

Zameen.com Goes Mobile

/EINPresswire.com/ Zameen.com launches its mobile version and with this high-tech and user-friendly mobile website, Zameen.com once again take the lead in online real estate sector of Pakistan and gives the users a 24-7 access to their favourite property portal.

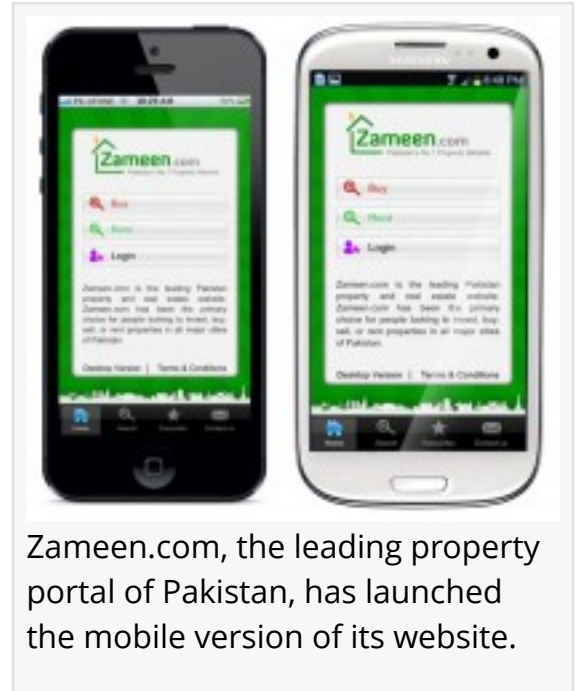
Zameen.com, the leading property portal of Pakistan, has launched the mobile version of its website. The new mobile site will add to the ease of the users and agents when on the go. All this will be exceedingly handy for a country where mobile tele-density is on the rise.

According to the latest estimates, there are over 120 million mobile subscribers in Pakistan with a mobile tele-density of 68.3 percent. This makes Pakistan the 5th biggest market for mobile phones in Asia. Zameen.com has further expanded its realm and would now be available to every single person carrying an internet enabled handheld device in the country.

Speaking of the internet, there has also been an explosion in the number of internet users in Pakistan. There are almost 30 million internet users in the country and this number is on the rise. To top it all, 2013 might as well be the year when 3G is launched in Pakistan. All of this points towards the fact that the launch of the mobile version of Zameen.com could not have come at a better time.

The high tech mobile version of the website is very user friendly and gives the members excellent functionality in terms of searching properties. The mobile site allows users to search properties by city, type, price or area. Users can log into their accounts too and add whichever property they like to their 'Favourites' list as well. This is a handy way to bookmark and revisit a listing of your choice for a detailed study later on.

"With upcoming 3G licensing and fall in prices of Smart Phones, a wave of new internet users is expected in Pakistan, as we have already seen similar internet adoption trends in neighbouring countries. The mobile version of Zameen.com is well-suited for the needs of both new and existing next-generation internet users," said Zeeshan Khan, CEO Zameen.com. As per Khan, "It's another milestone for Zameen, which will benefit both the buyers as well as the sellers."



About Zameen – Zameen.com is the largest Pakistan property portal in the country with no competitors of comparable scale. The site was established in 2006 and has been offering top-notch services ever since. With a range of features and tools to its credit, Zameen.com is that one property portal that is credited with touching international standards.

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