

Efficiently connecting buyers and sellers with Hakema Connect

A cloud based platform

Ajay Garg
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For most online classifieds

- Online visitors interested in a listing
 - Typically call 9am -6pm
 - Experience missed calls
 - Some reluctant to call, like online
- Advertisers miss about 20-30% of the calls
- 10-15% of the emails are never opened
- Emails are not checked quickly, leading to delay in sales

166 m², tupa, k, 3mh, ..., 195 000 €



[> Katso kaikki kuvat \(12\)](#)

Kohteenviitteen ilmoittaja

Nimi: Markku Kuitunen
Puhelin: 0400491560

[Lähetä viesti](#)

Vanhan ajan maatilan pihapiiri

Upealla paikalla vuonna 1925 rakennettu hirsirakenteinen maatila. Talo peruskorjattu ja laajennettu vuonna 1993. Vuonna 2011 uusittu katto, ikkunat ja maalipinta sekä lattiat hiottu. Tila myydään määräalana n. 15 ha, josta peltoa n. 8ha. Pelloilla viljelty aikaisemmin ja mansikkaa, vihanneksia ja perunaa. Pellot tällä hetkellä osittain viherkesannolla ja mansikalla.

Maatilaan kuuluu oma pieni tekolampi, jonka rannassa on kunnostusta vailla oleva yhdistetty

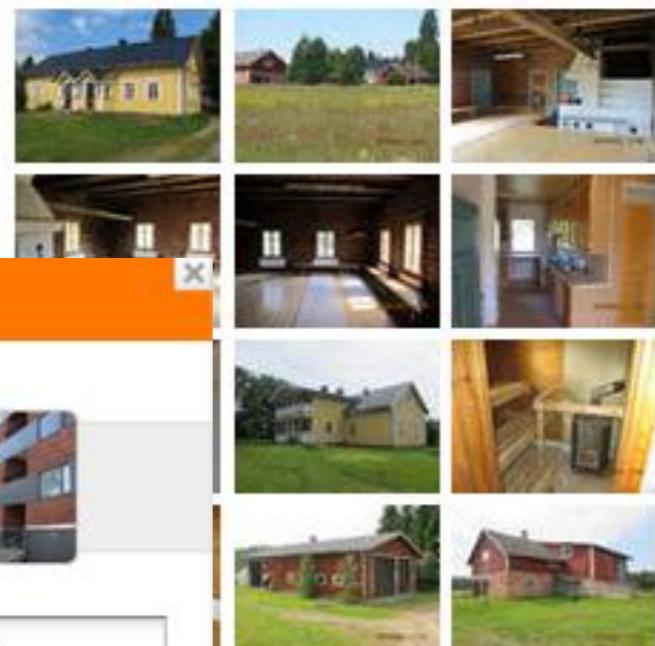
Varaa esittelyaika

Varaa sinulle sopiva yksityinen asuntoesittely tai yleinen näyttö.

[Varaa esittely](#)



166 m², tupa, k, 3mh, ..., 195 000 €



i Tervetuloa! Valitse sopiva alka ja anna yhteystietosi.

Viihtyisä asunto luonnon keskellä palvelujen läheisyydessä.

ma 15.4 ti 16.4 ke 17.4 to 18.4 pe 19.4 la 20.4 su 21.4

17.30

16.50

17.10

18.10

Etu- ja sukunimi

Sähköpostiosoite

esim. +35840123456

Viesti esittelijälle

Olen lukenut ja hyväksyn käyttöehdot

Varaa

Katso kaikki kuvat (12)

ilmoittaja
J Kuitunen
0491560

sittelyaika

Varaa sinulle sopiva yksityinen asuntoesittely tai yleinen näyttö.

Varaa esittely

Vanha, mutta uusi ja hyvä asunto

Upealla paikalla vuonna 1925 rakennettu hirsirakenteinen maatila. Talo peruskorjattu ja laajennettu vuonna 1993. Vuonna 2011 uusittu katto, ikkunat ja maalipinta sekä lattiat hiottu. Tila myydään määräalanana n. 15 ha, josta peltoa n. 8ha. Pelloilla viljelty aikaisemmin ja mansikkaa, vihanneksia ja perunaa. Pelloit tällä hetkellä osittain viherkesannolla ja mansikalla.

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Service Description

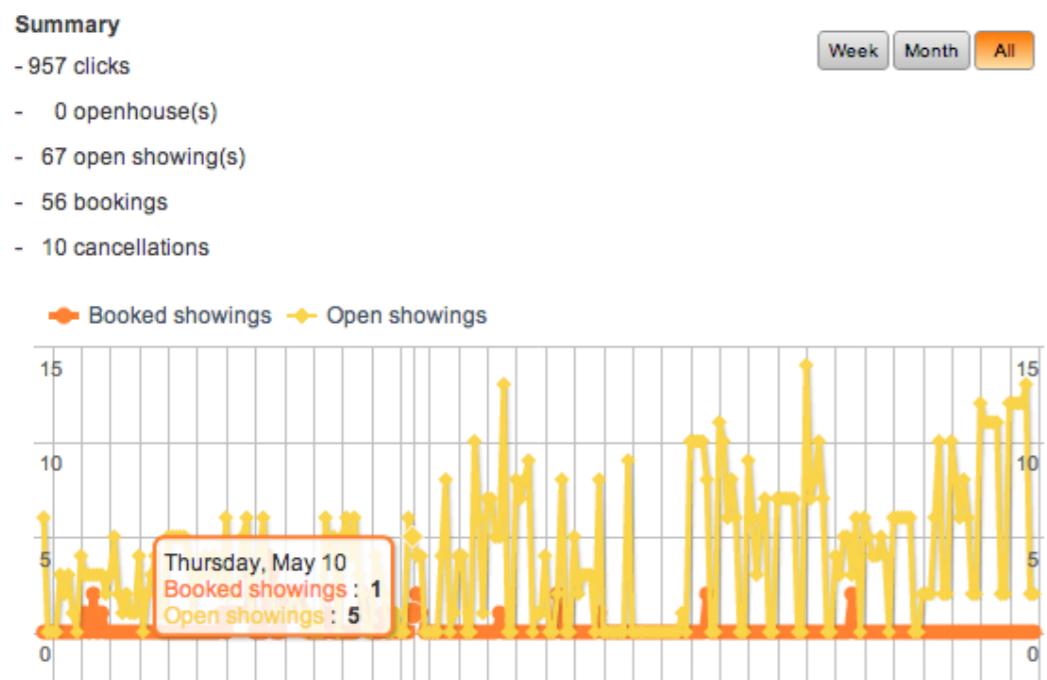


When sellers publish listings, the service is activated automatically* and they can start using it immediately.

Sellers can publish their availability by simply **painting** or using calendar helper. They can do it for a day, weeks or months.



Advertisers also see a database of customers with names, phone numbers, emails and listings they have previously been interested.



Statistics include views, clicks, bookings and number of leads over a period of time.

i Welcome! Select a time and enter your contact details to proceed.

Punainen Mökki, Leppävaara, Espoo



I would like to arrange a viewing. Suitable time for me is:

Select a day Time

<input type="text"/>	First and last name
<input type="text"/>	Email
<input type="text"/>	e.g. +35840123456
<input type="text"/>	Comments

I have read and agree to the terms & conditions **Send**

By [Hakema, Finland](#)

When sellers do not paint any availability, the solution turns to “request an appointment” mode.

Super Easy Java Script
based integration

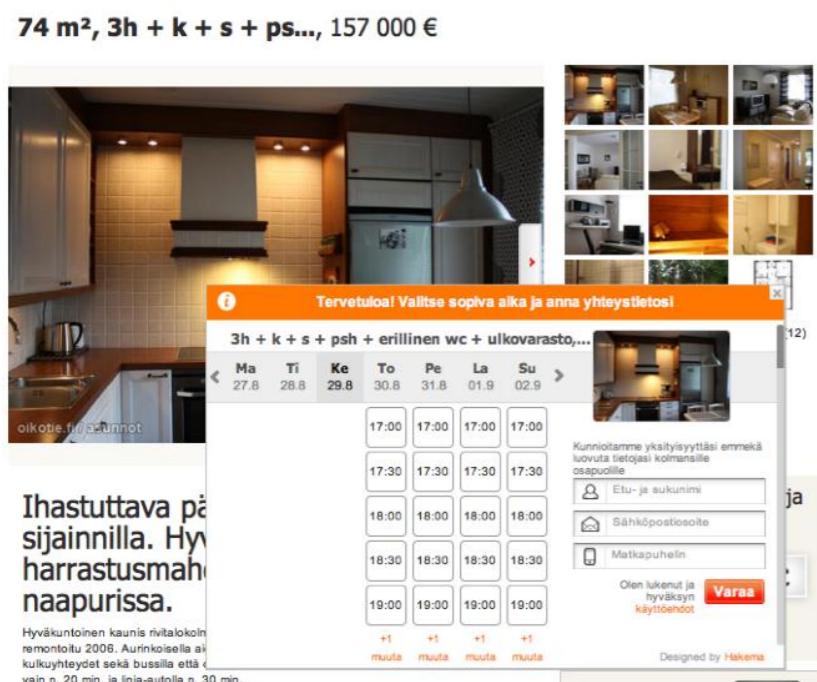
Oikotie.fi pilot data

Over a thousand users in 6 months.

20+ visitors per listing checked booking

Over a thousand leads for sellers and agents.

SMS based reminders for open house not only improved buyers' experience but also generated relevant leads for realtors.



Some of the media mentions

HOME IDEA DATABASE NEWSLETTER TIP US ABOUT ADVERTISE

springwise.com
YOUR ESSENTIAL FIX OF ENTREPRENEURIAL IDEAS

Site schedules appointments between real estate buyers and sellers

Finnish Hakema is a company that facilitates the booking of appointments between real-estate agents or sellers and potential buyers.



+ 30th March 2012 in Homes & Housing.

Good News! from Finland

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Good News from Thu, 15 March, 2012:

Hakema links real estate sellers and buyers

Startup company Hakema has launched a new product which focuses on appointment bookings for real-estate sellers and buyers. It is designed to solve the problem of how buyers make appointments with sellers when people are searching for apartments.



ARCTICSTARTUP

HOMES EVENTS JOBS STARTUPS UNPAID ADVERTISEMENT

Hakema Launches Appointment Booking Service, Integrated On Okotie

By Greg Anderson, February 21, 2012, [Leave a comment](#)



Hakema just launched its new product that focuses on appointment bookings for real-estate sellers and buyers. It solves a time consuming problem when people are searching for apartments online, buyers need to make appointments with sellers. Currently, finding a suitable time using phone or email is time consuming and inconvenient. Also, sellers' efforts are wasted if there are no visitors in open houses. Hakema brings these two parties together and also collects information on potential buyers and runs a proper analysis of visits and customer behavior. With its launch, the Hakema service is now live on Okotie, a large online classified site in Poland.

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Home > News > Company News > Hakema Sets Your Real Estate Appointments

Hakema Sets Your Real Estate Appointments

By Gennina Davis on 26 June, 2012 in Company News

Finnish-based Hakema is the brain child of CEO and Co-founder, Ajay Garg, whose personal experience and everyday challenges surrounding setting appointments and remembering to keep them sparked the concept behind the website. Since its launch in 2011, Hakema



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02 Slick auto-appointment product hopefully coming to U.S. shores
Posted by Andrew Kantor, Editor & Blogmaster

A Finnish company has a very cool classified-ad tool for Realtors®, and hopefully it will make it to the States. The premise of Hakema (Finnish for "Reply") is simple: First, you tell the software when you're available for appointments. Then, when you place a classified (print, online, whatever), you include a link to Hakema, which allows visitors to book some time with you immediately. When someone does, it fills in that spot on your calendar with all the relevant information. You don't have to worry about being interrupted at a bad time by someone who wants to make an appointment, and you know that you can't be double-booked for a time slot. Both you and your (potential) client will receive confirmations and reminders, and if the property is sold you'll both be alerted to that as well. Unfortunately, Hakema isn't available in the U.S. yet. Classified providers (e.g., newspapers, craigslist, etc.) need to sign up to offer it. But you can still check out the site to get information... and maybe see when it makes its over here.

 **David Harkins** @DavidHarkins

Cool appointment setting/communications tool for real estate agents/clients bit.ly/HdSuHx from @HakemaBookings #realestate

2 days ago via TweetDeck



With Hakema Connect
Classifieds can create and
launch “premium” services
quickly

