



PropertyStream

B E S P O K E W E B S I T E S

Bespoke websites for ambitious agents who
want to grow their business.

2016 Best
Estate Agency website

THE  **TIMES**
THE SUNDAY TIMES

The Negotiator
Awards 2016
Best website of the year

dezrez
Best website of 2016

INTERNATIONAL
WEBSITES AWARDS
AWWWARDS®
HONOURABLE MENTION 2016

Why choose us

Bespoke website

We are a multi-award winning, fully in-house team of strategists, designers, developers and marketers who are focused on helping estate agents grow through delivering the best in branding, website design and digital marketing.

We will help you take your business to next level by:

- Ensuring your brand stands out from the crowd
- Ensuring your website truly communicates your unique selling points
- Ensuring your website looks great whatever device it is on, expanding your audience reach
- Ensuring traffic is driven to your website and expanding your audience

We've helped a number of businesses reach new heights. Our client EweMove came to us as a start up, we created their brand, built their websites and supported them with marketing literature design. 3 years later they were sold for 15 million to the Property Franchise Group.

Our websites have been featured in a number of awards including; The Negotiator Best Website of 2016, the Times Best Website of 2016 and Dezrez best website of 2016.

We guarantee that through original branding, creative, digital and marketing, we can help you stand out from your competitors.

Robin Arnold
Co-Founder and Creative Director - Property Stream



Edward Bennett
Co-Founder and Technical Director - Property Stream



Overview

Bespoke website

We understand that an estate agent website is more than just a brochure, it's a potential source of new instructions and should be a powerful tool in generating new business. Our bespoke package is designed to do just that.

Bespoke package key benefits:

- Analysis of your competition
- A stunning design created to compliment your brand and make you stand out from your competition and be recognised as a market leader
- A simple and clear website architecture which enables users to quickly and easily navigate the website
- Clearly communicated USPs and key messages
- Effective content designed to engage with prospects and funnel them through to calls to action and data capture forms
- Intelligent placement of calls to action and data capture forms
- Support of mobile, tablet and desktop devices through a responsive website design which will expand reach
- A simple and easy to use content management system giving you control over your own website
- A search engine optimised URL structure and usage of onpage SEO elements for effective search indexing
- Lead management tools enabling you to keep track of enquiries entered through the website
- A cutting edge property search and presentation of your properties





"I approached Property Stream as the leading experts in the sector to help bring my brand and website up to date and able to stand out against my competitors. Due to their understanding of how the industry works the site has given us increased brand awareness and user engagement with successful call to action and lead conversion points.

Michael Redmond, Director at Redmove

Discovery

Bespoke website

Understanding your business

Before we can create your website, we need to understand your business. Our discovery workshop is designed to enable us to do just that.

Discovery workshop

We'll carry out a discovery workshop in which we come to meet you and discuss your business in detail, getting to the bottom of what your vision is, who you are and what makes your business different from its competitors.

We'll cover the business architecture and discuss ideas on how to structure the website, offering our insights. We will also look at competitor websites and the industry as a whole for inspiration.

Architecture

Plan to succeed or plan to fail

A successful website requires a well thought out plan covering its objectives, pages, functionality and content.

An in-depth approach

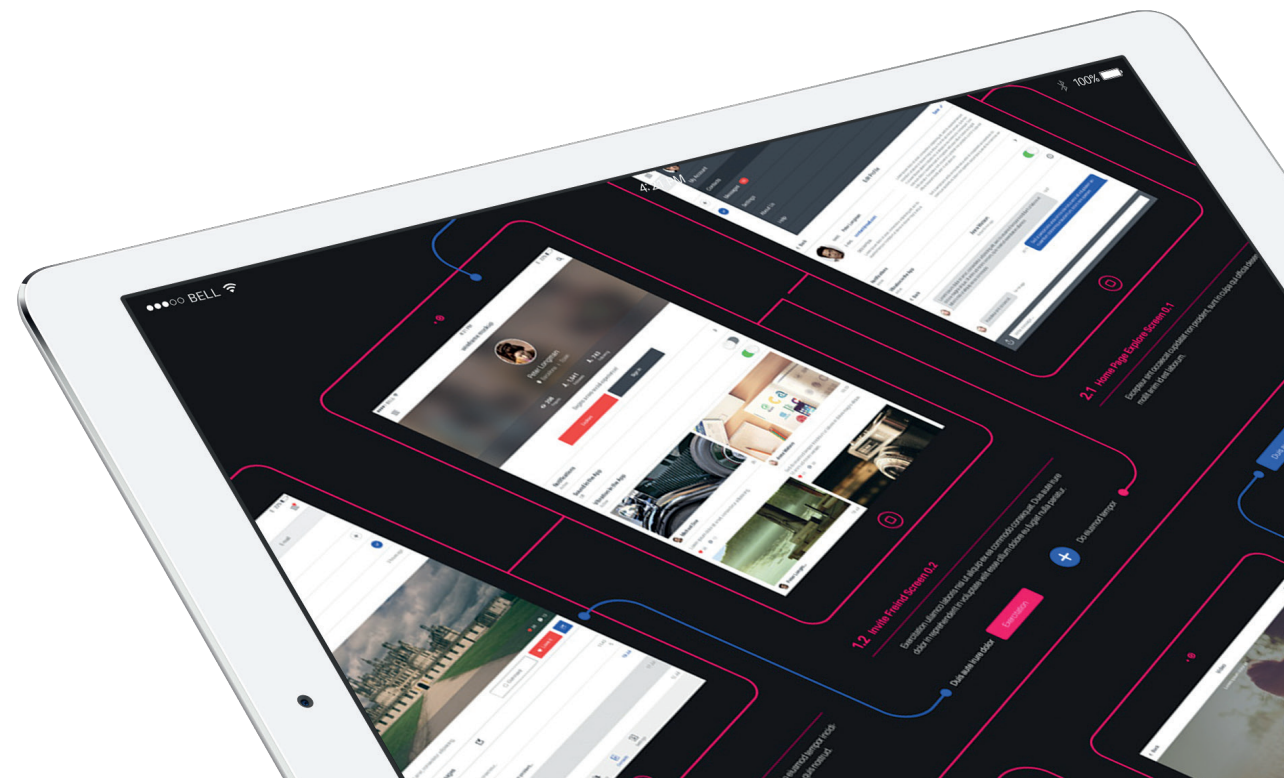
Our in-depth website architecture approach ensures that the website is built from the ground up to be a success.

Serving the audience

We think about each target audience and create plans for how we can serve each audiences unique requirements.

Simple navigation

We create simple navigation structures so that prospects can find information quickly and easily.



Website copy

Bespoke website

Option 1 - We'll write engaging copy for you

We'll write copy specially designed to engage with each of your target audiences. We'll also effectively communicate your brand values, unique selling points and services in a simple and easy to read manner.

We'll then go a step further and optimise the copy for search engines giving your website the best chance against your competitors.

Option 2 - Write your own content

We'll provide you with a structure to work to and you will supply us with the content for your website. For an additional fee we can then optimise it for search engines.

Website design

Bespoke website

Your first opportunity to impress

When a prospect visits your website the first thing they notice is the brand and design. It's your first opportunity to impress and if you don't then they'll quickly log off and visit a competitor website. A great website design gives prospects immediate confidence in your brand.

Stand out from the crowd

We look to innovate at every turn and with each bespoke website we make, we aim to create a new and unique design that you'll be proud of. More importantly we'll create a design that will make you stand out from your competitors.

Mobile responsive

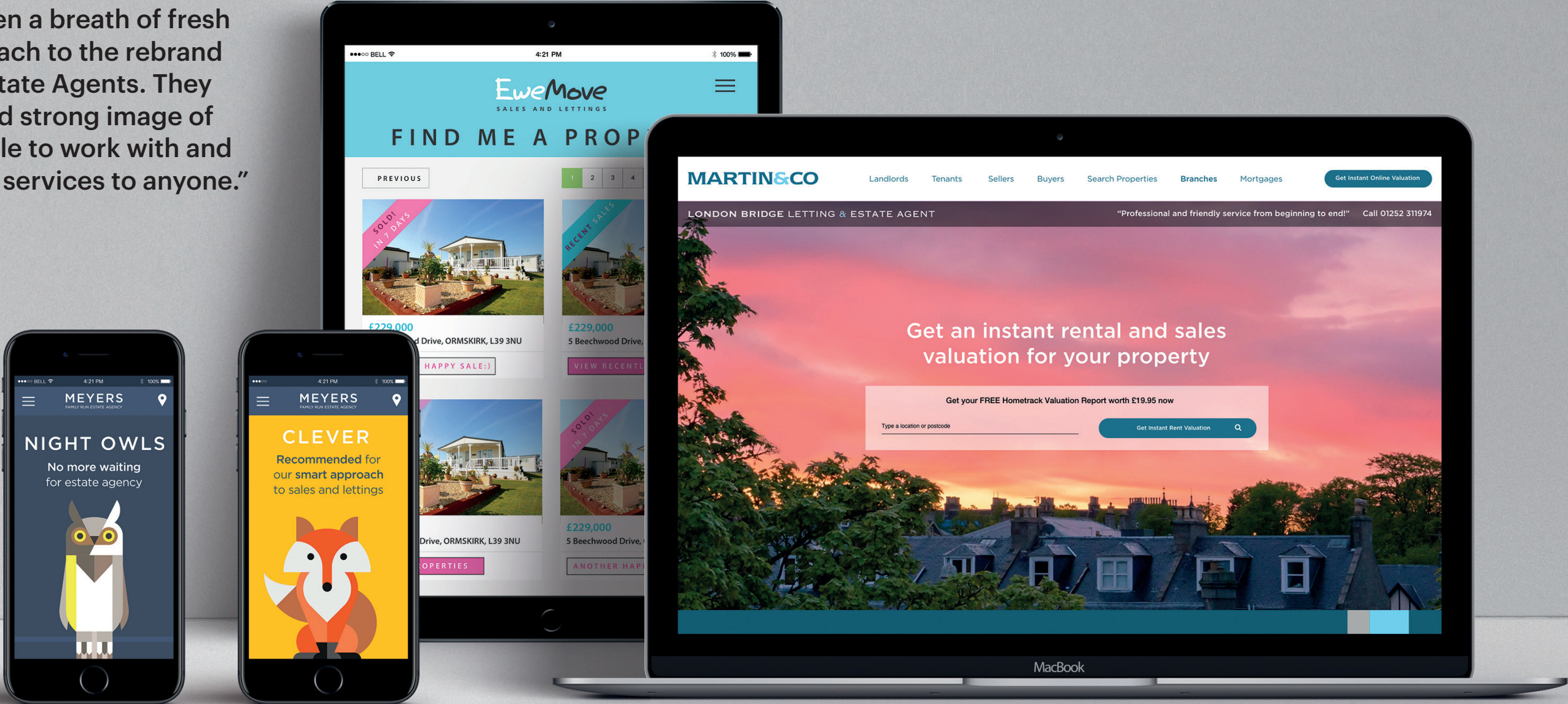
We take mobile website experiences seriously and ensure a smooth journey on any device.

Getting your message across

Your website needs to serve a variety of different audiences, that's why we create purpose built pages designed to engage, inform and funnel each audience through to lead generating data capture forms.

Property Stream have been a breath of fresh air, with a dynamic approach to the rebrand and website of Meyers Estate Agents. They have created a vibrant and strong image of our company. Great people to work with and I would recommend their services to anyone.”

Mark Meyer Leader of Meyers Estate Agents



Getting your prospects to act

An effective website converts prospects into leads and the way to do that (beyond the design and content) is through intelligent placement of calls to action and data capture forms.

Never lose a lead

We store all leads submitted through the website in an easy to use lead management tool.

Maximising lead generation potential

We place calls to action in tried and tested locations throughout the website, maximising lead generation potential.

“Since launching our new website we have seen a 56% increase in lead enquiries across all channels and 96% on mobile, and that was just in the first week!”

David Laycock Head Shepherd (MD) and Co-owner at EweMove Sales & Lettings Franchise



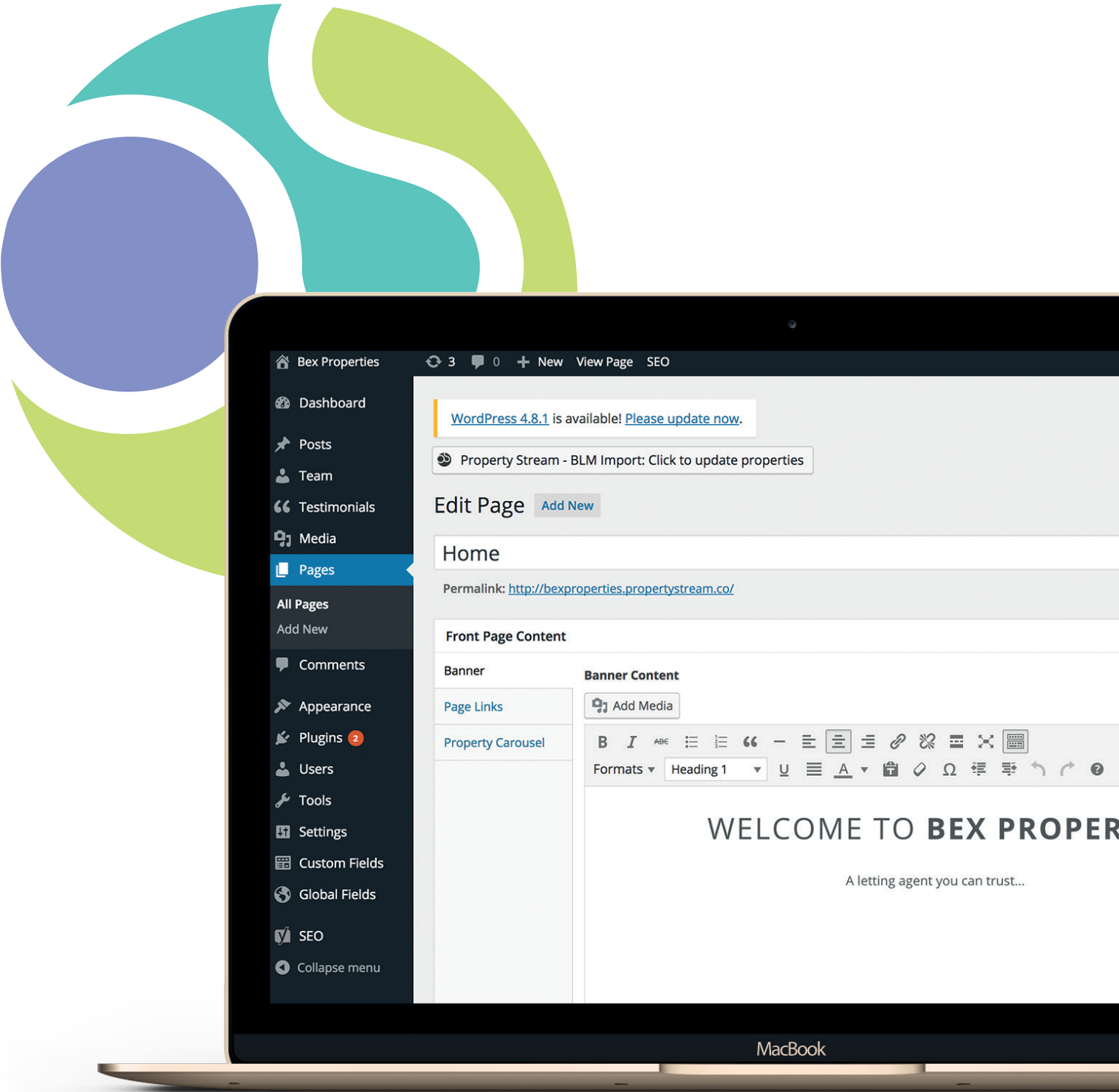
EweMove
SALES AND LETTINGS

Content management

We know how important it is to have ownership over your own content and search engines prefer websites which are regularly updated.

Flexible and feature rich

This is why we provide a flexible and feature rich admin area on all of our websites which enables you to easily control your own website content.



Property search

Bespoke website

Property search

A critical element of any estate agent website, your property search should be fast, simple, easy to use and include the right filters..

Fast, simple and easy to use

We create fast, simple and easy to use property searches and customise the filters for your individual agency needs.



“I have been using Property Stream for the past 2 years. I have found them fantastic to deal with, from updating our brand identity, to creating a lead generating bespoke website.

Jordan Halstead - Managing Director - J&H

Property particulars

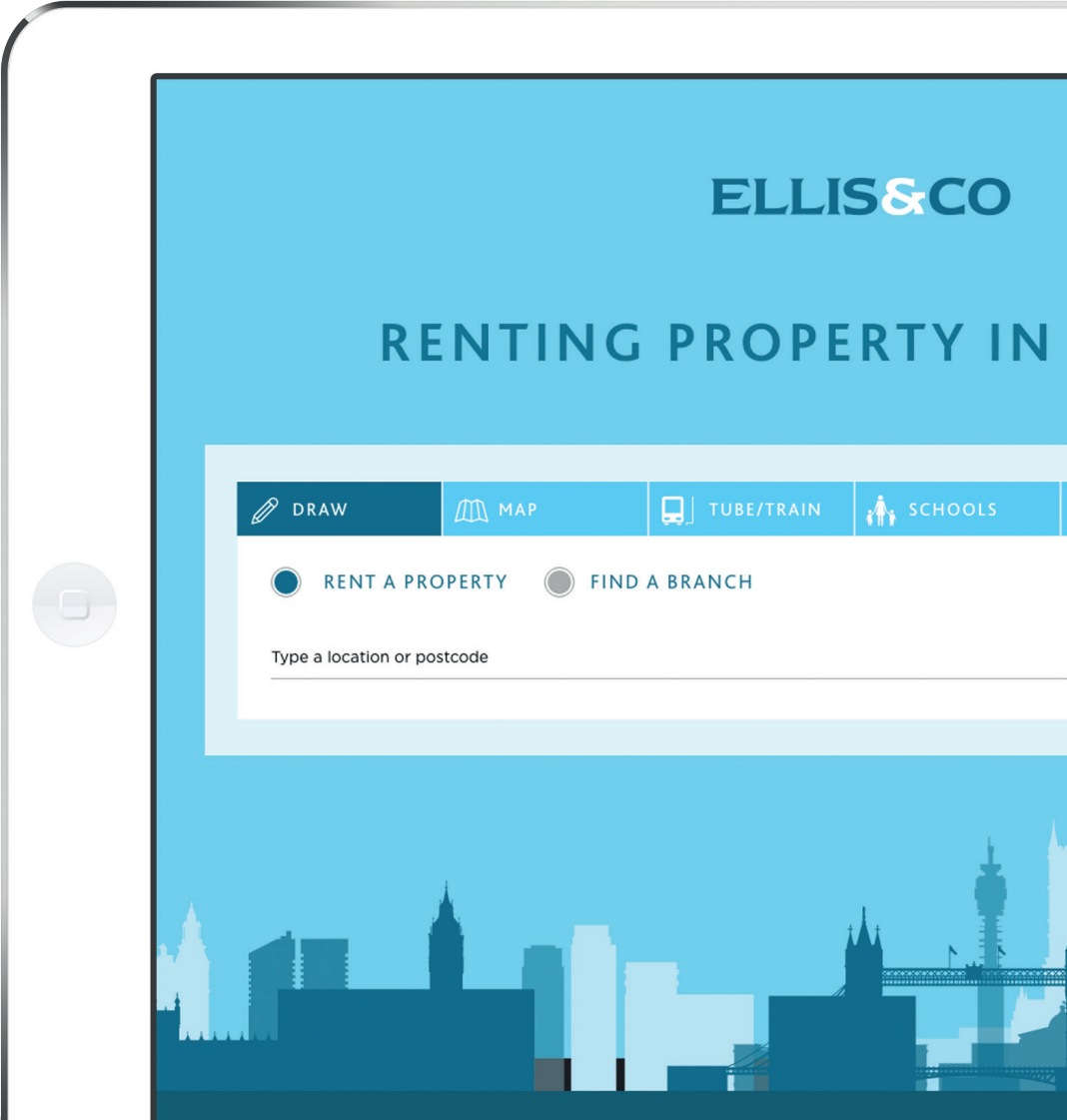
Bespoke website

Feature rich property particulars

We create bespoke property detail pages incorporating specialist functionality available in your estate agency software. Examples include online viewing booking functionality, virtual tours, schools/amenities data and video tours.

Standard features

- Full width property images with slideshow option
- Google maps with property location
- Request a viewing form
- Tell a friend form
- Register for updates form
- Property description
- Property EPCs and floorplans
- Property features



Enquiry forms

Bespoke website

Make life easy for prospects

Enquiry forms need to be simple, easy to use and accessed quickly.

Bite size chunks

In cases where you need a long form we'll break it up over a number of pages as this is proven to increase submissions.

Prominent and easily accessed

We create enquiry forms with the minimum of fields and place them in tried and tested positions for maximum lead generation potential.

Email auto-responders

Prospects will receive auto-response emails after submitting a form. We'll apply your branding to them so that your prospects get a consistent experience.

Valuation forms

A simple way to capture data

Valuation forms are widely used on estate agent websites and come in a number of shapes and sizes. They are an excellent data capture method and instant valuation forms have been proven time and again to increase enquiries.

Prominent and easily accessed

We include valuation forms on all bespoke websites and place them in tried and tested positions for maximum lead generation potential.

Lead management

We store all leads in a section of the content management system for easy access and export to a spreadsheet.

Testimonials

Bespoke website

Testimonials

Testimonials instil confidence in your prospects. Seeing positive reviews affirm your capabilities as an estate agent and are therefore essential.

Intelligently positioned

We include testimonials near key conversion points as well as in their own dedicated section on the website.

Integrations

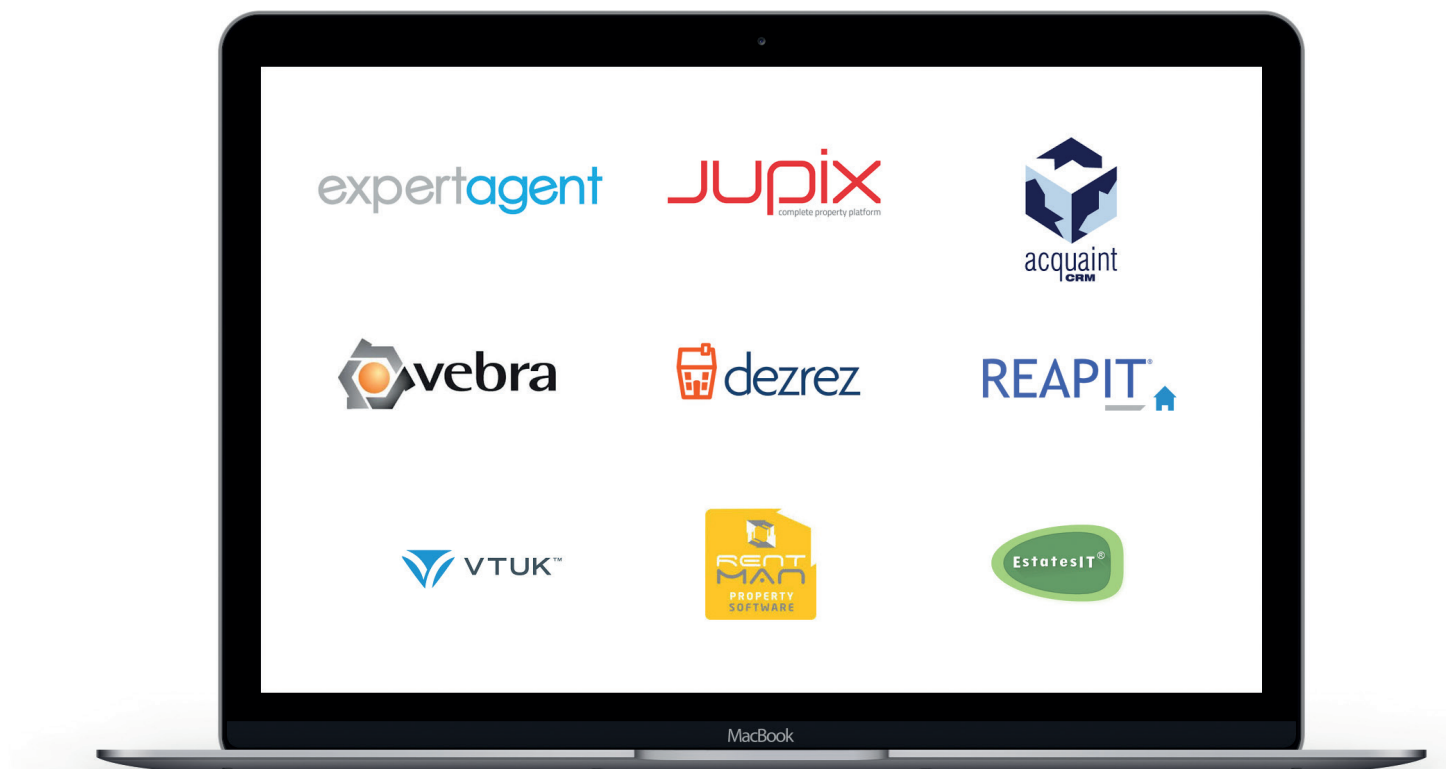
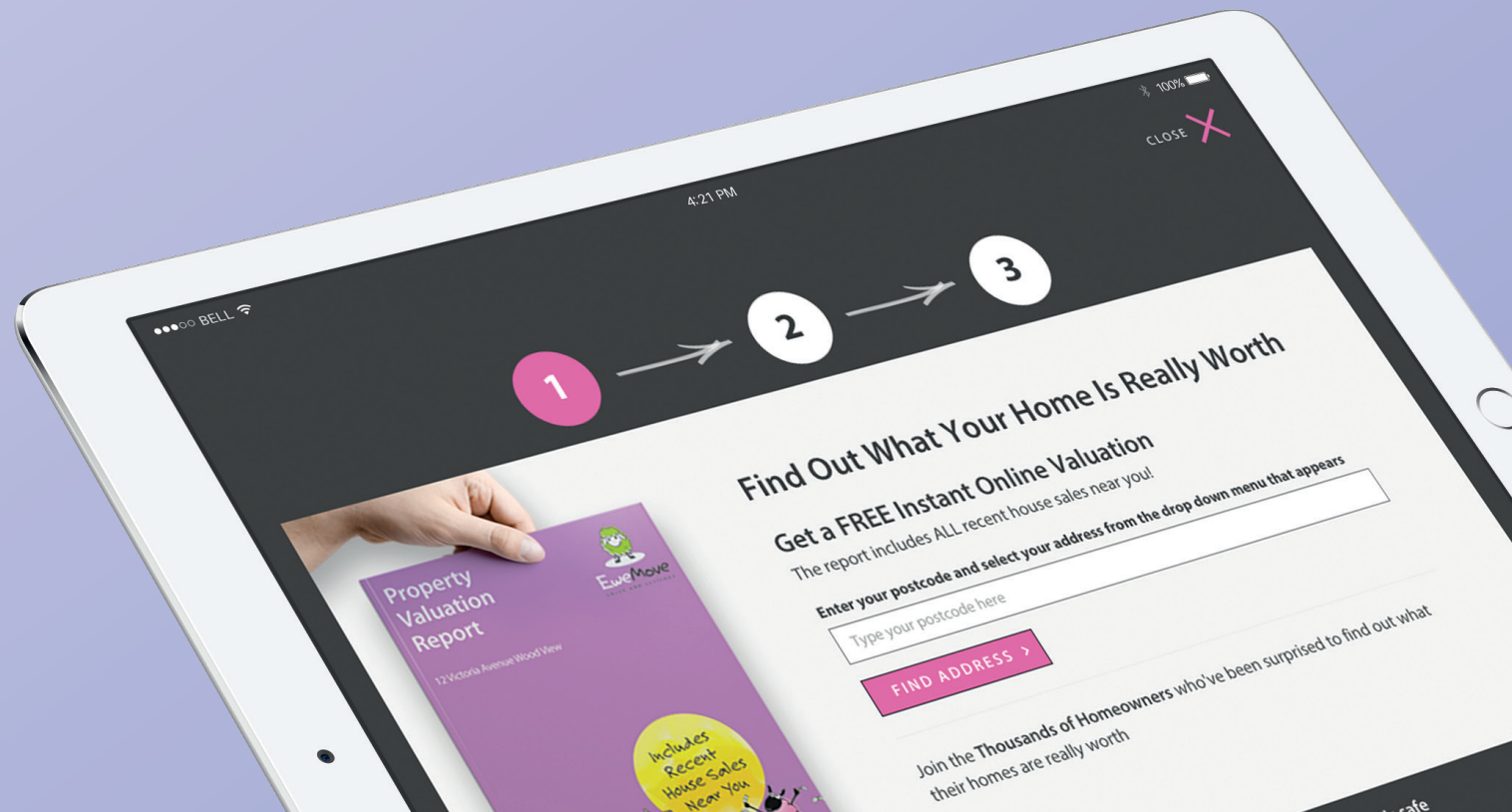
Estate agency software property feed

We'll import the properties from your software feed into the website. Feed update intervals will be defined by the capabilities of your software and hosting.

Bespoke integrations

Online and hybrid agents are taking advantage of the latest technology to reduce administration time. One of the ways they are doing this is by integrating their website with their software.

Need your viewing requests or offers to be submitted to your estate agency software? We can carry out bespoke integrations, providing your software supports it.



Search engines

Bespoke website

A critical element

Search engine optimisation is a critical element as it ensures that your website is seen in search engines. All of the market leaders take SEO very seriously and we do too.

Latest principles

We implement the latest on-page SEO principles on all bespoke websites and implement activities which will give your website a head start.

Win the game

We want our customers to not only compete but to win the game. That's why beyond on-page SEO we also offer a number of ongoing activities focused on continually improving page rankings for your website.

Live chat

Increases your enquiries

Live chat enables prospects to contact you via the website in real time, and evidence shows that it increases the enquires through your website.

Self-managed or managed

You can either manage it yourself and take enquiries via a live chat login area in your browser, or you can choose a live chat company such as our friends at Yomdel (yomdel.com) to manage it for you.

Hosting

Cheap hosting = poor performance

In order to provide cheap hosting companies have to host multiple websites on shared servers. This means that resources are shared and the performance and security of your website can be impacted by other websites.

Your own server

We offer each of our clients their own server with its own resources. We then optimise it, lock down its security and monitor it to ensure that it is fast, secure and reliable.

Analytics

Bespoke website

Measure effectiveness

It's impossible to know how effective your website is without analytics. It's important to not only measure how many people visit your site but how they are using it too.

Latest principles

We implement the latest on-page SEO principles on all bespoke websites and implement activities which will give your website a head start.

Google analytics and goal tracking

We install Google Analytics as standard and setup goal tracking for all forms on the website so you can see how your website is performing.

Video

Engage with your prospects

Video is an excellent and proven method of engaging with your customers. Whether it's a video banner on the homepage to create dynamism, a company video or customer testimonials, video is guaranteed to keep prospects on your website longer. This in turn increases confidence in your brand and the probability of enquiries.

Well supported

All bespoke websites we create support video and we make it possible to update the videos via the content management system, giving you the power to update them when you see fit.

Maintenance & support

Code and security updates

All of our servers are regularly updated with code and security updates ensuring that they are safe and secure.

Resource monitoring

We monitor the resources of all of our servers to prevent unplanned issues.

Daily backups

All of our servers are backed up daily and we can offer more regular updates if required.

Website monitoring

We monitor your website to ensure that it is up and running. If something goes wrong, we'll hear about it right away and set a member of the team onto fixing the issue.

Technical support

We offer all our clients remote support for technical questions or website bugs via email, phone and remote screen share.

New features

All bespoke websites we create are flexible and modular which means that we can add new features quickly and easily. Just let us know what you'd like to add and we'll provide you with a quote and how long it will take.

Give us a call or send us an email and we'll go through first hand some of the things we have done with other agencies that have transformed their businesses. **Call:** 0161 672 7820 or **Email:** hello@propertystream.co



Get in Touch

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