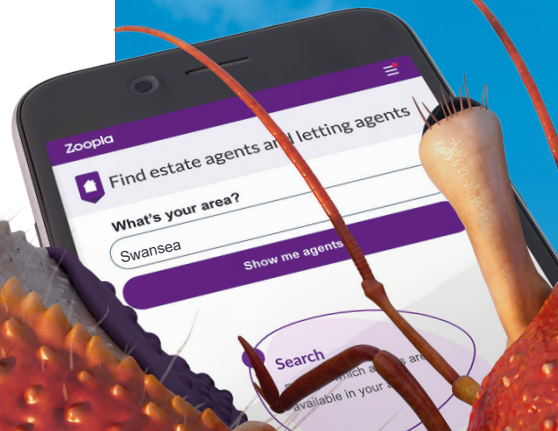


Swansea: meet your new neighbours

Zoopla
Smarter about property

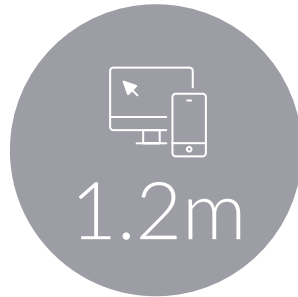


All eyes on your properties

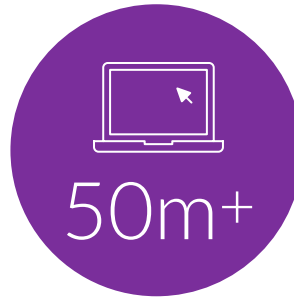
Zoopla's investing more than ever in generating quality leads for our partners, with a 23% increase in advertising spend in Q1 this year.¹ We're committed to being the number 1 portal for agents and consumers.



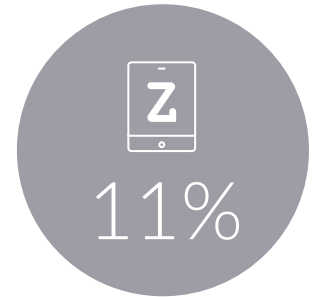
Increase in advertising spend¹



Unique audience of property seekers²



Visits from home hunters a month³



Increase in app downloads⁴

Ride the wave

We're targeting home movers in your area, with a mix of paid performance media, area user guides, PR, email and advertising. This is in addition to Zoopla's nationwide advertising across television, radio, video on demand and YouTube.

#1

Zoopla has invested more than any other property portal in advertising over the last five years⁵

90%

ABC1 adults will see our nationwide advertising 12 times⁶

94%

Brand awareness of Zoopla⁷

Best estate agent ever!

Find the right agent for you with our new AgentFinder tool

Zoopla

Smarter about property



Zoopla's making waves in Swansea

We've achieved some impressive results in your area. Here's a snapshot of what Zoopla's delivered.



12.3%
Growth in valuation leads¹



76,806
Total leads sent to agents²



23,257
Rental leads³



11,018
For sale leads⁴



1,209,176
Monthly visits to properties⁵



9.4%
Growth in detailed property views⁶



1.7%
Increase in properties listed⁷

Home hunters on Zoopla in Swansea

Gender



37%
Male



63%
Female

Age (years)

18-24

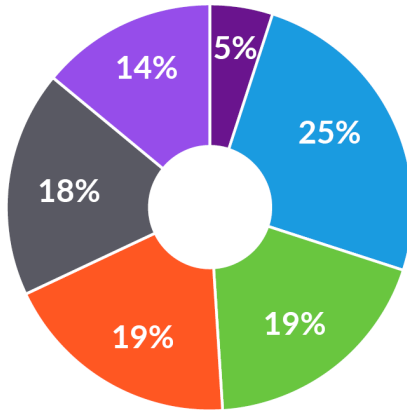
25-34

35-44

45-54

55-64

65+



Most popular property type⁸



1 bed flats



Most popular keywords

Garage

Parking

Detached

Student

Marina

Sea view

Flat

HMO

Waterfront

What's happening in Swansea

For sale market



£11,500

Average income required
to buy a 2 bed property



4.36

Average price to
earnings ratio



-0.6%

Change in house prices
relative to 2007/2008 peak



94.4%

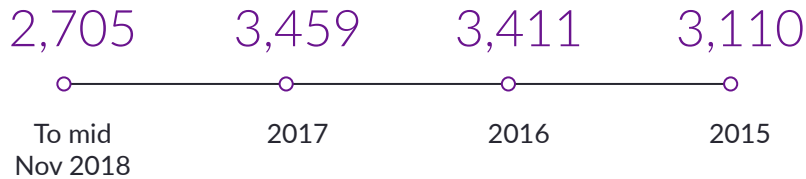
Average percentage of
asking price achieved



7 weeks

Average time to sell

Housing sales



House price inflation Average annual price change



Rental market



Don't miss out

Contact us to take advantage of Zoopla's investment in Swansea.

Email: members@zoopla.co.uk

Call: 020 3544 1000

Visit: advantage.zpg.co.uk/zoopla-in-your-area

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