
NEWS RELEASE

Digital Garage Launches Partner Program for “Musubell” to Foster Innovation across the Real Estate Industry

~ Started Combining Data with “KASIKA,” a MA Service
Specializing in Real Estate, as a First Step ~

- DG launches a partner program to expand the service of “[Musubell](#),” one of Japan’s largest <DX engagement platforms for the next-generation real estate trades>.

Digital Garage, Inc. (TSE Prime section: 4819; HQ: Tokyo; Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi; DG) aims to solve issues and improve functionality from the user’s perspective by collaborating with businesses and other companies that develop and provide various services and products for the real estate industry. Therefore, DG is committed to delivering new services by enhancing the value of its services, sales collaboration, and joint development.

In addition to the partners of “DX Partners” and “Innovation Partners,” DG will develop solutions to issues and innovation through co-creation with DG Group’s business partners, domestic and overseas invested startups, and major real estate companies.

<Partner categories for “Musubell”>

Title	Details	Potential Partners
DX Partners	Partners that improve user convenience through system-to-system integration between “Musubell” and partner services	Real estate-focused service (CRM/MA) providers, SIers, and others
Innovation Partners	Partners aiming to innovate by combining their individual technologies and data	Service providers other than real estate

■First partner collaboration with “KASIKA,” MA for the real estate industry

As the first step of collaboration with DX partners, DG will start collaborating data with “[KASIKA](#),” a marketing automation (MA) service for the real estate industry provided by Cocolive Inc. (HQ: Tokyo; Representative Director: Takanobu Yamamoto).



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The collaboration with “KASIKA” will enable the automatic connection of real estate subscriber information held by the service to “Musubell” via API. Companies utilizing “KASIKA” can centralize and streamline data management from the prospective customer stage to after the contract is signed, such as by reducing the need for double registration on “Musubell” when a managed customer enters a real estate contract.

Unlike industries that deal with general consumer items, the real estate industry is required to manage customers over the long term because of the lengthy preparation and consideration period before a contract is signed. It also involves complicated tasks such as signing and sealing, as well as the storage obligations of registration and contract documents. With this data integration, DG will reduce burdens on real estate companies and contractors, from managing and pursuing prospective customers before they sign contracts to digitizing and storing contracts.

“Musubell” will continue to accelerate its growth as a platform for the entire real estate industry by combining data not only for the real estate industry but also with various business efficiency services, thereby reducing burdens of work and contractors’ time and effort.