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The Last Post: Why We Take a Break Here. And Continue Elsewhere.

We have been blogging about the Scout24 universe for three great years. It has been a wonderful time! And yet this post is the last one on the Scout24 corporate blog. This is surprising for some of you. Why did we make this decision? How and where do we continue?

An exciting time with many highlights

About 400 articles. Over 100 authors from the entire Scout24 Group. Numerous references in other blogs, trade magazines, book contributions, studies or lectures. An award with the online star as the best corporate blog 2013. And especially exciting articles, topics and "behind the scenes" insights into the Scout24 Group: our social days, for example, which we have accompanied in detail. Employees and project partners have posted their experiences and adventures here and made the event accessible to readers. Many experts have blogged on the topics that concern the Scout24 Group: online marketing, mobile, social media, search, incubation, CSR, etc. In addition, external experts came regularly to voice their opinions. We took this path three years ago and have developed a new medium with this blog. And now there is a new direction in the horizon.

The future: focus on our brands

Of course, you can continue to engage with Scout24 employees - and there will be more insights into the company. However, our brands and marketplaces will be in the forefront. The Scout24 Corporate Blog was very diverse and dealt with all Scout24 topics. This diversity deviates from greater focus - individual themes are highlighted and dealt with in more detail. An increase in the homogeneity of the topics and target groups will do well for a discussion.

In the future, the focus will be the Scout24 marketplaces. Real estate topics are discussed as usual on the ImmobilienScout24 Corporate Blog or the two Facebook pages for end consumers and brokers. The AutoScout24 magazine keeps you updated with all topics regarding cars and mobility. And the FinanceScout24 blog gives insights into current financial issues.

A few personal words to say goodbye

The Scout24 Corporate Blog has accompanied me for more than three years. I designed it with my colleagues and partners, maintained and developed it continuously. Above all, it has produced many wonderful stories and motivated people to write. It was an honor to work with these people who have enriched the blog and me and with whom I will continue to stay connected.

I would like to thank all readers and supporters for their shared experiences. Special thanks to the editorial team for Nadine Hege, Ina Heitzer, Beatrice Charrier and Alexa Tietze. I really enjoyed working with you.

Scout24 is now looking forward to meeting many interested readers on the platforms of our marketplaces.

Jan-Paul Schmidt