

Your property toolkit

Promote your properties and brand. Manage your agency efficiently. Make informed decisions. Boost your revenue streams. ZPG's marketing, software, data insights, and comparison tools can help you with all that, and more.

Everything you need in one place

Smarter property solutions

Property portals

All eyes on you and your properties

Every month, 50m+ people search for properties on Zoopla, PrimeLocation, SmartNewHomes and our apps.¹ Make sure you reach them.

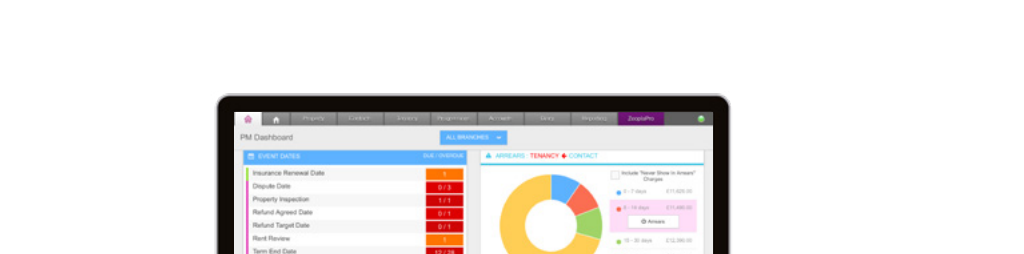
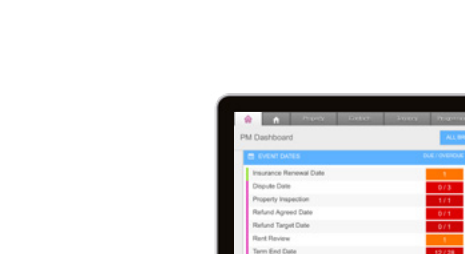


A unique audience
Don't miss the 33% of property hunters who only visit ZPG portals.² And developers can list on SmartNewHomes to reach new build buyers.

Best known portal
Reap the rewards of Zoopla being the best known property site, with 95% prompted awareness.³

Extra value
When you list with ZPG, you appeal to a wide Zoopla audience and a premium PrimeLocation audience.

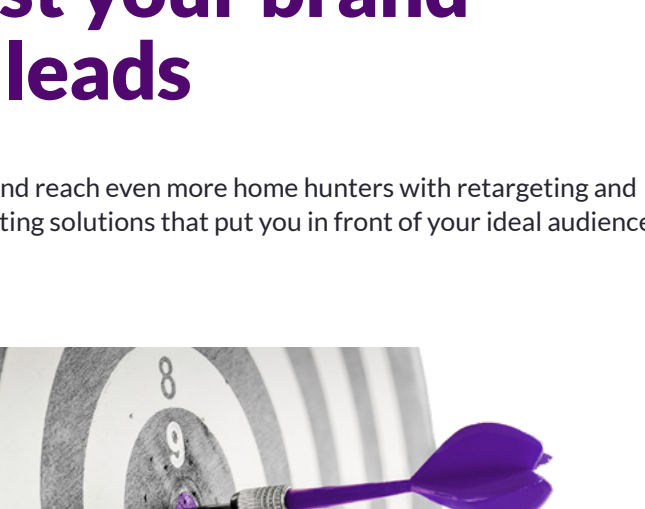
The widest reach
Your properties will also be displayed on 30+ well known partner sites like MailOnline, The Sun and mumsnet.



Property software

Work smarter, save time and money

Used by thousands of UK agencies, our trusted property software in the cloud means your data is in safe hands.



Work flexibly
Keep your agency running anytime and anywhere, on any device with our cloud technology.

Adapted to your business
Grow your business with Alto, get software that has it all in one place with Jupix, or get started with ExpertAgent.

Create new revenue streams
Offer comparison quotes to home movers from a panel of providers through Movelt, and drive referral revenue.

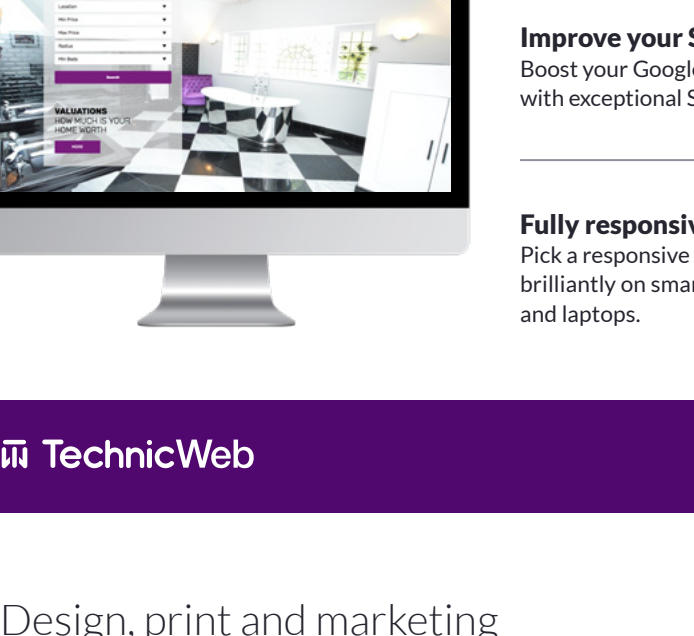
Never miss a lead
Offer a 24/7 online service, capture website leads and reduce admin with eSigning, all from PropertyFile in your software.



Digital marketing

Boost your brand and leads

Go further and reach even more home hunters with retargeting and email marketing solutions that put you in front of your ideal audience.



On the mark
Pinpoint property seekers with Award-winning retargeting tool, AdReach.

Get in their inbox
With email design and targeted campaign send tool, eReach.

Highly targeted
We can identify buyers, sellers, renters and landlords, as well as desired location and property type.

Bring in more leads
Generate new business and get more exposure by reaching the right audience.



Responsive websites

Get an online makeover, delivered fast

Don't let an outdated website cost you business. Let the UK's leading property web designers at TechnicWeb get your new site up and running in around a month.



Beautiful template designs
Keep up with today's digital consumer and choose from a range of low-cost designs, with new ones added monthly.

Win more instructions
With an instruction winning website optimised to capture leads.

Improve your SEO
Boost your Google search rankings with exceptional SEO performance.

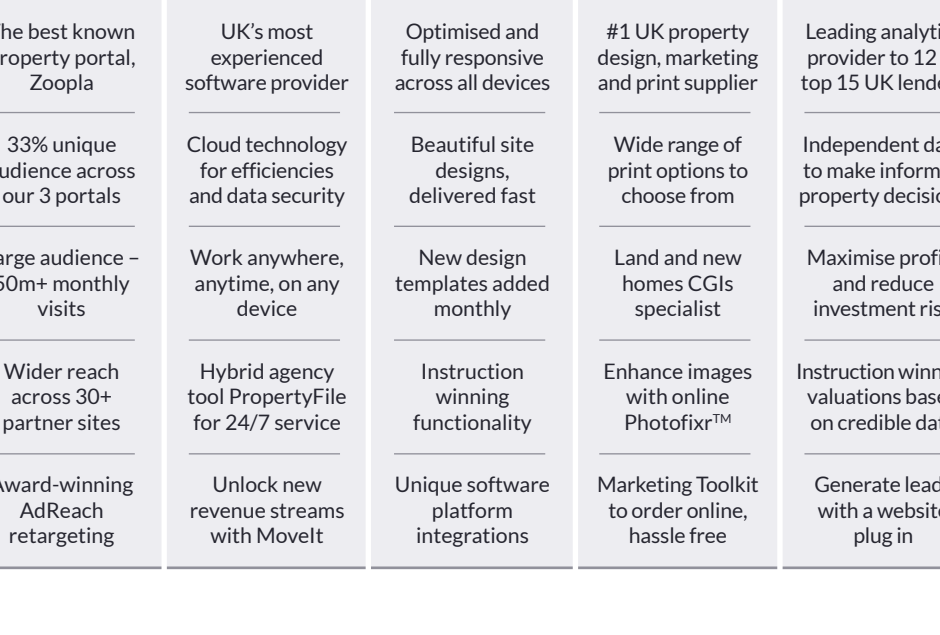
Fully responsive
Pick a responsive website that works brilliantly on smartphones, tablets and laptops.



Design, print and marketing

Show off your extra ordinary

Being ordinary won't get you noticed. For over 40 years we've helped estate agents stand out from the crowd by transforming everyday printed items into head turning marketing and stand out branding.



A world of print options
Indulge your creative site with a wide range of print options, formats and finishes.

Photos that make an impact
Improve your property images with our online photo enhancer, Photofixr™.

Hassle free online ordering
Order your templated marketing materials with our easy to use Marketing Toolkit software.

Breathe life into new builds
Help your development project get noticed with our 3D CGIs, site plans, branding, and creative marketing.

Trusted data insights

Make informed property decisions

Make the right decisions, manage risk, and maximise profits with independent property market intelligence, trusted by 12 of the top 15 UK mortgage lenders.

Attract more valuations
Generate more leads using a Hometrack powered plug in on your website.

Be confident in your decisions
Access quality data insights, available at your fingertips.

Differentiate your agency
Stand out from competitors by using trusted data to help win instructions.

Support valuations
Provide independent information, such as comparable evidence and rental value.

Everything you need

Choose your property tools

From getting started to running and growing your property empire, we bring together all the tools you need to work smarter and win in today's competitive market.

Marketing	Software	Websites	Design & print	Data insights
The best known property portal, Zoopla	UK's most experienced software provider	Optimised and fully responsive across all devices	#1 UK property design, marketing and print supplier	Leading analytics provider to 12 of top 15 UK lenders
33% unique audience across our 3 portals	Cloud technology for efficiencies and data security	Beautiful site designs, delivered fast	Wide range of print options to choose from	Independent data to make informed property decisions
Large audience – 50m+ monthly visits	Work anywhere, anytime, on any device	New design templates added monthly	Land and new homes CGIs specialist	Maximise profits and reduce investment risk
Wider reach across 30+ partner sites	Hybrid agency tool PropertyFile for 24/7 service	Instruction winning functionality	Enhance images with online Photofixr™	Instruction winning valuations based on credible data
Award-winning AdReach retargeting	Unlock new revenue streams with Movelt	Unique software platform integrations	Marketing Toolkit to order online, hassle free	Generate leads with a website plug in

Sources: 1. ZPG internal data, 1 – 31 March 2018. 2. Nielsen, February – May 2017. Based on data relating to ZPG and RM only. 3. Research Now, Zoopla prompted awareness 95%, February 2018.