

# Mike DelPrete joins AIM Group as senior consultant, principal

ALTAMONTE SPRINGS, FL, UNITED STATES, May 18, 2017 /EINPresswire.com/ -- ALTAMONTE SPRINGS, Fla. — Mike DelPrete, an international entrepreneur, strategist, and advisor to real estate advertising websites and technology companies, has joined the AIM Group, publishers of Classified Intelligence Report, as a principal and senior consultant.

DelPrete's expertise in real estate tech and the trends affecting real estate advertising will support AIM Group classified advertising and investment clients. In addition to writing and consulting, DelPrete will work with AIM Group clients on funding and mergers and acquisitions.

DelPrete recently returned to the United States after four years as head of strategy and then head of ventures for Trade Me, the leading general-classifieds and property advertising site in New Zealand. While there, he analyzed hundreds of promising businesses for potential investment and acquisition, and led several seven- and eight-digit investments.

"Mike has worked with the AIM Group successfully on several projects already, so we're extremely pleased he's joining us as a shareholder," said Peter M. Zollman, AIM Group founding principal. "He'll help us grow our real estate services internationally, and strengthen our support for companies considering funding or looking to invest in the field."



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*Peter M. Zollman*

DelPrete was founder and CEO of Agora Games, which developed online video game technology and online community services. He bootstrapped the company, built it to 40 employees, and ultimately sold to Major League Gaming.

He's a prolific writer; his blog, Adventures in Real Estate Tech, is widely quoted and republished on sites like Inman News, Property Portal Watch and Seeking Alpha. He's also an advisor to several real estate tech start-ups.

"The AIM Group is a great fit for me, because we work globally with real estate advertising and tech companies," DelPrete said. "We'll keep doing what the AIM Group already does well, and focus on ways we can provide our clients a strong competitive advantage. Online real estate presents great opportunity --- both for improving the home-sales process, and because there's so much revenue at

stake.”

He will lead development of the AIM Group 2017 Real Estate Advertising Annual, to be released this fall. “This report will be the definitive guide to the industry,” he said. “It will focus on global trends, global companies, key strategies, innovative new businesses, and the various disruptive forces at play,” he said.

DelPrete earned his master’s degree in human-computer interaction from Rensselaer Polytechnic Institute.

#### About the AIM Group

The AIM Group, formally the Advanced Interactive Media Group LLC, is the world’s leading consultancy in interactive media and classified advertising. It publishes Classified Intelligence Report, the continuous advisory service known as “the bible of the classified advertising industry.” Founded in 1998 and based near Orlando, Fla., the AIM Group works with leading dot-coms, media companies, investment companies, broadcasters, yellow-page publishers and technology companies. It provides strategic and tactical consulting; training; proprietary and published research about interactive media; and other services. For more information, email Peter M. Zollman, founding principal, at [pzollman@aimgroup.com](mailto:pzollman@aimgroup.com) , or call him at 1-407-788-2780; Mike DelPrete, [miked@aimgroup.com](mailto:miked@aimgroup.com) , at 1-518-955-2115, or Katja Riefler, managing director, [katjar@aimgroup.com](mailto:katjar@aimgroup.com) or +49 (89) 6214-6044.

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