

## Alex Limeres

Qualcy (formerly LeadToRealty)



“ I saw an opportunity to connect real estate agents with prospective buyers and sellers online. ”

<b>COUNTRY</b>	Argentina
<b>INDUSTRY</b>	Finance & Investment
<b>EMPLOYEES</b>	20
<b>YEAR SELECTED</b>	2008
<b>PARTNER</b>	Adrián Le Pera
<b>WEBSITE</b>	<a href="http://www.leadtorealty.com/">www.leadtorealty.com/</a>

### COMPANY SNAPSHOT

Childhood friends Alex and Adrián left high-paying jobs in the US to start LeadToRealty, a lead-generation business for the US real estate market, based in Buenos Aires, Argentina. Leveraging their custom software platform to connect real estate agents and brokers with prospective buyers and sellers (“leads”) on the Internet, Alex and Adrián have created a clever business model to address this US\$2.6 billion market. Entrepreneurial role models in their own right, the duo are creating lucrative job opportunities for educated Argentines, and pioneering a “brain-gain” in this industry for Argentina.

### ENDEAVOR AND QUALCY (FORMERLY LEADTOREALTY)

With the help of Endeavor network, Adrian and Alex are actively developing a growth strategy. In addition to local mentoring and investment coaching, they have benefited from strategic introductions and an Immersion Tour.