

Agents information

Marketing your company with us

In this document we will discuss our real estate marketing packages & why this will be an effective medium for your company.

September 2007

Our company

Homesgofast.com is one of Europe's leading overseas property websites, the website was formed in 2004 by Marr International Limited, who are a UK based property marketing company, with offices in London, UK Dubai and Florida, USA.

About the website

Homesgofast.com now has in excess of 300 agents who have listed in excess of 80,000 properties, in over 60 different countries around the world. We have 700 affiliates actively promoting these properties, including some of the internet's largest property websites. Our website has in excess of 8,500 people linking it; some of which have our property search built in to their website, enabling a larger generation of leads. Google and the other major search engines play an important role in the generation of leads for our clients, we have unrivalled search engine exposure, and are number 1 for many terms. From these positions Homesgofast.com receives 240,000 unique people per month.

We are always striving to make our website better, and to get more exposure for our clients, we are selected new source for Google News, RedTram News Search, FeedZilla, Press Radar and other news information websites. We provide a comprehensive press release and news distribution service.

Our search database

We strive to eliminate any duplication on our website and operate a first come basis for listings. It is important that are buyers and agents have a clean and clear property search. We concentrate on quality rather than numbers of properties available.

In Brief

- 80,000 properties in over 60 countries
- Over 300 active agents
- 8,500 websites linking to us
- 700 affiliates promoting our services
- Unrivalled search engine exposure
- 5,000,000 page views per month (source: alexa)
- 240,000 unique visitors
- 1,350,000 property searches per month
- Property news with high placement in Google
- Local information and articles about countries and regions
- Low Pricing Policy
- No minimum sign up terms

Why agents choose us?

Agents choose Homesgofast.com to market their company and properties for many different factors, we have massive exposure in the world's busiest search engines and this brings in many leads for our agents. Our number one source of leads is the property adverts themselves, however we also offer buyers our 'seek and find' service, which we pass on to agents.

Generating leads for agents is our number one priority; we share our properties with a selected range of websites that have traffic flowing into them in similar ways to us. This increases the leads we generate for our agents.

We provide the ability for agents to have a dedicated page to their company/product on our website; this is usually indexed by the search engines and found on the number one spot for many terms that brings in extra leads.

Agents use our simple and informative property listing system, which gives agents total control over their property details, and also allows them to add bullet points, bold, italics, and change font sizes on their advert. Agents have access to statistics about their properties and they can buy extra exposure, for example, a top spot position in the property search for their country.

Our Pay Per Enquiry Service

Agents and Developers may list as many properties as they like on our system they only pay for our marketing when we find a buyer interested in their property. You are in complete control and can stop and start your listings at anytime and can put limits to your monthly spend.

The information you receive that makes an enquiry chargeable

1. Name of client*
2. Email address*
3. Telephone Number*
4. Details of the property*

Buyers are also asked the following information:

1. When they buyer intend to purchase a property
2. When or if they intend to travel to region
3. If they require finance for their purchase

*mandatory

Finding requests /General Leads Some of our most serious buyers submit a property finding request stating the exact criteria for a property they wish to buy. We will send you these enquiries generated from our finding service only when an enquiry matches the region you cover. We send these leads to a maximum of three other agents.

Our charges Enquiries generated from your property adverts are at a fixed cost of £10.00 per enquiry Each general lead is charged at a fixed cost of £5.00 per lead.

http://www.homesgofast.com/advertise_business_online.php

Listing with us

- No upfront payments to pay
- No minimum sign up period
- Stop your listings anytime by email or phone
- You will be invoiced at end of each month
- Credit/Debit cards, bank transfers UK cheques accepted

In Brief

Targeted traffic from search engines via our many search engine positions
Quality, informative enquiries that include buyer's addresses, telephone, email etc...
Exposure on many websites using one simple system
Bespoke pages that gain quality search engine positions
Targeted marketing to our database of buyers
Inclusion of agents company details in relevant news articles
Targeted press releases, and media interest
Guaranteed top placement of a property within your chosen country
Features listings on our home page

Who are the buyers? Our buyers are located around the world, we also find that a high percentage of these buyers are female and between the ages of 30 – 40, we have a graph below with more details.

55%

45%

Gender of registered buyers

Female

Male

25%

42%

33%

Age of registered buyers

18 -29

30 -40

40 +

47%

20%

23%

10%

Location of buyers

Europe

Asia & Middle East

North & South America

Other

How we market Homesgofast.com

In our business our main marketing focus is the internet, we currently have thousands of search engine positions across Google, MSN, Yahoo, ASK and more, this generates us traffic and our agents leads. We also run periodical pay-per-click campaigns focused on both finding new agents but also on bringing more buyers into the website.

We have formed strategic partnerships with other property portals that use our data within their website, and pass us the leads this generates. Alongside these websites, we have over 700 affiliates who are actively marketing us.

Google news has been indexing our professionally written overseas property news for around two months, we can be found number one for many interesting terms bringing more visitors to the website. Magazines have played an important role in our marketing strategy; we are often approached by media companies requesting area information, or property information which we then gain recognition for. Television is also becoming a strong focus in our plan, we are soon to be shown on a new series for a new overseas property channel on SKY television, alongside providing properties to a well known programme on BBC one.

Press releases are sent out periodically about our company and our progression in technology, we are always attempting to be in front of our competitors. Numerous focused websites are providing targeted traffic to us, alongside 18,500 websites that link to us.

Our agent's leads

We encourage buyers to contact us by phone or to submit their enquiry online making it clear that an enquiry without the mandatory information may not be treated seriously.

Each lead that is generated is sent instantly to our agents via Email, but is also accessible via the agent's area on our website, ensuring that agents are always in control of their leads.

Leads that are generated for an agent's property are never passed to any other agent, unless requested so by the buyer.

How agents list their properties?

Many agents opt to upload their properties manually, one-by-one, however we do provide agents with a technical instruction pack that will allow them to create and send an XML feed of their properties on a regular basis.

We have a simple wizard style system for uploading properties which includes an easy to use Microsoft Word style editor to enable agents to have bold, italic, bullets and different font sizes on their adverts. Adverts, once created are reviewed by our staff to ensure that quality is at a maximum, this is important to us, and our buyers.

What information is included in an advert?

Our adverts have one set template, ensuring that returning buyers understand quickly about your properties. Each property can have the following features:

- Unlimited description
- 8 Photographs of the property, with captions
- The ability for buyers to zoom in to images
- Live statistics about your property adverts
- Printable versions of your advert for buyers
- Secure enquiry system, no junk or spam
- Inclusion in the Homesgofast.com search

How can I pay for your service?

We accept debit cards and credit cards which are securely processed by Worldpay (a member of The Royal Bank of Scotland group). We can also accept bank transfers, cheques and payment via standing order on request.

How can I become an agent?

You can simply register on our website

http://www.homesgofast.com/agent_step1.php



More questions?

We will be happy to answer any further questions you may have, please find below details of our addresses and telephone numbers.

Telephone (UK):

0800 043 00 96

Fax: +44(0)207 691 78 96

Telephone (Wordwide):

+44(0)207 099 33 92

Skype: Marr-international

Email:

sales@homesgofast.com

UK Head Office:

MARR INTERNATIONAL LTD
Homesgofast
Cardinal Point
Park Road
Rickmansworth
Hertfordshire
United Kingdom
WD3 1RE

Our office hours are from 9am - 5.30pm, Monday - Friday, GMT

Regional Offices

Florida office

Homesgofast
2508 West Vine Street
Kissimmee
Florida 34744

Dubai Office

Homesgofast
Shk. Al Sabah Building #404
Po.Box 92366
Dubai

USA

Chief Sales Executive : Christopher Cox

UAE

Chief Sales Executive: Hind Jouini