

PropertyIndex.com overtakes Globrix as traffic doubles in November

Official figures released by leading internet traffic analyst, comScore have confirmed that the UK's fastest growing property website – PropertyIndex.com - has not only overtaken one of its biggest competitors but also bucked the market trend by doubling its visitor traffic in November.

The comScore statistics revealed that in November this year PropertyIndex.com attracted more unique visitors to the site than rival website Globrix – a property portal backed by TV media tycoon Rupert Murdoch's News International.

Visitor numbers to PropertyIndex.com in November were reported to be more than double the amount recorded for October and five times the volume of visitor traffic reported for June 2008. By contrast traffic to all real estate websites in the UK fell by around 20% and traffic to Globrix fell by around 35% over the same period.

		Total Unique Visitors (000)	Total Visits (000)
	Total Real Estate	6,595	21,364
1	RIGHTMOVE.CO.UK	1,994	7,716
2	FINDAPROPERTY.COM	1,069	1,853
3	PROPERTYFINDER.COM	1,030	1,475
4	PRIMELOCATION.COM	908	1,872
5	REALESTATE.COM.AU	511	625
6	Nestoria	491	664
7	Vebra	469	940
8	HOMESANDPROPERTY.CO.UK	300	419
9	Trovit UK Homes	285	370
10	HOUSEPRICES.CO.UK	278	618
11	OURPROPERTY.CO.UK	261	322
12	HOMESONVIEW.CO.UK	232	467
13	ZOOPLA.CO.UK*	227	572
14	UKPROPERTYSHOP.CO.UK	213	279
15	PROPERTYINDEX.COM	211	298
16	Fish4lettings	190	257
17	THEFIRSTGROUP.COM	181	338
18	BARRATTHOMES.CO.UK	180	234
19	HOTPROPERTY.CO.UK	175	214
20	THINKPROPERTY.COM	172	285
21	GLOBRIX.COM	171	250
22	Fish4homes	156	244
23	Channel4 Homes	141	173
24	SUBLIMELOCATION.COM	130	194
25	SPAREROOM.CO.UK	129	263
26	EXPERTAGENT.CO.UK	128	237

27	ENORMO.COM	121	146
28	HOME.CO.UK	119	146
29	Email4Property Sites	114	165
30	HOMESWAPPER.CO.UK	111	404
31	HOMES24.CO.UK	111	159
32	Foxtons	109	157
33	FINDANEWHOME.COM	96	129
34	YOUR-MOVE.CO.UK	93	146
35	FRENCH-PROPERTY.COM	92	178
36	Taylor Wimpey plc	88	105
37	EASYROOMMATE.COM	83	190
38	HOUSECAPE.ORG.UK	80	125
39	Times Online - Property	80	116
40	NETHOUSEPRICES.COM	79	317
41	HOUSELADDER.CO.UK	75	94
42	LOOK4APROPERTY.COM	72	103
43	REMAX International, Inc.	70	179
44	THEMOVECHANNEL.COM	69	92
45	HAART.CO.UK	68	82
46	SMARTNEWHOMES.COM	67	84
47	ESTATEANGELS.CO.UK	65	72
48	REDROW.CO.UK	65	76
49	MoveOnIn.com Network	64	93
50	PROPERTYNEWS.COM	63	222

This is a huge boost for the brand given the fact that PropertyIndex.com only launched into the UK residential sales and lettings market on 17 September 2008 after enjoying huge success in the overseas market.

“We’ve had an incredible response to our ‘no lead, no fee’ business approach, with over 4500 UK estate agents joining the 1050 overseas agents and developers to take advantage of our pay for results lead generation model,” explains the company’s chief executive, Lee Bramzell.

“Industry insights such as the comScore figures are invaluable to new portals and will no doubt send a clear message to all estate agents and developers planning how best to market their properties for sale and rent in 2009.

“Choosing to list on PropertyIndex.com not only means that agents and developers can tap into the increasing number of people visiting the site, but also list for free and only ever pay for the leads they receive direct to their inbox.

“The fact that we’ve seen our traffic increase in a declining market bodes extremely well for the future. It’s certainly not all doom and gloom, especially for agents choosing PropertyIndex.com in

2009. We believe there's even more success on the horizon for us in the New Year, so agents would definitely do well to get on board now."

Notes to editor

PropertyIndex.com is the UK's fastest growing property website with thousands of UK estate agency branches signing up to advertise on a cost per lead basis every day, as well as numerous agents and developers marketing overseas property for sale and rent from across the globe.

The UK residential sales and lettings search was unveiled on PropertyIndex.com in September 2008 following the site's overwhelming success in the overseas market since the portal launched in September 2007. The website now features a rapidly increasing choice of properties for sale and rent from UK estate agents right across the country, as well as thousands of overseas properties for sale and rent across more than 4,000 destinations worldwide.

This news article reports the latest in a catalogue of success stories for the business, which is backed by a multi-million pound investment fund, as the company continues to strive to offer a one-stop solution for anyone looking to buy, sell, rent or let property anywhere in the world.

For more information, please contact the PropertyIndex.com press team on 0845 371 3111, or email:

ellen.buxton@propertyindex.com

***Please note our Christmas and New Year Office Hours:**

The office will be closed from 12.30pm on Monday 22nd December 2008 and will re-open at 9am on Monday January 5th 2009. If you have an urgent enquiry during this period, please call 07811 187524 or email support@propertyindex.com