

Zoopla

Your property toolkit

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

Everything you need to succeed

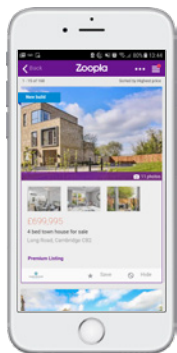


Smarter about property

Property portals

All eyes on you and your properties

Every month, Zoopla, PrimeLocation, SmartNewHomes, and our apps receive 50m+ visits from property seekers.¹ Make sure you reach them.



A unique audience

Don't miss the extra 58% of home hunters who could see your properties.²

Delivering more leads

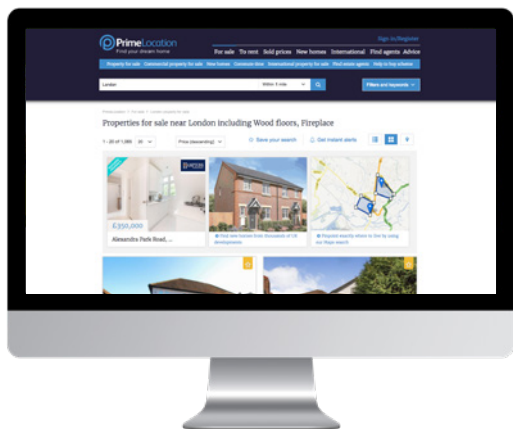
94% brand awareness³ and over 10 million apps downloaded⁴ help drive over 21.6m leads to you.⁵

The widest reach

With a 10% growth in visits since 2017,⁶ your properties will also be displayed on 30+ well known partner sites like MailOnline and The Sun.

Extra value

When you list with us, you appeal to a wide Zoopla audience and a premium PrimeLocation audience. And developers can list on SmartNewHomes to reach new build buyers.



Zoopla

PrimeLocation

SMART
new homes

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

Refer comparison quotes to home movers from a panel of providers through MoveIt, and drive additional 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.

Highly targeted

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

Bring in more quality 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 mobile-first site up and running in around a month.



Beautiful template designs

Keep up with today's digital consumer and Google algorithms with a range of low-cost designs to choose from.

Win more instructions

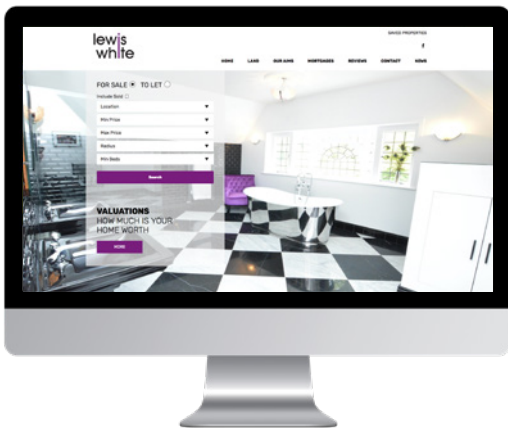
With an instruction winning website optimised to capture leads.

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, for a low cost.



A world of print and design

Indulge your creative side with our wide range of design and print options, formats and finishes.

Photos that make an impact

Improve your property images with our online photo enhancer, Photofixr™.

Breathe life into new builds

Help your development project get noticed with our 3D CGIs, site plans, branding, and creative marketing.

Hassle free online ordering

Order templated marketing materials with our easy to use Marketing Toolkit software.

Trusted data insights

Make informed property decisions

Make the right decisions, manage risk, and maximise profits with independent property market intelligence, relied upon by 8 out of 10 of the top 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.

More property tools

Everything you need to succeed

Every agent matters to us. So 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, at a competitive price.

 Marketing	 Software	 Websites	 Design & print	 Data insights
The best known property portal, Zoopla ³	UK's most experienced software provider	Optimised and fully responsive across all devices	Specialist property design and print supplier	Leading analytics provider to 12 of top 15 UK lenders
58% extra potential property seekers ²	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 ¹	Work anywhere, anytime, on any device	Templated designs make it easy	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] Visits to ZPG property sites, Jan – Jun 2018. [2] Nielsen Audience Deduplication report Jun 2018. Up to 58% more compared to being on Rightmove alone (nationwide, excludes website visits from mobile devices). [3] Research Now, Oct 2018. [4] Apps: AppAnnie, Nov 2017. [5] ZPG internal data 21,677,000 leads delivered Oct 2017 – Sep 2018. [6] ZPG internal data, Jan 2017 compared with Jan 2018.

 100% recyclable

Zoopla

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