

# eXp Realty African Regional Director Welcomed as Global Group Continues Disrupting the Property Market

June 6, 2021



*Ilaria Profumi*



GLOBAL real estate brokerage eXp Realty last week announced the appointment of veteran professional Ilaria Profumi as Europe, Middle East, India and Africa (EMEIA) regional director in a move locally viewed as strengthening the reach of the world's fastest-growing property brokerage.

eXp Global president Michael Valdes says Profumi's strong experience and skills will be highly valued in the company's regional growth strategy and he was excited for her to play an integral role in accelerating brand's growth throughout EMEIA.

eXp South Africa managing broker Andrew Thompson welcomed the news, indicating the South African arm had been actively operating since the beginning of 2021 and already the innovative newcomer was making a significant impact on the industry. "To date, we have attracted well over 100 agents who are successfully operating and leveraging off the cloud-based technology platform. Given her extensive knowledge and contacts, Profumi's appointment will provide added impetus to a model causing disruptive waves in the industry," he says.

He says Profumi will strengthen the company's global footprint, particularly its presence in Africa and South Africa as part of her responsibilities. eXp is currently the fastest-growing real estate brokerage in history with more than 55 000 agents operating in 16 countries at present.

"We are witnessing one of the greatest technological transformations in history, but trends show we need an offering that combines the traditional human relationship and technological innovation to be successful and thrive. eXp Realty is the global alternative for those real estate agents who have understood this, and this inclusive approach is the basis of a long-term vision that makes the real estate market profitable," Profumi says.

Profumi joins eXp from RE/MAX Italy where she served as chief operating officer for the past 15 years, focused on corporate strategy. She is a trained lawyer and has spent nearly two decades in other roles at RE/MAX including head of legal affairs and head of business development.