

Two Swiss actors shake up the real estate portal market

One publication to advertise on multiple portals: IMMOMIG SA and Properstar SA are launching SwissMLS SA, a new real estate distribution network in Switzerland. Already adopted by more than 2,000 agencies and responsible for more than 300,000 requests in 9 months, SwissMLS aims to offer an alternative to the dominant platforms in an increasingly concentrated market.

One contract, multiple portals. With [SwissMLS](#), real estate agencies can publish a listing once and have it distributed simultaneously on multiple portals, including [properstar.ch](#) and [dreamo.ch](#). Unlike current models, SwissMLS is based on a network of interconnected portals, not a single group.

The benefits for agencies include:

- multi-portal distribution through a single publishing contract
- increased visibility without the need to multiply contracts or tools
- more inquiries at a reasonable cost per lead

How does it work in practice?

SwissMLS works as a centralized distribution solution:

1. the agency publishes its property from its usual software
2. the advertisement is automatically distributed on the network portals
3. requests (buyers / tenants) are centralized

Result: more visibility and opportunities, without having to use multiple tools or subscriptions.

A market under pressure. The launch of SwissMLS SA comes at a time when the distribution of real estate has become a major strategic issue for agencies.

The market is characterized by:

- a high concentration of portals
- increased publication costs
- increased competition for visibility

“The Swiss real estate distribution market has become highly concentrated in recent years. SwissMLS aims to create a credible and efficient alternative, capable of giving agencies more options for distributing their properties”, explains **Patrick Maillard, CEO of IMMOMIG SA.**

“Our ambition is to build an open network of real estate portals, in order to offer broad visibility while rebalancing the market structure”, adds **G rard Paratte, CEO of Properstar SA.**

Rapid adoption and significant volumes. SwissMLS is not entering the market without traction. Since its pre-launch in August 2025, the platform has generated:

- more than 610,000 distinct objects published
- more than 300,000 requests (leads)
- more than 2,000 partner agencies

The growth is continuous, with in particular:

- an increase in the number of distinct objects published from 51,000 to 80,000 per month
- an increase in monthly leads up to 43,000 in March 2026

In just a few months, SwissMLS has established itself as a new, high-performance visibility channel for real estate agencies.

A single subscription and an open network. With the commercial launch, the distribution on [properstar.ch](https://www.properstar.ch) and [dreamo.ch](https://www.dreamo.ch) is now combined in a single subscription, SwissMLS. It is no longer possible to subscribe to these portals separately. SwissMLS also positions itself as an open initiative, with the aim of integrating other Swiss real estate portals to create a genuine national distribution network.

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](https://www.properstar.ch), [dreamo.ch](https://www.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](https://www.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.

More information about SwissMLS: www.swissmls.ch

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