

Netting a House Buyer

The one thing that is vital both to estate agents and their clients is to break the news of a property that is fresh on the market to as many people as possible. In this way owners can ensure they achieve the best price. With this principle firmly in mind Phillips and Stubbs has just considerably improved access to potential purchasers.

Property marketed by Phillips & Stubbs is now immediately uploaded to the Daily Telegraph and Country Life websites.

Matt Lyward of Phillips & Stubbs says, "This is the latest in a series of strategic internet moves we are making to ensure the widest coverage for our clients' properties.

"These two national media sites have immense presence in the market. The Daily Telegraph site alone has 8 million unique visitors each month, making it one of the most visited sites in the UK. All our property is now uploaded to the Telegraph site. We are also proud to announce that we are now uploading all our property over £350,000 onto the Country Life property site. Country Life is one of the best-known magazines in the world for country property in the UK, and we are delighted that, in conjunction with Mayfair Office, we have now dramatically stepped up our internet exposure.

"Of course we have our own well-visited and popular website, www.phillipsandstubbs.co.uk, and this receives a tremendous amount of traffic. We are also on www.rightmove.co.uk and this too ensures that we can reach as many purchasers as possible for our clients.

"The internet has taken over as the leading way we access buyers. But this does not mean that traditional methods such as our important local newspaper advertising or distinctive and helpful 'for sale' boards are not important tools to attract buyers. We spend a considerable amount of time ensuring that our market exposure is as extensive as possible."

Property being marketed through Phillips & Stubbs can be seen on the Daily Telegraph site at www.telegraph.co.uk and the Country Life site at www.countrylife.co.uk.