

Rival commercial real estate portal bids for Jagonal assets



Simon Rose, CEO of Commercial Property Guide, describes the online real estate market as a 'tough space'.



by [Larry Schlesinger](#)

Independent real estate portal Commercial Property Guide is looking to snap up some of the assets of failed rival Jagonal, after the office leasing website was placed in administration this month.

Administrators from McGrath Nicol were [appointed to Jagonal](#) on November 7 after investors in the three-year-old start-up said they were not prepared to stump up more cash for the struggling website. Final bids for the business or its assets close on Wednesday, November 30.

"We've spoken with the administrators and put our hands in the ring for some of the assets," Simon Rose, chief executive of CommercialPropertyGuide.com.au, told the *Australian Financial Review*.

Mr Rose, who owns CPG with his father Stephen, set up the business in 2007 as a customer relationship management system before converting it into a commercial real estate portal three years ago.

Asked if he was surprised Jagonal had failed, Mr Rose said: "It's a tough space with strong well-established players so you need a lot of traction. Traffic is king."

A spokesman for Fairfax-owned Domain, which publishes commercialrealestate.com.au, declined to comment on whether it had bid for Jagonal. The other major players in the space are realcommercial.com.au, published by REA Group, and estate agent-backed commercialview.com.au.

McGrath Nicol administrator Barry Kogan said a number of interested parties had been shortlisted following an urgent expressions of interest campaign and asked to submit final bids by the end of Wednesday.

Jagonal was set up by REA Group alumni Serge Kotlyarov, Andrew Brown and Max Sim in September 2013 and continues to operate. It was backed by a group of investors including founding shareholder Godfrey Franz, a director of Sydney-based Matrix Property Group.

The portal offers leased space across 4500 office buildings and includes a patented 3D office space search. The portal was offered by administrators in its entirety or as separate assets including patents and software.