

urbanhome.ch joins SwissMLS and strengthens the alliance of Swiss real estate portals

A few weeks after its official launch, SwissMLS is continuing its expansion with the addition of the Swiss real estate portal urbanhome.ch to its network. This strategic integration will significantly strengthen the presence of SwissMLS in German-speaking Switzerland and confirms the rapid growth of the new Swiss real estate alliance.

An alliance that continues to grow. With the arrival of urbanhome.ch, the partner agencies of [SwissMLS](#) now benefit from automated distribution on three major Swiss real estate portals via a single subscription: [properstar.ch](#), [dreamo.ch](#) and [urbanhome.ch](#).

The principle is simple: a single publication contract allows for automatic multi-portal distribution, without having to multiply contracts, tools or management interfaces.

In a context marked by rising publication costs and a strong concentration of the real estate portal market, SwissMLS is continuing to pursue its ambition to offer a more open, efficient and collaborative distribution model.

“The arrival of urbanhome.ch confirms that the market is ready for a new approach to real estate distribution. More and more players share our vision of an open, collaborative and more balanced model for agencies,” explains **Patrick Maillard, CEO of IMMOMIG SA.**

“SwissMLS is growing rapidly. It is no longer just a new portal, but a genuine Swiss real estate network that is being built up week by week,” adds **G rard Paratte, CEO of Properstar SA.**

“Joining SwissMLS is a strategic step for UrbanHome GmbH. We share the desire to build a more collaborative and open Swiss real estate network,” emphasizes **Lukas Schumacher, Co-founder of UrbanHome GmbH.**

Rapid growth. Since its pre-launch in August 2025, SwissMLS has been growing continuously and is gradually establishing itself as one of the largest real estate networks in Switzerland in terms of the volume of ads published and requests generated.

In just a few months, SwissMLS already represents:

- more than 2,000 partner agencies
- around 80,000 distinct properties published every month
- more than 300,000 requests generated

The integration of urbanhome.ch also allows SwissMLS to significantly strengthen its visibility in German-speaking Switzerland and further expand the lead generation opportunities for real estate agencies.

An open Swiss real estate network. Unlike the currently dominant model, SwissMLS operates as an alliance of independent real estate portals that collaborate within a single distribution network.

The stated goal is clear: to continue integrating new Swiss real estate portals in order to create a genuine national network capable of offering more visibility, performance and balance to the market.

SwissMLS is thus positioning itself not as “just another portal,” but as a new real estate distribution infrastructure designed for real estate professionals.

About SwissMLS SA and the project's founding partners

SwissMLS SA is a joint venture owned 50% by IMMOMIG SA and 50% by Properstar SA. It develops a multi-portal distribution network that allows real estate agencies to publish their properties on several platforms via a single publication. The network currently includes properstar.ch, dreamo.ch, more than 100 international portals and is set to expand.

IMMOMIG SA is a Swiss company founded in 2004, specializing in digital solutions for real estate professionals. It supports its clients through an ecosystem of innovative tools: the Immomig® software, the DigiRENT rental solution and the dreamo.ch portal. The latter, like SwissMLS, embodies IMMOMIG SA's desire to offer an accessible and efficient alternative.

Properstar SA is a key player in international real estate distribution, active in dozens of countries. Thanks to its global network of agents and technological tools, the platform simplifies multi-channel publishing. It brings SwissMLS strategic expertise in portal interconnection, international visibility and intelligent distribution.

UrbanHome Sàrl is a well-known platform in eastern Switzerland launched in 2008 for private and professional users. Its automated model allows for fast publication with a high level of quality. By joining SwissMLS, urbanhome.ch reaffirms its commitment to more equitable and accessible distribution.

More information about SwissMLS: www.swissmls.ch

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