no platform aggregates all sources.

High Turnover Signals Stress

By mid-2024, 20% of Bulgarian agents left their jobs (Centrarium), showing operational costs are unsustainable.

A woman in a white lab coat is looking at a computer monitor in a laboratory setting. The monitor displays a complex data interface with various charts and tables. She is holding a document in front of her, and the overall scene is dimly lit, suggesting a focused work environment.

Agencies still rely on people and spreadsheets, and it's broken.

Existing platforms cannot fix this. Their revenue depends on the fragmentation.

Our solution

Fair Market

A single source of truth
for real estate in Bulgaria.

One search. 90% of the market. Zero manual work.

20+

Data sources

All listings aggregated from agencies, marketplaces, social, auctions, and government

25%

Duplicates & fakes

Removed automatically with AI detection and filtering

60%

Time saved on research

From hours of manual work to instant market visibility and data analysis.

40%

Hidden inventory unlocked

Auctions, repossessions, off-market deals — now searchable

Six steps from market chaos to clean intelligence.

01

Aggregate

20+ live sources including social, Telegram, Facebook, Viber and auction portals.

02

Deduplicate

Same property across 6 platforms becomes one verified entry, standardized.

03

Detect

Fake ads, ghost listings, price anomalies removed before reaching agents and buyers/investors.

04

Enrich

Missing attributes filled from public registries, different sources and agencies data registers.

05

Normalize

All data standardized, available on the search platform, so comparisons work across every source

06

Deliver

Live dashboard, benchmarks, and white-label reports in one interface

Market size

\$305 billion market.
Zero reliable data layer.

€1.1B+

Annual agency software + intelligence
spend across Europe

€80M+

Eastern Europe reachable
with current product

€100K

ARR Bulgaria
beachhead only

Agencies fund the platform. Buyers create liquidity. Data licensing is the long-term margin business.

Agency subscriptions

The full market in one dashboard, updated in real time.

€200–500/month per agency

- ✓ Portfolio benchmark vs live market
- ✓ Real-time pricing intelligence by area
- ✓ Reports delivered under agency brand

Recurring, predictable revenue, foundation for growth

Reports

Independent valuations, market scans, custom reports

€150–300 per report for buyers & investors

- ✓ Real-time market data, on demand
- ✓ Branded reports for client delivery
- ✓ Available to agencies, buyers, and investors

Opportunistic add-on revenue, zero marginal cost

Data licensing

Access for mortgage lenders, insurers, institutional investors

API Access (future)

- ✓ Verified listings database via API
- ✓ Custom data feeds per institution
- ✓ Price history and transaction data

Future revenue stream

Competitors

Two types of competitors. One missed opportunity.

imot.bg

Listing portal
Market leader

- ✗ No deduplication or fake detection
- ✗ Search results are influenced by promotion
- ✗ No auction or off-market data
- ✗ No reliable information behind reports and analytics

Revenue is closely tied to listing volume, which limits the incentive to prioritize duplicate removal.

OLX.bg

Classified
Fragmented

- ✗ No listing verification of any kind
- ✗ No filters for agencies or professional use
- ✗ Classifieds model, not a real estate platform
- ✗ Listings expire, duplicate, and disappear

Unstructured and unaccountable. Fair Market ingest OLX data, not competes with them.

HouseCanary

US residential AVM
\$500M+ valuation

- ✓ Property valuations + portfolio analytics
- ✗ US only · institutional focus
- ✗ No Eastern Europe presence
- ✗ Serves REITs and mortgage lenders

Proves the category is worth billions. Not a threat, a benchmark.

CoStar

Commercial RE data
\$35B market cap

- ✓ Deep verified market intelligence
- ✗ Commercial only · €20K+/yr pricing
- ✗ No EE residential coverage
- ✗ Zero local data infrastructure exists to build on

Proves data infrastructure becomes dominant. Fair Market is CoStar for EE residential.

Fair Market

The gap every competitor leaves open

- ✓ 20+ sources combined into one complete market view
- ✓ Duplicates removed and misleading listings filtered out
- ✓ Portfolio benchmarks and reports built on real market data
- ✓ Access to auctions and off-market inventory
- ✓ Data layer built to scale across Eastern European markets

Why competitors cannot copy?

Local portals can't, it kills their revenue model. Global players can't, they'd need years to rebuild locally. The data asset compounds with every agency added.

Agencies first. Data second. Eastern Europe third.

Early access to platform

- Property search platform open for first users
- Verified search across 20+ sources
- Active agency conversations underway - 2 agencies
- First traction metrics visible: early waitlist or user numbers

Scale in Bulgaria

- Advanced search and auctions alerts
- Acquisition via agency referrals
- Auction alert content and SEO
- Expected ARR for year 1, €80K

Q4 2026

Q2 2026 - Current

Q3 2026

Agency dashboard & auctions

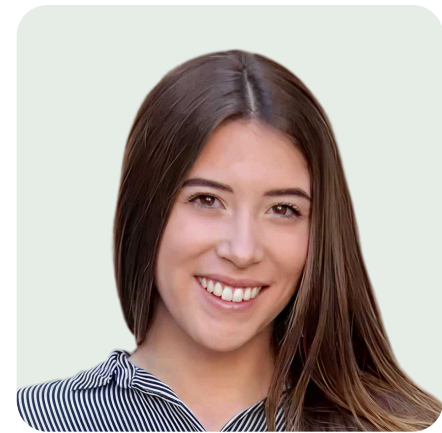
- Report dashboard for agencies
- Self-serve report purchasing for buyers and investors
- Auction inventory indexed and searchable alongside standard listings
- Expansion +50 agencies

Q1 2027

Expansion to Eastern Europe

- Identical market structure
- Same product, new local sources
- 1,000+ agencies nationally

The founding team



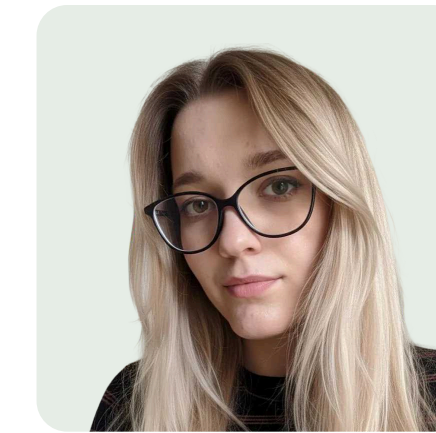
Tsvetelina Georgieva
Co-founder and CEO

Sales & Marketing professional with experience in international B2B. Sales Manager at Revuele, former SEO Specialist at Philips Lighting.



Hristo Georgiev
Co-founder and CTO

Senior cybersecurity executive with 10+ years of experience leading large-scale security operations. Vice President at Omerta, former VP of Cybersecurity Operations at JPMorgan Chase & Co.



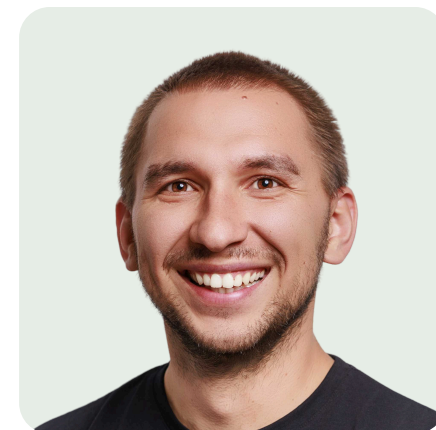
Valeria Leascenco
CPO

Product Designer & Project Manager with 5+ years of experience building and scaling international SaaS products (B2B & B2C). Co-founder of IdeaTwo Design Studio.



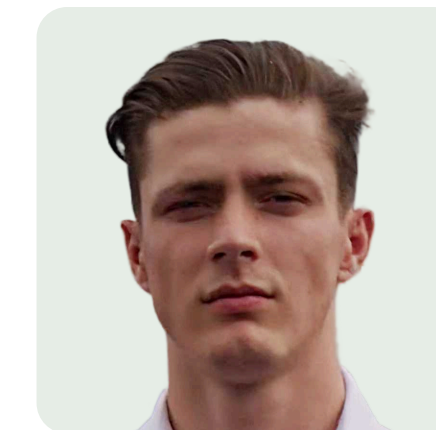
Vasilen Lyubomirov
Head of Engineering

Software engineering architect with 11+ years of experience designing scalable software products. Creator of the Simple Architecture Principle and AI Enthusiast.



Borislav Borisov
Software Engineer

Software Engineer with experience building scalable data extraction and processing systems. Currently leading a crawling team, delivering and scaling high-performance data extraction solutions.



Igor Punga
Web Developer

Web Developer and Brand Strategist with 5+ years of experience delivering web solutions and creative direction for international B2B and B2C projects. Co-founder of IdeaTwo Design Studio.

Real data.
Real market.
Let's talk.

The screenshot displays the FairMarket website interface. At the top left is the FairMarket logo. To its right are buttons for 'Buy' and 'Rent'. Further right are icons for a home, a heart, a bell, and a user profile. Below this is a search bar with the placeholder text 'Search by region, city, or neighborhood...'. The main content area is titled 'Featured' and contains a grid of eight property listings. Each listing includes a photo, a title, a price, a location, and some listings also show a 'Negotiable' tag and specific details like beds, baths, and area.

Property Type	Price	Location	Details
Modern house	€320,000	Sofia, Dragalevtsi	4 beds, 3 baths, 210 m ²
1-room apartment	€1,524/m ²	Sofia, Lozenets	1 bed, 1 bath, 48 m ²
2-rooms apartment	€112,000	Sofia, Mladost	2 beds, 1 bath, 65 m ²
Traditional house	€285,000	Sofia, Boyana	2 beds, 1 bath, 180 m ²

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Book a demo to see the platform live or contact us to become a founding partner.

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