

Hipflat is the World's 1st Real Estate Search Website to Show Pokémon GO Stops and Gyms

Hipflat.co.th, the leading Real Estate search website in Thailand, becomes the world's 1st property portal to help buyers find homes right next to a Pokémon GO Stop or Gym. The game has become a worldwide phenomenon and Thailand is no exception. It was launched here on August 6th, after one month of waiting since the original release in the US and Europe. Now the interest among Thai Pokemon hunters is at its peak: Pokemon GO is currently the #1 top grossing app across all categories on both Apple App Store and Google Play in Thailand.

Pokemon "trainers", searching to buy or rent a condo and dreaming of having an unlimited 24-hours supply of PokeBalls right at their doorstep, can now use Hipflat to find their perfect place next to one of the 20,000 mapped Pokemon Stop and Gym locations. Hipflat helps players "catch 'em all!"

Pokemon GO players at Siam Paragon shopping mall in Bangkok

Proximity to Pokemon Stops and Gyms works just like any other filter option to find property near desired facilities and services. Looking for a 2-bedrooms condo for rent at \$1,000 per month near a mass rapid transit and a PokeStop? This kind of search inquiry is now available to home buyers in Bangkok and Pattaya, the two largest real estate markets in Thailand.

Hipflat already shows consumers where hospitals, mass transit stations, restaurants, shopping centers and schools are. Consumers need this information to make the best choices when considering to buy or rent a property. Now they can see all the nearby Pokemon Stops and Gyms too.

Hipflat's Neighborhood Explorer displays a PokeGym and PokeStops nearby Aspire Rama 4 condominium in Bangkok

Why is Hipflat doing this? Denis Nemtsev, CEO and Founder said: "Everyone loves Pokémon. Some might say it's crazy, but it's already a favourite fun activity for millions of people in Thailand. So why not combine the desire to find these places with the strong demand for real estate property search? They both are based on a location of where you are and where you want to be".

The craze is already affecting real estate listings across the globe. From the US to Singapore property owners and landlords are advertising proximity to PokeStops and PokeGyms as an extra value for prospective buyers and tenants. Speculation is fast developing across the world that apartments within the radius of Pokémon locations will now command higher rental prices than those without.

"Hipflat's website traffic has been growing dramatically, and we expect this new unique feature to accelerate growth even further. We currently are the leading property website in Thailand used by locals and foreigners alike" says Harlow Russell, COO. "Hipflat has always been the most innovative real estate search tool in the country. We were the first to introduce map-based search in 2013. Now we have the Pokemon location data, so we can continue to offer innovative information to consumers to help find the best property at a fair price... and enjoy Pokémon GO at the same time!".

Hipflat offers a search option to display properties located near a Pokemon Stop or Gym

About Hipflat

Hipflat (<http://www.hipflat.co.th>) is the fastest growing online real estate search portal in Thailand.

It's been visited by millions of Thai and foreign homebuyers over the last three years. Hipflat's mission is to provide the best transparency and effectiveness for consumers in the Thai real estate market.

Hipflat is the only Thai property website that provides unique market trend data, helping buyers and sellers make much more informed and accurate decisions about property purchases or sales. This feature is unique in the Thai market and Southeast Asia.

Hipflat is run by a passionate local and international team. It is financially backed by renowned international investors, including 500 Startups.

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