**PRODA to demo its new machine learning solution at Expo Real 2019**

*Head to stand A3.110 to learn how PRODA dramatically improves the management of tenancy data in the institutional real estate market*

***2 October, 2019*** – UK-based proptech start-up, [PRODA](https://proda.ai/), will be at Expo Real in Munich next week to demonstrate its innovative new machine-learning driven solution, which has been designed to boost the decision-making capabilities of real estate professionals.

PRODA – whose technology is currently being tested by some of the industry’s most prominent brokers and asset managers – addresses a key challenge for the real estate investment industry: how to improve the accuracy, consistency and accessibility of rent roll data. By automatically capturing, standardising and error-checking property data held in inconsistent table formats, PRODA cuts the time teams spend on mundane tasks such as checking data and compiling reports. It also provides professionals with immediate access to accurate information, speeding up their ability to assess, analyse and close deals, and significantly enhancing asset management processes.

“The data held on rent rolls underpins a significant part of the decisions made in the real estate investment industry, yet much of this information is still held on disparate spreadsheets in different formats, making it laborious and difficult to interrogate and exploit,” said Peter Bredthauer, CEO and co-founder at PRODA. “PRODA cuts out the manual processes associated with analysing and verifying this data. Not only does this free-up time that can be spent on more meaningful tasks, it means organisations have more, higher quality data at their fingertips, allowing them to make better informed decisions.”

PRODA will be demonstrating its solution in hall 3, at stand 110 for the duration of [Expo Real](https://proda.ai/expo-real), which is taking place on 7-9 October 2019.

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