

Berlin-based Buena raises \$58M from investors including Google Ventures to digitise property management

- Buena is on a mission to make owning real estate simple, starting with Germany
- Buena was one of the first startups globally to follow an AI rollup strategy, acquiring two companies per month, with global private equity investors starting to follow suit
- The funding will go towards developing its AI-powered software to manage 60,000+ properties, and national expansion across Germany

Berlin, June 2025

Buena, the proptech on a mission to make owning real estate simple, is announcing today it has raised \$58 million in total funding, including a Series A funding round led by GV, with participation from prominent investors 20VC, Stride, and Capnamic. The raise follows growing revenues over 500% in 2024 and over 300% in 2023, as it revolutionizes the \$16bn property management industry in Germany.

The Property Management Opportunity

Property management is incredibly fragmented, with over 30,000 firms in Germany employing an average of just five people each ([Datenmarkt.de](#)). Meanwhile, the industry is notorious for talent shortage and record-low customer NPS scores, with 96.3% of German property managers still relying on pre-cloud software.

Buena is changing the industry in two ways: first, by building its own AI property management software, and second, by acquiring and digitising existing property management teams across Germany. Buena's software automates repetitive yet crucial tasks, such as accounting, significantly enhancing accuracy and efficiency, with recently launched AI features to further assist property managers by handling routine yet essential responsibilities such as annual financial reporting.

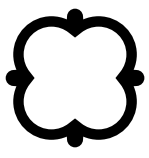
The company currently has 60,000+ apartments and a waiting list of over 5,000 landlords who are desperate for better property management. However, at the core of the platform is its belief that real estate is a key lever for prosperity. Germany is the largest European market for property management, yet homeownership lags behind every OECD country at just 46%. Helping people own and manage it better is one of the most direct paths to building wealth and strengthening the middle class, something Buena hopes to enable.

The Future of AI-led Rollups

Buena isn't only building its own property management platform but transforming the industry through consolidation. Since 2023, the company has acquired 20+ property managers, creating the future of the real estate industry. Unlike blue-collar sectors, which will be widely automated through robotics, Buena sees AI as enhancing — not replacing — the roles of workers in service industries such as property management, whilst also making the company significantly more profitable than its traditional competitors.

Analysts project that the AI-enabled rollup model will significantly impact the global \$17 trillion services market within the next decade, particularly as businesses across various service industries seek efficiency improvements through digitization and consolidation. Private equity and venture funds are increasingly focusing on this strategy with Thrive Capital, [Khosla Ventures](#) and General Catalyst announcing new AI-led rollup strategies.

Din Bisevac, CEO of Buena, said: "When we first began acquiring property managers in 2023, people thought we were crazy. Today, AI-powered rollups are recognized as the future of service industries. Instead of getting bogged down with routine tasks like annual accounting and payment processing, AI empowers our property managers to focus on complex problem-solving and meaningful customer interactions. This is made possible by our globally scalable software and business model. We're excited to continue growing across Germany whilst also turning our focus to international markets



that demand new tools to enable real estate management.”

Global ambitions

With a core team of just 24 team members, the company expects to significantly increase headcount in 2025, whilst maintaining its unique culture. This is part of its plans to reach international markets, such as the US, which is valued at approximately \$650 billion and will benefit from the platform Buena is building.

Vidu Shanmugarajah, partner at GV, said: “Buena is bringing technology to a space that has historically been offline. By combining a unique AI-led M&A strategy, operational excellence, and a product-first mindset, Buena is completely transforming property management. This is just the start, and we look forward to supporting Buena in changing how people own real estate across Germany and beyond.”

About Buena

Buena is a property management startup enabling anyone to create wealth through owning real estate. Launched in 2023, Buena’s AI-enabled platform automates property management, delivering better outcomes for landlords and tenants. With 60,000+ units under management across Germany, Buena is on track to reinvent the industry through technology. www.buena.com/en

About GV

Launched as Google Ventures in 2009, GV supports innovative founders moving the world forward. We are a multi-stage venture capital firm that invests across sectors, including artificial intelligence, the life sciences, consumer, enterprise, and frontier technology. GV is a non-strategic and independent venture firm that oversees over \$10 billion in assets under management, with Alphabet as a sole Limited Partner. GV has backed 400 active portfolio companies spanning North America, Europe, and Israel. The firm is headquartered in the San Francisco Bay Area, with offices in Cambridge, New York, and London.

About Din Bisevac

Din Bisevac, 26, was one of Germany’s first YouTube stars at age 8. To monetize his channel, he taught himself how to build a webshop. When growing recognition in public raised concerns from his parents, he shut the channel down — but kept building. At 13, he landed a job at a local IT company. After barely graduating high school, he moved to Berlin to join Buena as a Junior Product Designer. Following a major restructuring, rebranding, and new investor round, he became CEO and introduced the M&A rollup strategy. Din is also one of the co-initiators of Project Europe.

Harry Stebbings said on LinkedIn, *“I’m an investor in 170 companies. If I could put all my money in just one, it would be Din Bisevac and Buena.”*

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