

## **Business Sites**

### **MyProperty.ph celebrates its first successful year of providing real estate classifieds**

In celebration of one year of providing quality classifieds and information for real estate buyers and sellers in the Philippines, MyProperty.ph held its first anniversary last October 27 at NU.VO Bar.

MyProperty.ph has positioned itself as the premier real estate classifieds website in the Philippines. Lisa Gokongwei-Cheng, president of Summit Media says, "The first year of MyProperty.ph has been very successful for the group. We are very happy that [it] has become the leading property website in the country."

The party was well attended by developers such as Ayala Land Premier, DMCI, SMDC, Federal Land, and Century Properties. Also in attendance were their bank partners like the Bank of the Philippine Islands and BDO. The party got into full swing when Celebrity guests, Jake Cuenca, Jon Hall, Gretchen Fullido, Jaycee Parker, Katya Santos, and Zara Lopez arrived and joined in on the festivities.

A short program was given, showing the positive growth of the website during their sterling first year with an increase of site visitors, page views, and property listings on the site.

But growth is expected to continue for MyProperty.ph. Severino De Castro III, Managing Director of Get Sold Corporation says, "What we can expect from MyProperty in the future, is that it will continue to be that platform that provides the property seeker with a very effective and efficient search experience, and information that is very much helpful at all times. "

In its continuous effort to be a more effective medium for property seekers and sellers alike, MyProperty.ph introduced a new website platform called XBASE. With this new platform, MyProperty.ph is expected to be more user-friendly with an easy-to-use interface and a clean and modern design. The new platform, which was specifically designed for online marketplaces like MyProperty.ph, was developed by the Switzerland-based technology company, Media Swiss Group. XBASE is expected officially go live by early next year.

MyProperty.ph is brought to you by [Get Sold Corporation](#), a joint venture between [Summit Media](#), the Philippines' leading magazine

publishing company, and [Ringier AG](#), a multinational media company based in Switzerland.

#### NOTE FOR THE EDITOR:

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