



Unlimited free leads for up for grabs from PropertyIndex

Every UK estate agent listing with PropertyIndex.com is being offered free telephone leads from now until the end of March which could be worth in excess of £50,000.

Research carried out by the leading 'pay for results' portal, shows that many customers prefer to speak to an agent as soon as possible and by giving each agent a unique telephone number PropertyIndex.com hoped to increase the opportunity for agents to convert enquiries into viewings and valuations.

PropertyIndex.com is offering every client the opportunity to receive these free leads via an 03 number directed to a specified landline or mobile number of their choice. With 03 local rate numbers, enquirers will incur no additional charges.

Agents will be alerted by a voice message when they answer the phone telling them the lead has been generated by PropertyIndex.com. From 1st April telephone leads will be charged at the usual £1 per unique, as-per email leads.

Chief Executive Lee Bramzell explains:

"This is a great opportunity to demonstrate the volume and quality of the leads PropertyIndex.com can generate. Agents should be capturing callers' name, telephone number and email at an absolute minimum and work to organize appointments.

PropertyIndex.com will send a monthly report detailing each agent's unique telephone leads, which can also be tracked online. From the end of March, agents will have seven days to dispute any leads before payment is debited from agents' accounts. Any calls that go unanswered will divert back to PropertyIndex.com's call centre which will capture the details and forward the enquiry to the agent by email.

-ENDS-

Notes to Editors

Launched in 2006, PropertyIndex.com is the UK's leading *pay for results* global property portal, receiving over x property searches every month.

The site currently provides access to 250,000 properties for sale or rent across the UK and overseas. There is no sign up fee and agents listing their properties on the site pay on a cost per lead basis only.

After becoming established as the leading overseas property portal, PropertyIndex.com launched into the UK residential sales and letting arena in September 2008.

The portal also acts as an information centre, providing a one-stop solution for consumers looking to buy, sell, rent or let their home anywhere in the world.

www.propertyindex.com

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