



\*\*\* PRESS RELEASE \*\*\*

## Property Portal Offers £25,000 Prize

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Rising star property portal [www.needaproperty.com](http://www.needaproperty.com) has launched a national online competition with a prize worth £25,000. This is one of NeedAProperty's extensive, on-going property surveys designed to find out more about property hunters, tenants, vendors and landlords, in terms of their needs, priorities and challenges.

The competition prize is to win up to £25,000 in rent or mortgage for a year (plus the difference in cash if it is under £25,000)\*. At the same time, NeedAProperty will collect and collate information on what property hunters are looking for.

CEO, Scott Green explains: "This is part of our long-term commitment to find out more about the property industry and the results of our surveys will be released continually. The intention is for them to be an invaluable source of information to our estate agents, as well as national property journalists and other property experts and enthusiasts, who can look to us for an overview of the UK property industry."

The competition, which runs until 31<sup>st</sup> March is quick and easy to enter at <http://competition.needaproperty.com> or at [www.needaproperty.com](http://www.needaproperty.com). Players are simply required to pick, click and rank their top seven of 12 choices of what they consider to be the most important factors to consider when choosing a new home.

The winner or winners will be the entries that match the ones that the team at NeedAProperty ranked as their top seven factors to consider when choosing a new home. Winners will be announced by April 7<sup>th</sup> and if there is more than one successful winner, the prize of £25,000 will be shared amongst the contestants with matching entries.

*Continued...*



*NeedAProperty.com competition continued...*

The competition follows NeedAProperty's recent launch of its new, interactive web portal, providing the first fully 'responsive web design' (RWD) property portal website in the UK\*\*

Scott Green adds: "This competition marks the start of our commitment to being both the best value for money web portal for agents and also to provide visitors to the website with an exciting opportunity to win a relevant prize. No other portal has ever given away such a large prize. It will be interesting to see how closely our chosen seven factors match with the national survey results!"

**- Ends -**

For further information, please go to: [www.needaproperty.com](http://www.needaproperty.com)

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### **Editors' Notes:**

\* If there is more than one successful winner, the prize of £25,000 will be shared amongst the contestants with matching entries.

\*\* NeedAProperty.com's new interactive website, launched this year, is the first online property portal to be built with a fully 'responsive web design' (RWD), able to adapt to fit the screen or device of any desktop, tablet and smartphone that is visiting the website.

*Editors' notes continued...*



*NeedAProperty.com competition continued...*

In addition the new site pioneers:

- ✓ a super-fast suggestive search, making it much easier for a visitor to find the perfect property.
- ✓ Scalability – a cloud hosted search technology which allows the system to grow with an increasing number of feeds and data, with no impact to performance
- ✓ Elasticsearch technology - provides a near real-time search solution that allows information to be returned quickly to the site with the most up to date information. Elasticsearch can handle multiple feeds with various different structures and can facet and order to provide good quality results.

About [www.NeedAProperty.com](http://www.NeedAProperty.com):

- stormed the property portal market in 2012 as a user-friendly property finding site
- works with over 3,000 agents nationwide
- offers estate agents on average 1/6<sup>th</sup> of the portal fees they are currently paying on Zoopla and Rightmove
- deals directly with estate agents and new home developers
- does not take private advertising from private sellers or landlords
- has a sister site, [www.eastwestplc.com](http://www.eastwestplc.com) (EastWest Property Listing Company), showcasing UK homes in China and bringing the East and West together
- has a sister site, [www.needavaluation.com](http://www.needavaluation.com), which provides vendors with a simple, easy to use valuation tool that will help vendors and landlords find their ideal agent