In a crowded marketplace, there's only one way to stand out.

www.egpropertylink.com
www.egplireland.com



Information Pack

EGPLIRELAND.COM
www.egplireland.com

EGPROPERTYLINK
www.egpropertylink.com

The virtual presence that maximises enquiries

The leading commercial property listings site for the UK and Ireland offers you a virtual presence that ensures your properties are seen by a global audience, 24 hours a day. Benefit directly from maximum exposure and enquiry generation by marketing your properties to the largest online community of key property professionals.

Search through tens of thousands of commercial properties for sale, lease and investment quickly and easily – and for free!

Cost-effective Marketing

In addition to the free basic listing service, maximise the visibility of your property with a Premier Presentation. These are online brochures and cost from as little as £275 / €440 for six months.

Flexibility

Choose how to showcase your property. You can add photographs, floor plans, maps, Word and Excel documents and virtual tours*, together with a comprehensive description. Include up to 25 images and update them as often as you like.

Interactivity

Create a dedicated website address for your Premier Presentation, such as www.thisismyproperty.co.uk to use on boards and brochures. The web address links directly to your online brochure, saving you the time and cost of developing a separate website.

*Virtual Tours at an additional cost.

egpropertylink.com



www.thisismyproperty.co.uk



If you are interested in advertising on egpropertylink.com, please call our Sales Team on +44 (0) 20 7769 9110.

In a crowded marketplace, there's only one way to stand out.

Premier Presentations and Virtual Tours

Make your properties stand out and reach more of our users with Premier Presentations. These are effectively online versions of your brochures.

Facts on: Premier Presentations

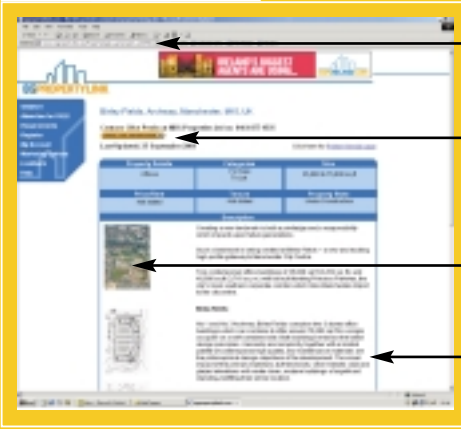
- Premier Presentations achieve 9 times more hits than basic free listings
- You can include up to 25 images, virtual tours* and unlimited text
- You can have a dedicated web address for your Premier Presentation, e.g. www.thisismyproperty.co.uk
- See how many times your property has been viewed through your secure online account

Costs:

Level A	25 images Unlimited text Dedicated web address	£495 / €795
Level B	12 images Unlimited text	£375 / €600
Level C	6 images Unlimited text	£325 / €520
Level D	1 image Unlimited text	£275 / €440

Premier Presentations are live for an initial period of 6 months. They are renewable at £95 / €151 per quarter.
*Virtual Tours at an additional cost.

Premier Presentation



Search Results Page



Virtual Tours

- Add the power of a virtual tour to your online brochure and give users interactive, panoramic images of your property
- Present properties at their best and highlight key features
- Use your virtual tour in email campaigns and on your own website

Costs:

Virtual tours are provided by a number of dedicated providers with typical costs starting from as little as £99 / €160.

For more information please call the sales team.

Basic Plus and Total Branding

Basic Plus

Basic Plus is the perfect solution for smaller properties with smaller marketing budgets.

For just £10/€15 per month your basic listing can include an image, enabling it to stand out in the search results and is therefore viewed more often by users. You can choose to include a photograph, floor plan, additional location map or a logo.

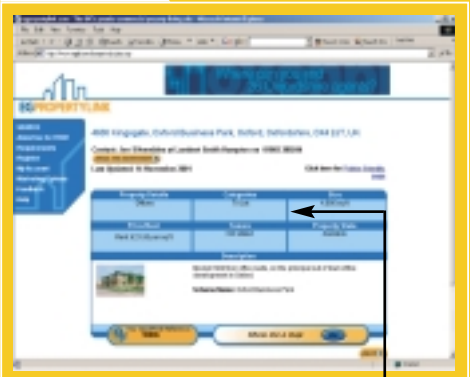
Basic Plus is ideal for the following properties:

- Offices from 1,500 – 4,000 sq ft / 140 – 370 sq metres
- Industrial and warehousing from 3,500 – 7500 sq ft / 325 – 695 sq metres
- Retail – secondary and fringe High Street locations
- All pubs, club, restaurants etc

Costs:

£10 / €15 per month
(minimum 6 months per property)

Basic Plus



Basic Listing with an image (photograph, floorplan, or additional location plan)

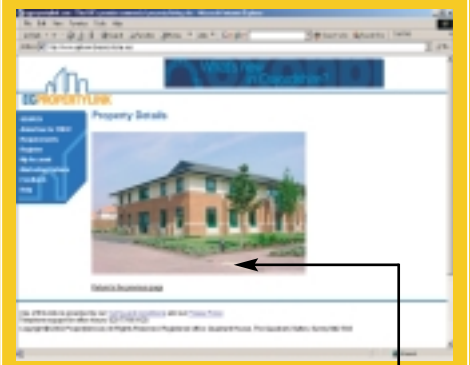


Image zoom facility

Total Branding

- Total Branding is the easiest way of promoting your company to our visitors
- Your logo is displayed next to all your properties in the search results
- Properties with Total Branding are 24% more likely to be viewed than a basic text listing

Why display your logo next to your properties?

- Increase your company's brand awareness
- Make it clear to our users that you are active in the area
- Compete with others who have their logos displayed and reduce their dominance of the areas in which you have available property

Costs:

Total Branding	£750 / €1200 per year

This annual investment covers all properties advertised by your company over the year, regardless of how many offices you have.

Total Branding



Place your company logo next to all your properties listed

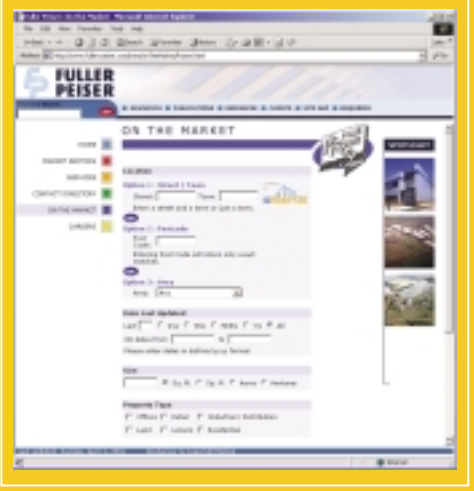
Search Screen Facility

- Direct visitors to your website to search your available properties
- Enter property details just once and have them appear through egpropertylink.com, egplireland.com and your own website
- Customise the search page to suit your website's design
- Use the advanced XML solution for complete customisation of all pages
- Join over 60 companies already using our solution for their websites

Costs:

Basic Search Screen	£500 / €800
XML Search Screen	£500 / €800 per annum

Search Screen



Here are some of the companies using egpropertylink.com

Alder King
Brown and Co
CB Hillier Parker
Chesterton
Chilvers Page
Cluttons
Cooke & Arkwright
Cowling and West
Dacre, Son & Hartley
Dickens Watts & Dade
DTZ Debenham Tie Leung
Edwards Hardwick & Partners
Edward Symmons
Fuller Peiser
Gilmartin Ley
Hartnell Taylor Cook
Haslams
Hughes Ellard
Humberts
Insignia Richard Ellis
Jones Lang LaSalle
Kemsley Whiteley & Ferris
Knight Frank
Lamb & Edge
Lambert Smith Hampton
Lane Walker
Lincolnshire Development Agency
Mansfield Elstob Main
Mason Owen
Philip Marsh Hardings Deung
Pooks
Quinton Scott
Reddin-Clancy & Co
Ryder & Dutton
Sibley Pares
Strutt & Parker
Sworder Belcher Holt
Viner Fulfords
Walker Singleton Stewart Newiss

Banner and Targeted Keyword Advertising

Banner Advertising

Want more visitors to your website? Want to raise your company profile?

Banner campaigns can run over any time period you choose, from days to months, and we can even design your advertisement for you.

Your advertisement can appear on both egpropertylink.com and egplireland.com or take advantage of our targeting options

Facts on: Banner Advertising

- Your advertisement can appear on a particular page, such as the search page, or randomly across the site
- You can track the progress of your campaign online
- You only pay for the number of times your advertisement is shown

Costs:

Campaigns start from £275 / €440
For a bespoke solution please call the sales team.

Advanced Targeting options

Keyword Targeting

Your advertisement can appear on the search results pages for a particular town or street. For example, if you target "Bristol", your advertisement will be at the top of every results page when a user searches for property in Bristol.

Costs:

Campaigns start from £125 / €200 per month per town or street
For a bespoke solution please call the sales team.

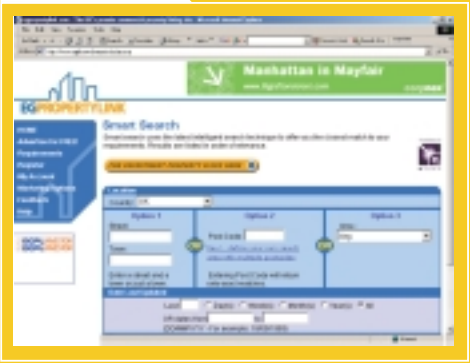
Sector Targeting

Choose a property type and have your advertisement appear on the left-hand side of the page every time that type is searched for. For example, if you target against "Offices", your advertisement will appear on all office search results pages.

Costs:

Campaigns start from £500 / €800
For a bespoke solution please call the sales team.

Generic Banner



Sector Banner



If you are interested in advertising, please call our Sales Team on +44 (0) 20 7769 9110

egpropertylink.com, Holden House,
57 Rathbone Place, London W1T 1JU
Telephone: 020 7769 9110 Fax: 020 7769 9115

Members of the EG group
First choice for property information

EGPLIRELAND.COM
www.egplireland.com

EGPROPERTYLINK
www.egpropertylink.com