



AgentGrowth

Website Development &
Ongoing Digital Marketing

For serious Estate Agents who are ready to take the next level online. The AgentGrowth plan will bring your agency both Short and Long Term Success.



Our Mission

Property Webmasters was founded in 2006 and ever since we have been helping Estate Agents succeed online.

Our mission at Property Webmasters is simple... To help estate agents perform well online so that they can; spend more time selling, attract more clients and grow their business.

Through constant R&D and reinvestment it is our duty to adapt to external online trends that have a direct impact on Estate Agencies, this not only gives our company a better value proposition, it ensures that all of our clients always have the most up to date products and services.

“We are passionate about the success of traditional estate agencies across the world and we guarantee that all of new clients will generate more leads when using our services!”



Jamie Arthur
CEO

About Property Webmasters

Property Webmasters is a property marketing company based in the United Kingdom. We are made up of a team of innovative/experienced marketers, designers and developers. We offer a number of Property Marketing solutions to businesses within the property industry on a global scale.

Why Choose Us?

Property Webmasters is a highly recognized industry leader with over 30 years of experience in Property Marketing. We work exclusively in the property industry to bring you the most unique property marketing services with optimal performance. We pride ourselves on providing cost-effective web based marketing solutions to our clients.

You can always expect us to be available, punctual, polite, knowledgeable and capable. We are also big believers in building relationships with our clients so that we understand the business objectives of each end every one of you.

If you're looking for a website and marketing services that help you grow your business then look no further.



AgentGrowth Package

We would like to present to you our AgentGrowth Estate Agency Website Design Package. A breakdown of all services included in this package are displayed as follows:

- ▶ Fully Responsive Website
- ▶ Website Hosting
- ▶ Ongoing Support
- ▶ Property Portal Integration
- ▶ Property Editor
- ▶ Choose your preferred design
- ▶ Dynamic Meta & URLs
- ▶ Comprehensive Property Search
- ▶ Map Integration
- ▶ Social Media Integration
- ▶ Auto Suggest Search
- ▶ News Management
- ▶ Online Enquiry System
- ▶ Property Alerts
- ▶ Property Shortlist
- ▶ DrawMap Search Facility
- ▶ Property Statistics
- ▶ CRM Integration

Design

Design concept for the website

The design concept of the project will be discussed with your account manager. Property Webmasters will design a Home page based on your requirements, where 2 versions are permitted, and internal pages will follow this agreed branding/layout. No changes are allowed on the internal page designs. The internal pages that will be branded, based on the approved Home page, will be:

- ▶ Generic Structure (to be used for About Us etc.)
- ▶ Property Search
- ▶ Property Details
- ▶ Blog
- ▶ Blog Article
- ▶ Contact
- ▶ Property Alert
- ▶ Property Alert Email
- ▶ DrawMap
- ▶ Shortlist

Responsive HTML

The HTML for the design will be responsive ensuring that users can view an optimised version of the website no matter what browser or device is being used. Code will be minified and files/images compressed to ensure speed on the website across all devices is not an issue.

Website testing and Cross Browser testing to ensure accessibility to all:

Testing of website to ensure that the site is fully functional in all major web browsers & devices and on all current operating systems, in both the front-end and back-end will be completed.

Development

Website Functionality Development

Development Overview:

Functionality on the website will be innovative and the performance of the website will be crafted to enhance user experience, based on branding and the Home page design.

Database Set-Up:

Development of SQL database and structure to hold content submitted within the CMS. The database will be well structured to ensure that the website is capable of growing at the same rate as the business.

Dynamic Meta Data and Page Titles:

Creating dynamic meta data, page titles, headers & URLs on the Search & Detail pages to ensure maximum exposure within the search engines.

Property Search Page and Engine:

The website will include a simple search facility where the user can refine results based on the Location (Auto-Suggest or Dropdown), Price Range, Number of Bedrooms, Property Type & Property Reference.

Property Detail Pages:

Property detail pages can be accessed directly from the search results page. These pages will include details such as images, address, description, key details, enquiry form & downloadable documents. Call To Actions will be precise and easy to use. All details will be manageable in the administrator's Dashboard and replicated front-end.

Property Alerts:

Property alerts system will be built to allow automated emails to be sent to users once signed up. The property alerts will be sent depending on the user's requirements such as pricing range.

Interactive Maps:

Integration of interactive maps on search pages & property details pages. Maps will display the Region that the property is located in on the detail page. Street View may also be required.

Automated Emails:

Automated emails for each aspect of the website including enquiries, submissions, registrations will be integrated on the website.

Online Enquiry System:

Online enquiry system which diverts all enquiries to the necessary recipients. All enquiries will be held in the CMS as well as emailed to the administrator.

Social Media:

Integration of Social Media tools such as Facebook and Twitter to be positioned throughout the website. The chosen Social media platforms to be confirmed by yourself. Social Media AddThis technology may also be used on listing pages, where users are able to share information on their chosen social network.

Portal Integration:

Integration with up to two property portals are included in this package. The data will be fed into the advertising portal and will be updated at regular intervals to allow for consistent information across different platforms.

Master Admin

Properties:

Development of the Content Management System (CMS) allowing the administrator to add/modify/delete all elements of the property listings, including images, address, description, key details, documents (PDF's & EPC's). These inputs will replicate RightMove's structure when adding a property, so small modifications may be required.

Property Statistics:

The administrator will be able to see how many views a property has had, and the exact number of enquiries each property has had on the site.

Content Management:

Administrator will have the ability to manage content on all pages on the website. A simple text editor will allow admin to add & edit content, as well as the styling of the content (bold, heading, tables etc.) and uploading images. Manageable content on the website will be body content on each page, with possible exceptions based on the agreed final design (for example a slider on the Home page). Discrepancy on the management of content will be decided by Property Webmasters.

News Articles Admin:

Section within your admin that will enable you to add news articles to the site. When a news article is added it will appear 'live' at the front-end of the website.

CSV Download:

Within the master admin system you will be able to download data from the website in CSV format. This will include all registrant data for each user type such as agents, users and newsletter subscribers. This can then be used for any external marketing activity.

Respond to Enquiries:

Within the CMS you will be able to view all enquiries made from all forms across the website. Each form is unique, including property detail forms, therefore responding and managing enquiries is simple and quick.

Front-End Users

Property Search:

Front-end property search facility will be included allowing users to easily locate properties that match their specific requirements. Users will be able to search by location, price range, number of bedrooms, property type & property reference as well as any other critical search options that are made apparent at the design stage.

DrawMap:

The user will be able to search for properties using the DrawMap on the website. This allows the user to draw the boundaries of where they would like to search. Properties would then show appropriately.

Property Alerts:

A user can sign up and customise their property alerts. This means the user can distinguish pricing ranges and property types they prefer for their property alert; which they will receive when a property is added, based on their requirements.

Property Shortlist:

The shortlist will be easily accessible on the website and allows the user to easily view properties that they prefer.

Critical CTA's:

Many 'Call to Actions' will be implemented throughout the website to ensure the user always has the opportunity to communicate with the business. This will include forms, contact details and eye-catching propositions.

Newsletter Sign-up Facility:

Ability for visitors to sign-up to receive newsletters, each sign-up will go into the newsletter section of your admin for you to manage. This does not include the design and development of a newsletter system for sending. All newsletter sending is advised to be completed externally using a separate system such as MailChimp or Campaign Monitor.

Terms & Conditions

This will constitute a proposed agreement between 'your agency' and Property Webmasters Ltd for website development services for a minimum 12 month period starting from the date that this agreement is signed. Property Webmasters Ltd agrees to devote the agreed resources on a monthly basis for requested assignments which are determined below. Property Webmasters Ltd propose to develop, support and host the 'your agency' website for this 12 month period. After the first 12 months, the monthly payments will continue on a rolling monthly contract. Work will be performed at the offices of Property Webmasters Ltd. Work priority and scheduling will be at the discretion of both 'your agency' and Property Webmasters Ltd. All print and production costs would be in addition to this package. The hourly rate provided to 'your agency' over and above that included in this retained agreement will be at £50+vat per hour. Property Webmasters Ltd throughout the life of this agreement will do all they can to respond to requests within 3 hours between Monday to Friday 8.30am - 5pm GMT (excluding UK bank holidays and UK seasonal holidays) to acknowledge the request and inform 'your agency' when it can be dealt with and a timescale for completion. A minimum 30 day notice must be given in the event that you wish to cancel the agreement. If cancellation occurs within the first 12 months, the remainder of the initial 12 month term must be paid in full to be released from the contract. If the cancellation occurs after the initial 12 month term, the client must pay for the month cancelled in as well as the upcoming month in full. If cancelled, the website would be removed from the server and therefore appear offline. No further fees apply if a package is cancelled. Services in addition to assignments set out above will be discussed and billed separately. Your website will be taken offline for any invoices which are more than 30 days overdue until payment is made, you will continue to receive invoices for the duration of the 12 month term even in the event of your website being offline for non-payment or late payments. Payment of monthly fees must be made on or before the invoice due date, failure to pay an invoice on time will incur a £5.00 administration fee which must be paid within 14 days of the original invoice due date. It is advised that a standing order or recurring card payment is set up to avoid overdue invoices.

Digital Marketing Overview

Digital Marketing is essentially the advertisement of your services through digital channels such as Websites, Social Media, Emails and Search Engines.

Digital Marketing is now the most powerful form of marketing and should be your main focus when looking to attract new clients and nurture existing clients. If executed efficiently, Digital Marketing will provide your Estate Agency with exceptional benefits at a cost effective price.

What We Can Do

All of our digital marketing services are designed to help you perform well online and safeguard the future of your estate agency. Our services are designed to be both proactive and reactive;

- ▶ we will proactively work with you to get the best possible returns for your estate agency
- ▶ We will react to trends and implement necessary changes as and when they are required to help you get both short and long term success for your agency

What We Plan To Do

Our digital marketing strategies change over time as we explore new opportunities and work with you to get the best possible return from your marketing investment. To keep things easy for you to digest we have broken the service down in to 2 categories as follows:

- ▶ Organic SEO
- ▶ Conversion Rate Optimisation

Boost your rankings, grow your exposure, generate more leads and start beating your competitors today!

Organic SEO

Our organic SEO service would tie in seamlessly with the other work that we do. The tasks included, not necessarily on a monthly basis (priority of workload would be given to the most important aspects) would be as follows:

- ▶ **Organic SEO Improvements to website**
- ▶ **Keyword Analysis**
- ▶ **Content Strategy**
 - Focussing on the easiest wins initially and working with you to produce high quality content
- ▶ **Tracking and Analysis**
- ▶ **Monthly Reporting**
- ▶ **Website Speed Improvements**
- ▶ **Mobile Optimisation**
- ▶ **Directory Submissions**

Conversion Rate Optimisation

Conversion Rate Optimisation is a HUGE part of the work we do here at Property Webmasters. It is paramount that we get the best return from the visitors that are driven to your website. The tasks included, not necessarily on a monthly basis (priority of workload would be given to the most important aspects) would be as follows:

- ▶ **Design / Layout changes**
- ▶ **Landing Page Development**
 - Creation of high Converting Landing Pages, utilising the content that we will be working with you on
- ▶ **Popup Strategy**
 - The popup strategy will encourage the user to exchange their contact details with you, various popup strategies will be implemented over time.
- ▶ **CTA's**
 - Design, terminology and placement of Key 'Calls to Action'

The elements covered above encompass all we have to do to get your agency the best results, there are many tasks undertaken when entering onto the Digital Marketing service and they are covered by the above categories. Workload would be prioritised based on what we feel will get the best results for you on a month to month basis.

Cost

We have **3 bundles available for Estate Agencies** based on current budget and aspirations. Please tick and sign your chosen package below:

£599

P/M

minimum 12 months

Price inclusive of AgentPlus
monthly website cost

*Ideal for ambitious
agencies looking
to get a foothold
online.*

Example of what this would include per month:

- Ongoing Search Engine Optimisation
- Critical Content Strategy
- Creation of 2 x 1000 word content pages
- Design & Development of 1 'High-Converting' Landing page
- Basic Conversion Rate Optimisation
- Basic Social Media
- Analytics and Tracking
- Monthly report

Choose this package

Sign here

£849

P/M

minimum 12 months

Price inclusive of AgentPlus
monthly website cost

*Perfect for growing
agencies who want
to compete with the
bigger agencies.*

Example of what this would include per month:

- Ongoing Search Engine Optimisation
- Critical Content Strategy
- Creation of 3 x 1000 word content pages
- Design & Development of 2 'High-Converting' Landing page
- Advanced Conversion Rate Optimisation
- Managed Social Media
- Analytics and Tracking
- Monthly report

Choose this package

Sign here

£1099

P/M

minimum 12 months

Price inclusive of AgentPlus
monthly website cost

*Designed for
established estate
agencies who want
to secure more
market share*

Example of what this would include per month:

- Ongoing Search Engine Optimisation
- Critical Content Strategy
- Creation of 5 x 1000 word content pages
- Design & Development of 3 'High-Converting' Landing page
- Advanced Conversion Rate Optimisation
- Managed Social Media
- Analytics and Tracking
- Monthly report

Choose this package

Sign here

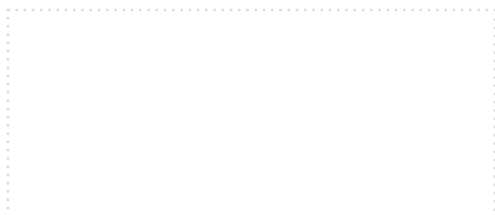
Signed Agreement

Please sign, and return document to Property Webmasters (Development Company)

Development Company

Company: Property Webmasters
Signed on behalf: Jamie Arthur

Signature:

A large rectangular dashed box for the Development Company signature.

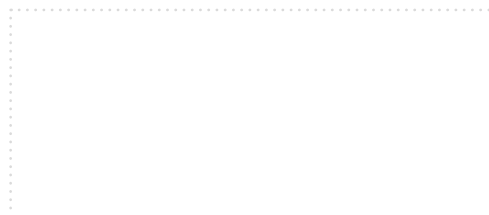
Date:

A rectangular dashed box for the Development Company date.

Client

Company:
Signed on behalf:

Signature:

A large rectangular dashed box for the Client signature.

Date:

A rectangular dashed box for the Client date.

Terms & Conditions

Invoices will be issued on the 16th of the month in preparation for the work to begin on the 1st of the following month. Invoices must be paid on or before the due date. Failure to pay an invoice on time will incur a £5.00 administration fee and could mean that work is not completed for the following month, you are still liable to make payment for the full contract term agreed or for the following month if the contract period has ended. To cancel services, you must give 30 days' notice. It is advised that a standing order or recurring card payment is set up to avoid overdue invoices.

GDPR Compliance

In order to provide a service to you we are required to store personal and business data. This may include (but is not limited to) email addresses, names and telephone numbers. This will be used for (but is not limited to) communication, invoicing and to effectively carry out work agreed. All data will be stored on secure systems. This data will be held on our systems for the length of the business relationship and may be retained for future contact if deemed reasonably necessary.

As we are compliant with GDPR, we expect that any information which is held on the website, dashboard or any part of the database is GDPR compliant. External marketing is your responsibility and by signing this agreement you are confirming that any personal or business data received by Property Webmasters is GDPR compliant.

Client Successes

Here are a couple of our client successes among many.



propertyskipper.com

Best Ranking Keywords:

'Bermuda Real Estate'
'Real Estate in Bermuda'
'Property in Bermuda'

Enquiries Daily	Daily Visitors
70+	2,000



foxrealty.com.cy

Best Ranking Keywords:

'Cyprus Real Estate'
'Nicosia Real Estate'
'Limassol Real Estate'

Enquiries Daily	Daily Visitors
25+	700

And yes, we practice what we preach... You are likely to have found us through one of our Digital Marketing channels, which is proof that it works.



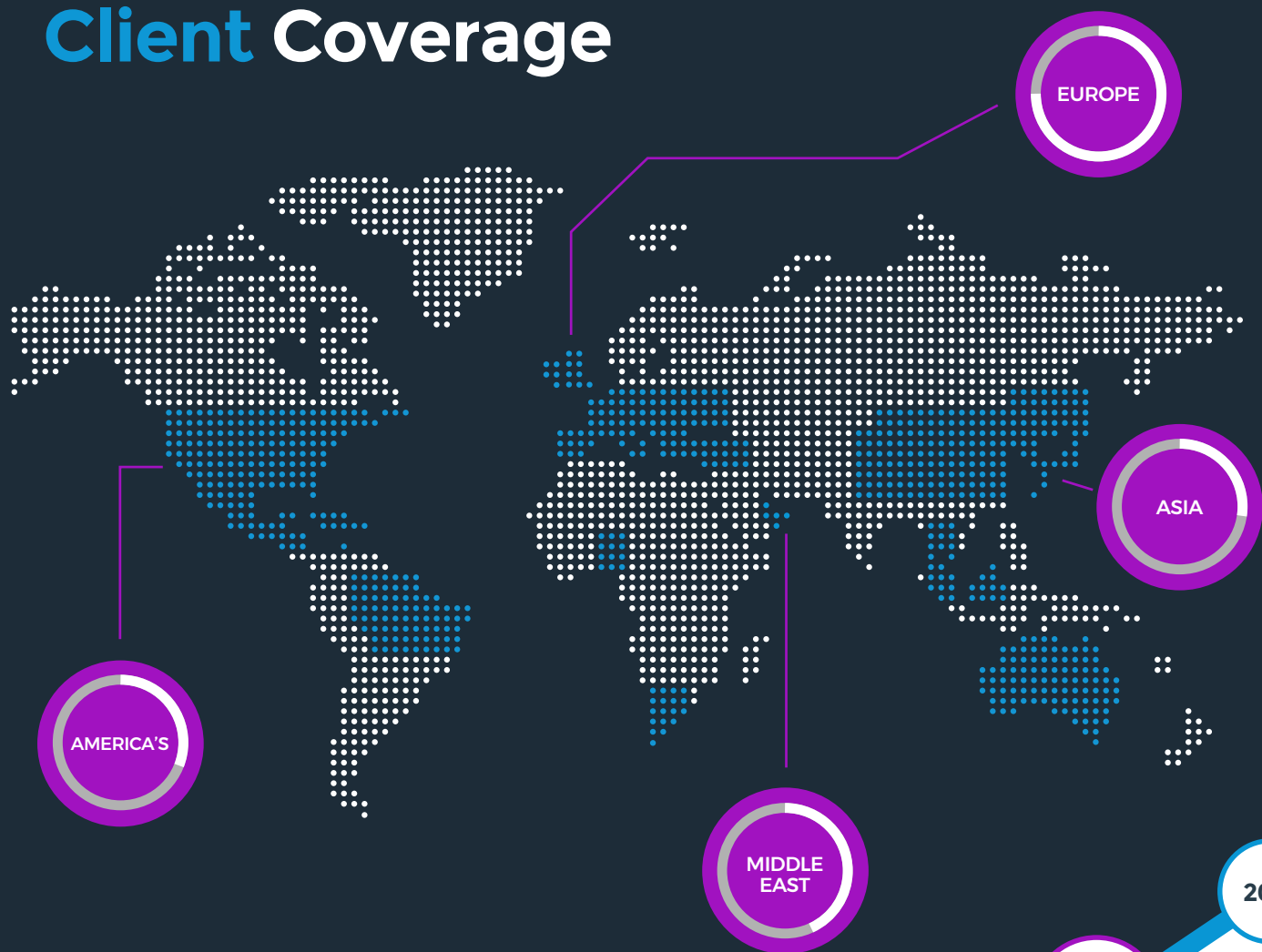
propertywebmaster.com

Best Ranking Keywords:

'Property Web Design'
'Estate Agent Website Design'
'Real Estate Web Design'

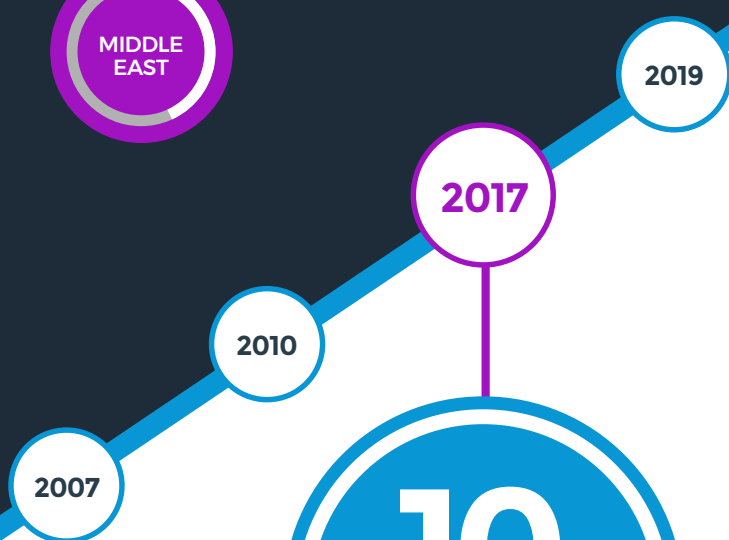
Enquiries Daily	Daily Visitors
10+	200

Client Coverage

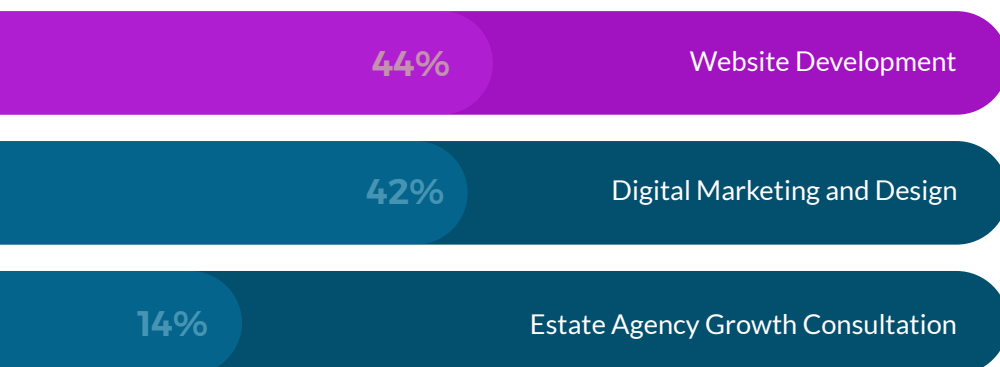


Company growth since 2007

Property Webmasters has grown steadily over the past 12 years. Our success is due to our approach which concentrates on building long-term relationships with all clients.



What fills most of our working day



Digital Marketing

We offer many in-house property marketing services, all aimed at providing estate agencies and property specialists with the best possible digital marketing opportunities.

It is hugely important to us that you generate leads from any work that we do for you, working with you to achieve this is our passion.



Search Engine Optimisation

Boost your organic search results



Content Marketing

Content is still king, and always will be!



Social Media Management

Engage & Explore the power of social



Newsletter Marketing

Direct marketing to a captive audience



Traffic/Keyword Analysis

Who? What? When? Where? Why?



Paid Advertising

Get results fast!

Core Values



▶ ▶ ▶

We help frustrated Estate Agents who want to **generate more leads** take control of their digital marketing so that they can; spend more time selling, attract more clients and grow their business.



Interesting Stats

Not sure if Digital Marketing can help your business? Check out some of the interesting stats we have that may make you think again.



92%

of buyers use the web at some point during the property search process

Would they find your estate agency?



How does your business listing appear on Google?

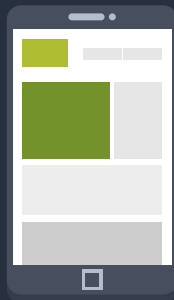
76%

of local searches result in a phone call

52%

of buyers/renters search properties using their smartphone

Is your website well optimised for mobile?



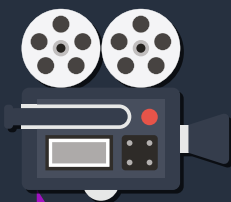
65%

of property enquiries come from Mobile devices

99.9%

of your target audience is online

You can't ignore this!



*Real Estate listings that include a video receive **403%** more enquiries than those without.*

Do you include a Video?

You know that your competitors are doing better than you, right?

*If you don't take the online marketplace seriously then we are **100%** sure that you will fall behind your competitors*



*On average our clients see a **200%** increase in website traffic within 6 months*

Double the traffic, double the opportunity

300%

increase in website enquiries within 6 months.

What could this mean to your business?





Property Webmasters
The Whitehouse
4 Church Square
Hartlepool
TS24 7EQ, England



Avenida 5° Centenario,
48a, 38683
Puerto de Santiago,
Santa Cruz de Tenerife,
Spain

e. info@propertywebmasters.com

t. 44 (0) 1429 450510

www.propertywebmasters.com

