



## **1,250 + UK ESTATE AGENTS SIGN UP TO PROPERTYINDEX.COM FOR THE UK LAUNCH**

Over 1,250 UK estate agents have registered with [www.propertyindex.com](http://www.propertyindex.com) – a 'pay for results' property portal free of commission, monthly subscriptions, set-up fees and minimum term contracts, for their UK launch (17<sup>th</sup> September 2008).

Since launching a year ago, PropertyIndex.com has already become the UK's fastest growing overseas property portal, with over 150,000 properties for sale and rent offered by more than 850 agents across 4,000 destinations.

The portal's results-based payment model means agents only pay £1 each time they receive an enquiry about a property they are marketing for sale or rent. This approach is set to be welcome news for UK estate agents who are being squeezed by the current economic climate and are forced to scale back on fixed monthly subscription commitments and more expensive property marketing methods.

The website also actively seeks to connect UK estate agents with homeowners looking to sell their property. These vendor leads are charged at just £5 each, enabling agents to increase their stock and subsequently build upon their market share and potential revenue streams.

Propertyindex.com is backed by internet entrepreneur, Darren Richards, who made his fame and fortune through the sale of the highly successful DatingDirect.com internet dating site. Richards is applying his extensive online knowledge accrued through DatingDirect.com and Propertyindex.com's overseas success, to now cause some waves through the online property market in the UK.

Darren comments: "I made the decision to focus on overseas property in the first instance because there was no one else in the UK really meeting the needs of this market. After one year of working with overseas property agents, I am confident that our 'pay for results' model will give UK estate agents what they want and need in what is currently a difficult market."

Recognising the value of agents' time, Propertyindex.com can accept any feed to upload information and photos of a property for sale or rent. Once the data is submitted to the site, the property is assigned a unique reference code, which is quoted against any consumer enquiry. If a user is interested in a property, they generate their enquiry online, and it is sent direct to the agent. The lead is qualified with key information (name, telephone number, email address) and supplemented further with more detailed information such as 'are you selling as well as buying?', 'are you looking for financial services?'

Agents registered with Propertyindex.com have 24-hour access to their real time campaign reports, which include the number of enquiries generated by their listings, information on how many times their property listings have been viewed, and the percentage of individuals who, after viewing the properties, then went on to submit an enquiry.

Propertyindex.com also offers a number of highly targeted advertising solutions for agents to market properties and other business services, such as financial and legal advice. These campaigns work on a cost per click basis, and include banner campaigns on relevant destination homepages, fixed positions at the top of search results, database newsletter promotions, inclusion within buyer's guide advertising and sponsored links.

Propertyindex.com will offer a unique homepage for each UK town and city, which will include property listings, information about the area, and property mapping. Unlike other portals, the consumer will not have to leave the site to find out essential information about the area, which enables the consumer to educate themselves fully before making an enquiry, therefore contributing to the quality of the lead.

Chief executive of PropertyIndex.com, Lee Bramzell comments: "The property market is undergoing a massive shift right now with sales lowering and rentals on the up. Given the current situation, agents are constantly looking for ways to reduce their costs – I've even heard of some branches putting their staff on a cleaning rota instead of their usual contract cleaner in order to keep people in their jobs. Our transparent, cost per lead model is a no-brainer for agents looking for a flexible and commitment free way to generate quality leads over and above the more costly property marketing methods that many can no longer afford."

www.propertyindex.com

-ENDS-

**Notes to editor**

- Spokespeople are available for interview

**About PropertyIndex.com**

PropertyIndex.com launched in 2007 as an overseas property portal. The company is now the UK's fastest growing overseas property portal with over 850 agents and developers choosing to list their properties on PropertyIndex.com so that the site now features over 150,000 properties for sale and rent across 4,000 destinations worldwide. PropertyIndex.com launched their UK offering on September 17<sup>th</sup> 2008, and has already signed up over 3,000 agents and developers to the site, listing hundreds of thousand of properties.

Agents choosing a cost per lead campaign on PropertyIndex.com only pay for results. There are no monthly subscriptions, no set up fees, no minimum term contract and no commission on sales. Qualified leads are delivered direct to the agent's inbox.

Backed by a multi-million pound investment fund, PropertyIndex.com is an independent company offering a one-stop solution for anyone looking to buy, sell, rent or let property anywhere in the world.

Please visit [www.propertyindex.com](http://www.propertyindex.com) and have a closer look at what we do.

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