

## Phillips & Stubbs are the Facebook Generation

The last big thing to happen to property marketing was the internet. It has made a dramatic impact to those working in the business, such as estate agents, and to buyers and sellers.

Now estate agents have a new global phenomenon to help their clients.

The latest buzzword is social networking. Facebook, the amazingly successful social networking site, has proved itself, not just a hit with the young messaging each other and posting their latest holiday snaps or families keeping in touch over vast distances, but also as a very powerful tool for business.

Jason Stubbs, Residential Sales Manager of estate agents Phillips & Stubbs has not been slow in realising how valuable Facebook can be for his company.

“If Facebook was a country it would, by population, be the fourth largest country in the world,” says Jason. “That is the power of this website. As more and more people use the site as an efficient and easy to use communications tool the more importance and relevance it has to my firm. Social networking is changing forever the way people interact with each other and it will change forever the way we will interact with those buying and selling property.

“Estate agency has many traditional procedures and some of these will never change; the personal touch is as important in our business now as it has ever been, and the telephone and email will continue to be vital ways to communicate. However, with mobile telephone technology developing at the speed it is we are entering a new communications age and Phillips & Stubbs are ensuring they are at the forefront of this change.”

The company are using Facebook not only to tell buyers what is coming onto the market but also to keep in touch with their huge database of clients and contacts to let them know the latest industry and company news. They are also using it to keep in even closer touch with their 300 associated offices around the UK.

“Linking to the firm through Facebook couldn’t be easier,” explains Jason. “Anyone who uses Facebook can follow us as a ‘Fan’ simply by searching for Phillips & Stubbs on Facebook and clicking ‘become a fan’. That way you will be able to see all our latest news on a computer or even mobile phone.”

For further information about Phillips & Stubbs on Facebook please contact: 01797 227338