

Zoopla

# Attract more attention

For a competitive edge your brand, properties and expertise need to stand out and reach out. Give your agency greater exposure to our monthly 50m+ portal visits,<sup>1</sup> and reach the extra 58% of home hunters who could see your property compared to Rightmove alone.<sup>2</sup>

**Everything you need to get noticed**

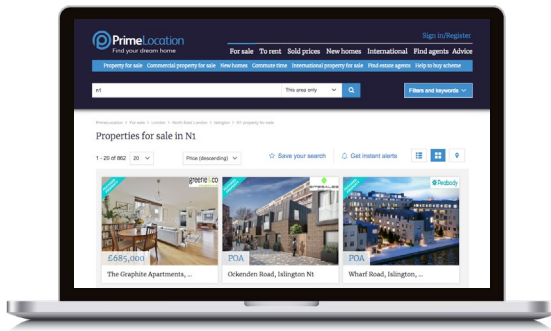


Smarter about property

Property portal features

# And you get all of this as standard

Plus you automatically get even more with your properties and brand advertised to the millions of visitors to Zoopla and PrimeLocation, and our apps.



## Logo displayed

Your company logo is displayed next to your listings, helping to build recognition.

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## Receive appraisal requests

Your agency will appear to landlords and vendors who want their property valued.

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## Unlimited applicant leads

There are no restrictions on the number of leads your listings can receive from property seekers on our portals.

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## ZooplaPro

View your performance on our sites, access leads, listen back to calls and order marketing materials.

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## MarketView

Access competitor insights, track slow movers and fallen through sales to get the edge in your area.

## Agent directory inclusion

So consumers looking for an agent in your area can find you.

Zoopla property portal

# All eyes on you

95% of property seekers use portals.<sup>3</sup> Home hunters who visit Zoopla and download our apps use our unique tools to help them research, search, move, and manage their home once they're in.

## A unique audience

Don't miss out on an extra 58% of home hunters who could see your properties.<sup>2</sup>

## Biggest marketing spend

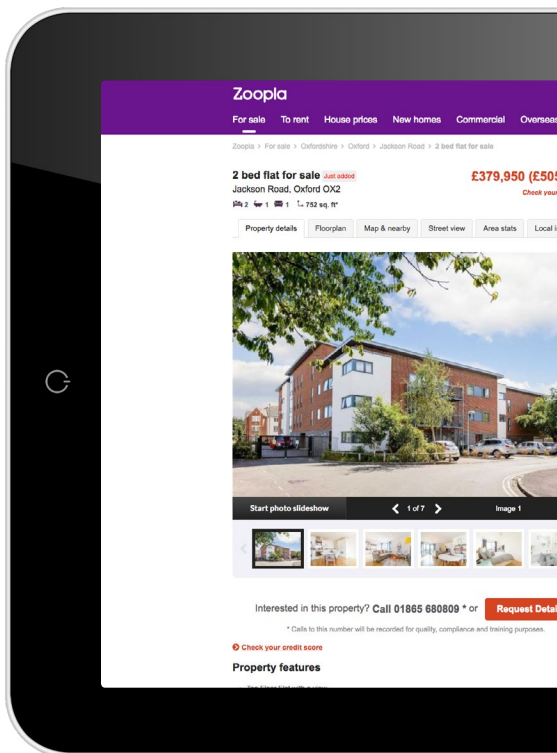
The highest advertising investment of all the portals.<sup>4</sup>

## Delivering more leads

94% brand awareness<sup>5</sup> and over 11 million apps downloaded<sup>6</sup> help drive over 21.7m leads to you.<sup>7</sup>

## UK's widest reach

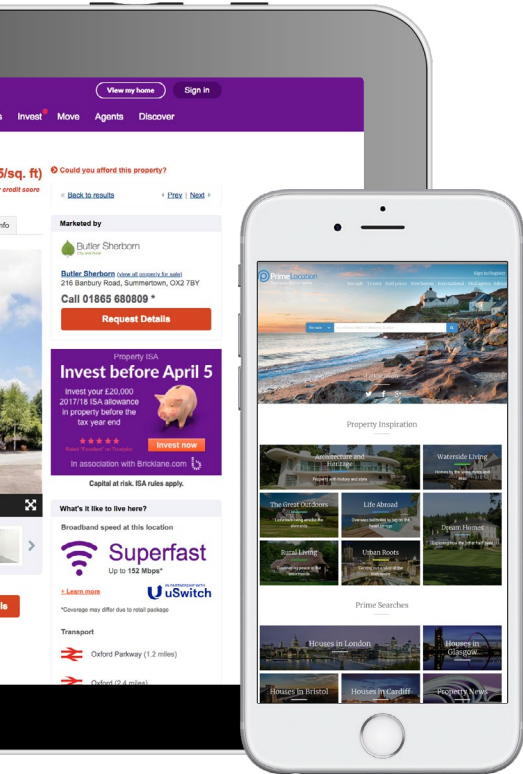
Get the widest reach with our well known partner sites such as The Telegraph, MailOnline and Bing.



PrimeLocation property portal

# Inspire your audience

PrimeLocation attracts people looking for homes with the lifestyle they dream of. List on the UK's number one portal for aspirational property seekers in search of their ideal home.



## Connect with the right people

Get in front of home movers looking for top-quality properties.

## Dream on

Keyword search and inspirational site content helps home hunters find exactly what they're looking for.

## Show off

Win more instructions by telling vendors and landlords you'll list their property on the number one premium portal.

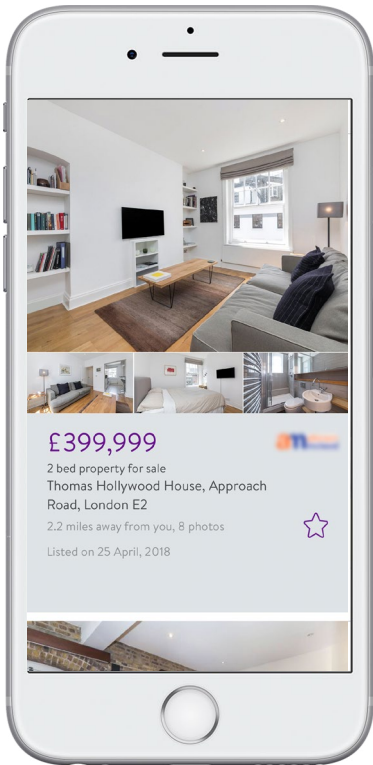
## Double the value

By listing with us, your properties will be advertised on both Zoopla and PrimeLocation.

Property portal enhancements

# Set your agency apart

Upgrade your property listings or enhance your brand to attract a greater share of the 50m+ visits each month to Zoopla and PrimeLocation.<sup>1</sup>



## Featured Agent

Get your agency ahead of the competition, with a listing at the top of our directory.

## Premium Listing Plus

Help your properties stand out from the page with a larger, coloured box, more photos, videos highlighted, and extra features.

## Featured Property

Place your listing right at the top for searches in your area, so it's the first people see.

## Area Sponsorship

Build your brand presence by advertising your agency to home movers searching in your area.

## Valuation Booster

Raise the number of properties on your books, by making you one of the first to get valuation requests.






Get in touch to boost your visibility, leads and instructions.

members@zoopla.co.uk | advantage.zpg.co.uk

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.

 <b>Marketing</b>	 <b>Software</b>	 <b>Websites</b>	 <b>Design &amp; print</b>	 <b>Data insights</b>
The best known property portal, Zoopla <sup>5</sup>	UK's most experienced software provider	Optimised and fully responsive across all devices	Specialist property design and print supplier	Leading analytics provider to 13 of top 15 UK lenders
58% extra potential property seekers <sup>2</sup>	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 <sup>1</sup>	Work anywhere, anytime, on any device	Templated designs make it easy	Land and new homes CGIs specialist	Maximise profits and reduce investment risk
Widest reach across our 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 Zoopla 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] State of the Property Nation, Nov 2018 [4] Nielsen's AdDynamix, Jan 2019. More advertisement investment over the past five years compared to any other portal. [5] Research Now, October 2018. Prompted awareness of Zoopla. [6] Apps: AppAnnie, Jan 2018 [7] Zoopla internal data 21,755,000 leads delivered Feb 2018 – Jan 2019.