

Technology

'Miami was an easy call:' San Francisco startup to open South Florida office, create up to 150 jobs

By **Ashley Portero** – Reporter, South Florida Business Journal

One of the North America's largest home rental platforms is coming to South Florida.

San Francisco-based Zumper plans to open an office in Miami this year that will employ up to 150 people. **In a Twitter post** announcing the location, CEO **Anthemus Georgiades** said the Magic City was among the company's top choices for a new U.S. hub.

"Miami was an easy call," Georgiades said. "The compound impact of brilliant and diverse local talent coupled with seasoned operators who have recently moved there is big."

Zumper is also launching a new hub in Los Angeles, Georgiades said.

A spokesperson told the *Business Journal* Zumper is considering locations in downtown Miami and Wynwood for the future office. However, it will not open the location while the company's Covid-19 work from home policies are still in place. The property technology platform plans to hire for roles in its engineering, sales and marketing departments.

Zumper has secured \$143 million in funding since its founding in 2012, with venture capital firm e.ventures, Blackstone Group and angel investor and tech entrepreneur Tony Jamous among its investors.

It's the latest California company to set its sights on South Florida.

Over the past year, investment and technology firms including Colony Capital, Pipe Technologies, ShiftPixy and Founders Fund **have either relocated their headquarters or opened an office** in the tri-county area, drawn to the region's low taxes and comparatively less expensive cost of living.

Philippe Houdard, co-chair of the Miami Downtown Development Authority's Enterprise Committee, said Zumper's expansion is more validation that outsiders view Miami as an emerging technology hub.

"Every time Miami attracts a new-to-market company like Zumper, we're sending a message to the industry and the world that this is a serious place to recruit talent, raise capital, and grow a business," he said. "We continue to demonstrate the business, lifestyle and cultural benefits of relocating or expanding to Miami, and [Zumper's] news gives us another burst of momentum."