

50% revenue share scheme announced by PropertyIndex.com

Lee Bramzell, the chief executive of the UK's leading overseas property portal - PropertyIndex.com - unveils the company's online affiliate scheme.

We're pleased to open up our 'pay for results' proposition to industry partners looking to monetise their own web traffic and customer base. PropertyIndex.com will be sharing the revenue from buyer leads and vendor leads for UK and overseas property on a 50/50 basis with the referring partner.

This is a great way for property agents and developers to generate additional revenue which will be offset against the cost of leads and cost per click marketing campaigns on PropertyIndex.com.

The fact that we have a linear remuneration model means we are able to incentivise third parties and partners to refer traffic to us. All referrals are tracked so we measure how much money each referral generates and apply 50% of the revenue to the client's PropertyIndex.com account in the form of a credit.

The programme is managed by one of the world's leading affiliate programme providers – Zanox. A link to the Zanox registration page will appear on PropertyIndex.com. Post registration, agents will be able to download a wide range of promotional messages, including sponsored links, banners, skyscrapers and MPUs, to display on their own website.

From the moment a visitor clicks the promotional message on your site, they are linked through to PropertyIndex.com, and the referring agent then owns a 50% share of whatever revenue PropertyIndex.com generates from that visitor.

Referral partners will earn 50p for every UK property buyer lead; £2.50 for every UK property seller lead and £5 for every overseas property lead. The PropertyIndex.com affiliate programme is completely free to join and agents will not have to pay any management fees to Zanox.

As far as we are aware, no other property portals are offering an affiliate scheme quite like this. We're the only site which is paying a revenue share per lead generated. The great thing about our scheme is that we'll pay for results. This shows that we're prepared to put ourselves in the same boat as property agents. We're asking them to pay for results and we're prepared to pay for results too.

Stop press!!! (Literally)

Over 1500 estate agents have joined PropertyIndex.com because they believe in our 'pay for results' model. To supercharge the process of generating leads PropertyIndex.com plans to offer free credit to each and every agent that includes the PropertyIndex.com logo in their local print advertising. This will help us drive consumer awareness and build traffic to rival the established monthly subscription portals.

In order to take advantage of this print rebate, agents simply need to download the logos and other promotional from the PropertyIndex.com website. To claim the rebate simply forward proof of the advertisement running, either tear it out and send it to us, or scan it and email it across. We'll then apply the relevant amount of credit to the agent's PropertyIndex.com account for every piece of creative which appears in every individual local newspaper which the agent advertises in each week.

Chief Exec, Lee Bramzell adds, 'PropertyIndex.com offers estate agents the fairest deals on the market. However, we know that we're up against some big competition – companies who have 8-12 years head-start on us in terms of what we're trying to achieve. We've a long way to catch up but if agents like the idea of paying for results and they like the idea of low cost leads, then it's in their interest to help us promote the brand.'

'The stronger PropertyIndex.com becomes the more leads we can generate and the more traffic we can drive to the site and subsequently through to our agents' listings. As we become more established in the UK market, the less agents will need to pay monthly subscriptions to the established portals.'

'We thought now would be a great time to launch our affiliate programme and the print rebate offer because we thought that this would be a great way of bonding agents into a mutually beneficial commercial relationship which reinforces our pay for results values. '

'The great thing about our affiliate scheme and our print rebate offer is that we'll pay for results. This shows that we're prepared to put ourselves in the same boat as property agents. We're asking them to pay for results and we're prepared to pay for results too. '