



# Package Supplements

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# Want to increase your leads?

Here at Property Webmasters we specialise in generating more leads for an agency.

Our Professional & Advanced Packages are a fantastic platform for this, but find out what else you can add onto your website below!

## 1 DrawMap

Included in the Advanced Package

Buyers/tenants may wish to search for properties down a coastline or near a certain landmark, i.e. not a specific town/city. The DrawMap provides the ability to search for property by literally drawing on a map.

Professional Package: **£250**

Advanced Package: **FREE**



## 2 Property Shortlist

Included in the Advanced Package

Users may add properties into their shortlist to come back to at a later stage. Using cookies, buyers/tenants can have this ability here; improving the chance of your potential customers returning to our website.

Professional Package: **£250**

Advanced Package: **FREE**



## 3 Property Alerts

Included in the Advanced Package

Users may not quite find what they are looking for while on your website, or interested in more that your agency has to offer. Allow users to sign up for property alerts so whenever a property is added onto the website that matches their criteria, they are sent an email automatically!

Professional Package: **£250**

Advanced Package: **FREE**



## 4 Property Statistics

Included in the Advanced Package

Track what your users are doing by seeing how many view properties are receiving & how many impressions they have made in the property search, along with the URLs. This allows for full synergy as to what users are doing on the website. The statistics are even separated by 'All Time' and 'Previous 30 Days'.

Professional Package: **£250**

Advanced Package: **FREE**



All of the above  
are included in  
the Advanced  
Package

## 5 Instant Valuation

(England & Wales only)

Allow potential sellers to see an approximate valuation of their property. With data sourced and manipulated by Property Webmasters, this tool is a huge potential lead generator. Demo can be seen at <http://avm.propwebdev.com/free-online-valuation/v2/>.

Set up: **£150**  
Monthly: **£40**

## 7 Arrange a Viewing

Allow potential buyers/sellers to arrange a viewing on a property pages. Personal details are submitted, along with their preferred date/time. If the viewing is confirmed by the agent, the user is notified and this date/time will be set as unavailable for this property.

Total cost: **£400**



## 6 Automatic Pop-ups

More leads are guaranteed with automatic pop-ups. Whether you are looking to target sellers/landlords or buyers/tenants, leads will increase by automatically displaying a two input form to the user as they browse through the site.

Total cost: **£250**



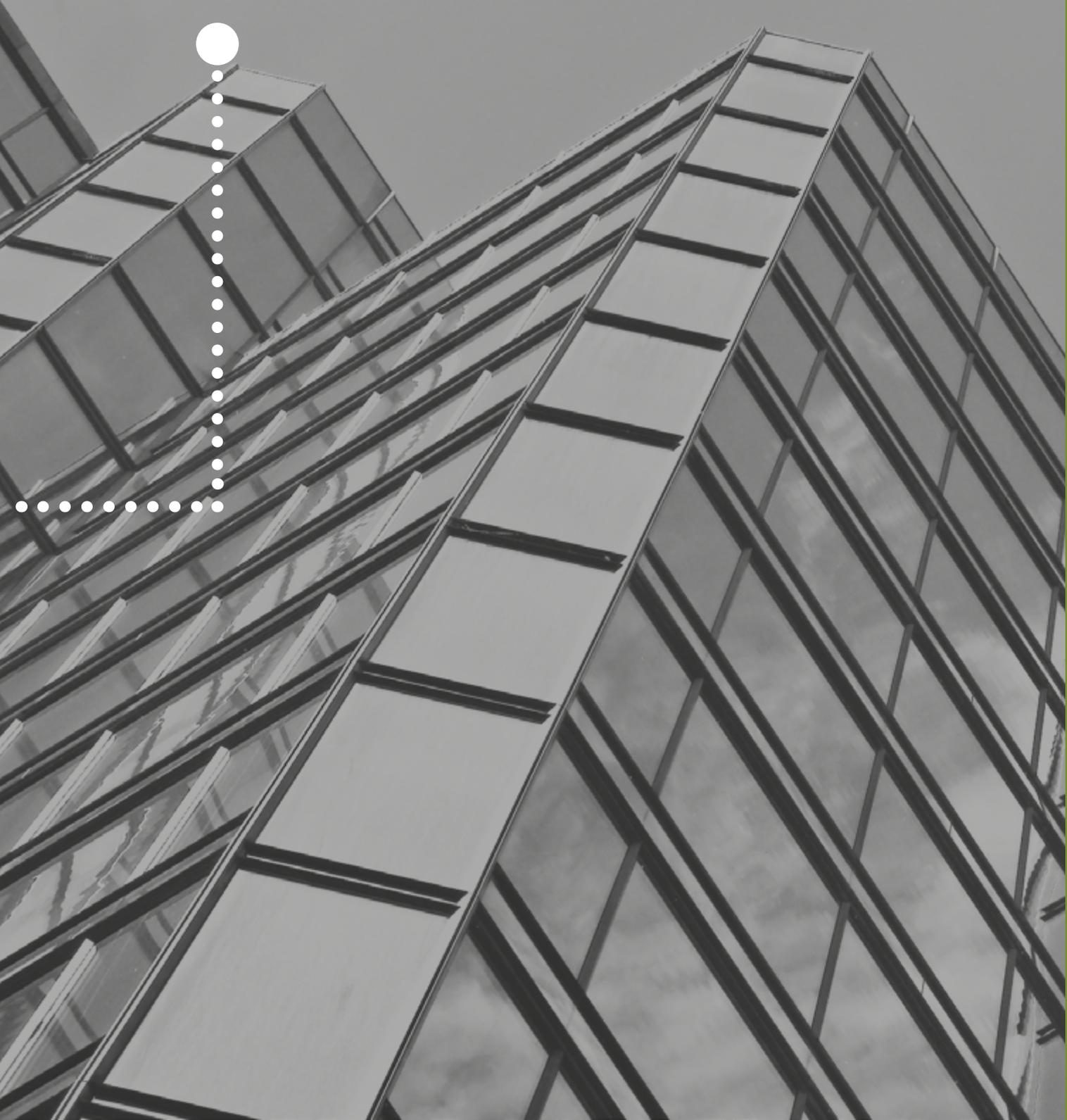
## 8 Request a Callback

A large portion of users prefer to request a callback. Don't lose out on potential leads; include this call to action on property detail pages where users enter their name and phone number.

Total cost: **£100**



Now is the time to  
get ahead of the  
competition, **automatic  
pop up's are a great  
way to increase leads.**





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**Have you got  
a brochure or  
buying guide?**

**Don't give it away  
and get nothing  
in return!**

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## 9 Price Drop Alert

Let users be the agent! Give the option for a potential buyer/tenant to name their price. This will increase leads and get a better understanding of the market for the property in question.

Total cost: **£100**



## 10 Facebook Property Search

Social Media is highly important for estate agents to market their properties accordingly. We can feed your properties into Facebook and provide users with the ability to browse through your properties directly on the social media platform; providing your potential client base with a further opportunity to enquire on your properties.

Set up: **£300**  
Monthly: **£15**



## 11 Download Brochure

Have you got a brochure or buying guide? Don't give it away and get nothing in return! Ask for the user's details and the PDF will be sent to their email address. This ensure the email address provided is correct and provides a hot lead.

Total cost: **£150**



## 12 Map View

Provide the user with a visual of your properties with a Map View. This is a very popular addition on all of the websites we develop.

Total cost: **£250**



## 13 Language Management

Is your target audience include different nationalities? Don't miss out on potential clients because they do not understand your website! Allow us to implement the ability to manage more than one language in the Dashboard, which is replicated on the front-end. We will also translate all non-manageable content such as menus, footer and button; so the personalisation is really felt.

Per language: **£350**



Social Media is highly important for estate agents to market their properties.

## 14 Google Translate

Cheaper and 'easier to implement/manage' option to Language Management. A big disadvantage to Google Translate is that the tool literally translates each and every word, so grammar can be an issue, but it's a workable and cheap solution!

Total cost: **£100**

## 15 Currency Converter



Similar to the translation options above, if your agency is targeting multiple countries/languages, it really is critical that your users understand pricing on the website. Using our real time currency feed, allow the user to easily switch between the currencies of their choice.

Per currency: **£100**

## 16 Videos

Videos on websites are becoming much more popular. Whether you are looking for a video to appear in the home page hero section, or to be uploaded with news articles or content pages, then our video manager may definitely be an option for you.

Total cost: **£100**

## 17 Ad Space

Manage adverts across the website to remind users of your services/offers. These can be situated in the right column of pages or appear on every 5th result in the property search. Great for navigating a user where you want them to go to.

Total cost: **£150**

## 18 Multi-Select Locations



Users may not always want to search in one location, so allow them to pick and choose which locations they would like to search for properties at one time. A real intuitive extra that improves usability greatly.

Total cost: **£100**

## 19 Multi-Select Property Types

As per locations, a potential buyer/tenant may be open to more than one property type!

Total cost: **£100**

## 20 Advanced Search

Standard searches on the packages include Location, Property Type, Price & Beds. If you would like to give the user more flexibility with their search, the Advanced Search is certainly worth implementing onto the website.

Total cost: **approx £150**

## 21 Infinite Scroll

The infinite scroll is becoming increasingly popular. Every website should be incredibly easy to use, and by removing pagination off search pages, the user can continue to search & scroll as they wish without going to and from pages.

Total cost: **£100**

## 22 Similar Properties



Displaying similar properties on a property page is very useful for potential customers browsing. Using generic rules, this can work really well and increase the amount of enquiries per lead.

Total cost: **£250**

## 23 Radius Map Marker

Is the property you have for sale/rent exclusive? Don't let competitors see where the property is on a map! Rather than a map marker, we can display the location using a circle with a 1 km diameter. This gives the user an understanding of where the property is, but keeps your competitors away.

Total cost: **£75**

## 24 Image Slider on Search

Another handy supplement that makes things easier for the user. It can be slow for a user to enter a property page, back to the search page, entering a property page, back to the search page and so on. Allow users to view all images for a property directly from the search page!

Total cost: **£200**

## 25 Personalised Agents

This is a great addition if you would like your agents displayed on properties to give that personalised feel to the buying/renting process. Include an image, email address and phone number; another potential avenue for a user to contact your agency!

Total cost: **£125**

# Every website should be incredibly easy to use

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## 26 Multi Branches

Many agencies have multiple branches. We have the ability to set up different branches in the website, which includes Branch Manager and Agents. The Dashboard becomes a complex platform where your agency is managed.

Set up per branch: **£250**  
Per branch p/m: **£35**



## 27 Meet the Team

Add a personalised touch to the website by displaying your team members to users. Members can be managed in a module within the Dashboard and include name, image, email address, phone number and even social media links!

Total: **£100**



**Our websites generate leads and improve agency growth.**

## 28 Property Log

Store all changes made to a property in the Dashboard without Property Log. The date and time is tracked, as well as previous versions. Very handy to keep track of price changes, image updates and property statuses.

Total: **£75**

## 29 Duplicate Property

Sometimes properties are available for sale and rent. Don't spend time adding in details already submitted! Easily replicate details from one property listing into another with this function.

Total: **£75**

## 30 Holiday Rentals

Holiday rentals differ from regular sales/rentals. Further intuitive functions can be included such as dynamic availability functions and peak/off-peak pricing. This is a great addition to your website if your agency is involved in holiday rentals.

Total: **approx £500**





**Add a  
personalised  
touch by  
displaying  
your team  
members.**

**Digital marketing is a very popular way to increase leads and increase the growth of your agency!**



## 31 Developments

Does your agency sell/rent off-plan developments? If so, displaying these developments on your website is a must! These are displayed differently to residential properties, with many items not relevant (such as amount of reception rooms). They would be incorporated into the website with bespoke design elements consistent with the rest of the website.

Really want to increase leads for your development? We have developed many one page landing pages designed specifically increase the leads for your development. We will provide many more leads with this method.

Developments on Website: **approx. £1,000**  
 One Page Developments: **£75 per lead**



## 32 Bespoke Design

The packages are perfect for estate agencies who have little time to coordinate with Property Webmasters to produce their much improved website. The project is more of a consultation from Property Webmasters to you, with our project manager guiding you throughout the project life-cycle and beyond. However, there are occasions when agencies requires more customisable elements on the website and would like bespoke design/development logic. Rather than a completely bespoke website, we can look to design and develop pages for you and approved completely by you on these packages!

Per page: **approx £400**

## 33 Online Agency

Allowing owners and landlords to list their own properties is becoming increasingly popular with estate agencies. Property Webmasters can implement this feature on a traditional agency website, with many options/scopes from simple fee upload to different packages and payment online.

Total cost: **POA**



## 34 Digital Marketing

We develop websites that increase the amount of leads that you receive. If a user is on a website Property Webmasters have built there is more chance of converting this user into a lead, than if that user was on a website Property Webmasters did not develop. However, Property Webmasters can work with your agency beyond launch by improving your rankings in search engines and increasing traffic on the website. This in turn converts even more leads. It's a very nice cycle!

More information - <https://www.propertywebmasters.com/marketing-docs/digital-marketing-package.pdf>

Total cost: **from £200 p/m**



**Want to  
succeed  
online?**

**We can give  
you all the  
advice you  
need!**

Here at Property Webmasters we have over 25 years experience in the online world of property so we know what works best!

Call us today to find out more on:  
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Or you can email our project manager:  
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