

Property Stream Template websites



2016 Best
Estate Agency website

THE  **TIMES**
THE SUNDAY TIMES

The Negotiator
Awards 2016
Best website of the year

Why choose us/



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

Our template websites are for estate agents looking for a high end online presence but without the high end price tag. We apply everything we have learnt through working with industry leaders to create cutting edge but affordable template estate agency websites which:

- Make your brand stand out from the crowd
- Effectively communicate your unique selling points and services
- Promote properties in a contemporary and attractive manner
- Provide a stunning experience on mobile, tablet and

desktop devices

- Encourage enquiries through intelligent placement of calls to action
- Get noticed by search engines
- Empower you to edit your own content

So that your agency can win more valuations, helping you to accelerate the growth of your business.

Our websites have recently won The Negotiator Best website of 2016, The Times Best website of 2016 and Dezrez best website of 2016.

We are committed to supporting your agency and are continually developing products and services to help you grow.

Template package / Overview



Choose one of our stunning templates and we'll tailor it to include your logo, brand colours and content.

Tailored template website benefits

- Great value for money
- A tried and tested design with your brand applied to it
- A simple and clear website architecture which enables users to quickly and easily navigate the website
- Clearly communicated USPs and key messages
- Intelligent placement of calls to action and data capture forms
- Support of mobile, tablet and desktop devices through a responsive website design
- A simple and easy to use content management system giving you control over your own website content
- A search engine optimised URL structure and usage of on-page SEO elements for effective search indexing
- A feature rich property search and attractive presentation of your properties
- Integration with your estate agency software feed
- Testimonials
- Team profiles
- 10 pages of content

Template package / Design

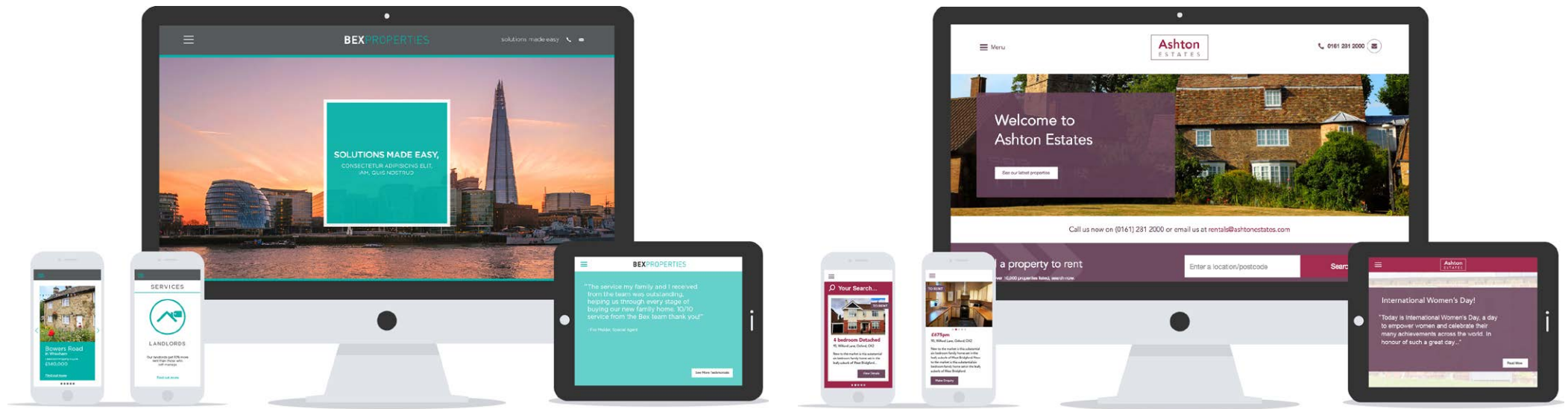


Website design

Choose from one of our stunning and contemporary mobile friendly template designs.

Brand matching

We'll customise the website colour palette and font to match your branding.



Template package / Design



Hero banner images

Choose from our existing library of stock photography or we'll apply local area photography that you supply.



Template package / Content



Page content

We'll add the content you supply* or we can write engaging content for an additional fee.

*Add up to 5 pages of content matching the template page layouts.

OUR LANDLORDS GET 10% MORE RENT THAN THOSE WHO SELF-MANAGE.



PROPERTY MANAGEMENT

Aside from the general duties of day to day thorough property maintenance, we will endeavour to keep you and your property right up to date. As experienced Cheshire letting agents, all of our carefully selected local contractors are vetted thoroughly and must sign a contractor's agreement through Bex Property; works are monitored regularly so as we know it is of the highest standard.

BECOMING A FULL MANAGE LANDLORD:

- 24 hour helpline for tenants
- Quarterly property inspections followed up by full detailed reports
- Annual caretaking of safety certificates and reports
- Online 'report a maintenance issue' option
- Individual experienced property account manager

Relax, at Bex Property your property is in safe hands. With over 20 years combined property managed experience, let the experts take control...

Please call us on 01244 321080 if you would like to discuss how we can help you, our expert staff will be happy to answer any questions that you may have.

Calls to action

We'll add your key calls to action so that critical pages will be easily accessible from the homepage.



LANDLORDS

Our landlords get 10% more rent than those who self-manage.

[FIND OUT MORE](#)



TENANTS

We'll match your budget to the best possible property.

[FIND OUT MORE](#)



SALES

As a family-run firm we understand how important your home is.

[FIND OUT MORE](#)



LETTINGS

We aim to deliver a professional and cost efficient letting service.

[FIND OUT MORE](#)

Template package / Website features

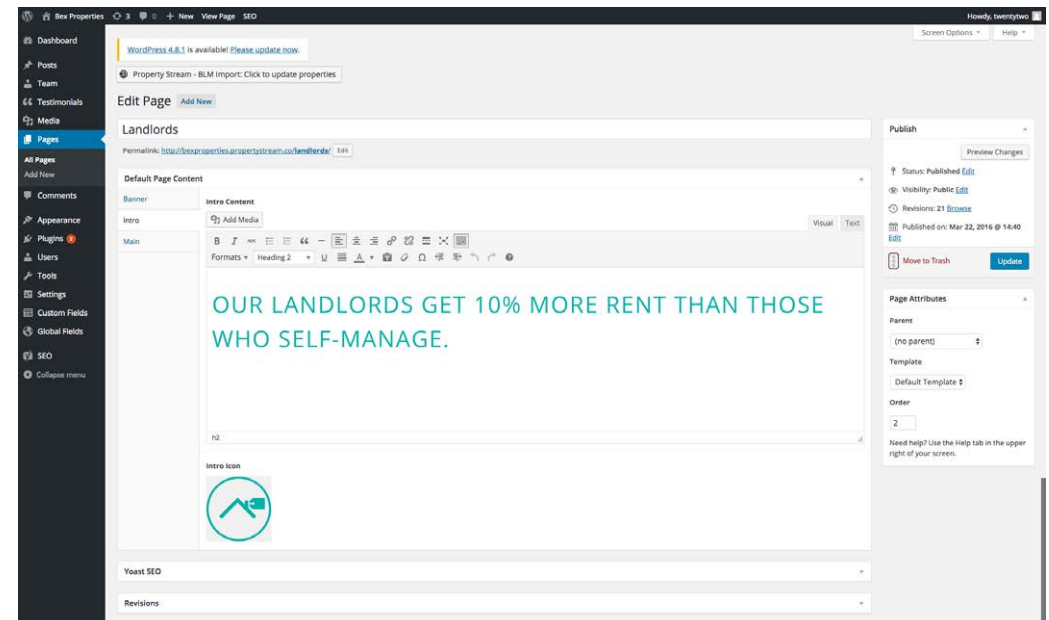
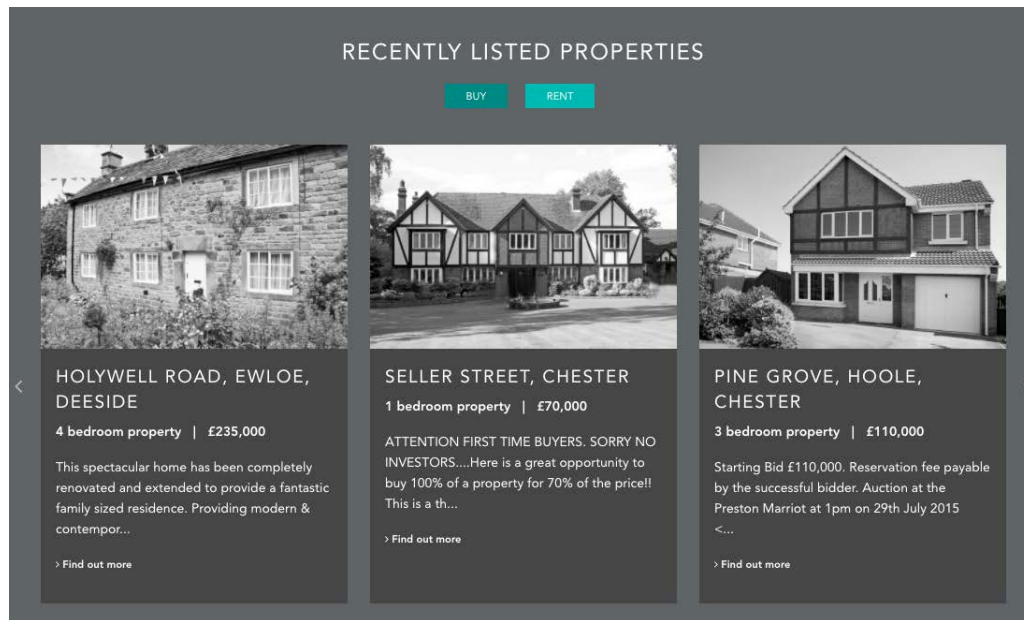


Featured properties

Your recent properties will be neatly displayed on your website homepage and will be updated at intervals dependent on your estate agency software.

Content management system

We'll provide a content management system enabling you to create and edit website pages and content blocks quickly and easily.



Template package / Website features



Powerful property search

The powerful property search enables potential buyers and tenants to search on a map and by:

- All / Buy / Let
- Location
- Distance
- Price (Min / Max)
- Bedrooms

The search results can also be ordered by:

- Price (Low / High)
- Distance

The screenshot displays the BEX PROPERTIES website interface. At the top, there is a navigation bar with the BEX PROPERTIES logo and a tagline 'A letting agent you can trust'. Below this is a search bar with the text 'SHOW PROPERTIES' and buttons for 'BUY' and 'LET'. The search bar includes fields for 'Location' (e.g., Cheshire), 'Within' (45 miles), 'Bedrooms' (No Min), 'Price Range (Min/Max)' (£1k to £2m+), and 'Sort by' (Closest first). A 'Search' button is also present.

Below the search bar is a map showing the search area, with several property listings marked by red pins. The map includes labels for various locations such as Liverpool, Warrington, Stockport, Sheffield, and Lincoln.

Below the map, there are three property listings, each with a photo, address, and details:

- LINDISFARNE AVENUE, ELLESMERE PORT**
3 bedroom property | £145,000
This three bedroom end town house is situated on the popular Stanney Oaks development close to Cheshire Oaks. It has gas central heating and...
- LLWYN BACH, RUABON, WREXHAM**
3 bedroom property | £140,000
Great family home. This three bedroom semi-detached house has gas central heating and double glazing and provide a porch with adjoining cloa...
- LUPIN DRIVE, HUNTINGTON, CHESTER**
4 bedroom property | £334,500
A very well presented and extended four double bedroom, one en-suite, family home set towards the head of this cul de sac, enjoying an outlo...

Template package / Website features



Feature rich property particulars

Our feature rich property particular pages include:

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

The screenshot shows a property listing on the BEX PROPERTIES website. The header includes the BEX PROPERTIES logo and the tagline "A letting agent you can trust". The main image is a large, high-quality photograph of a stone building with a white door and windows, decorated with flowers. Below the image is a "Start slideshow" button and a "1 of 1" indicator. To the left of the main text is a Google Map showing the property location in Wrexham, LL14. Below the map are three buttons: "REQUEST A VIEWING", "TELL A FRIEND", and "REGISTER FOR UPDATES". The main text area on the right contains the following information:

FOR SALE £334,500
BOWERS ROAD, WREXHAM IN LL14
4 bedroom property

DESCRIPTION **PLANS** **FEATURES**

A very well presented and extended four double bedroom, one en-suite, family home set towards the head of this cul de sac, enjoying an outlook towards the Caldaly Valley Nature Reserve. There is an integral garage and a conservatory.

A very well presented and extended four double bedroom, one en-suite, family home set towards the head of this cul de sac, enjoying an outlook towards the Caldaly Valley Nature Reserve. There is an integral garage and a conservatory.

A Great family home worthy of internal inspection and offered with the benefit of no ongoing chain. The Accommodation has been extended and has the benefit of a useful attic room. Nearby is the Caldaly Valley Nature Reserve and access onto the Chester Bypass is at hand. Local Shops and a supermarket are within a short drive.

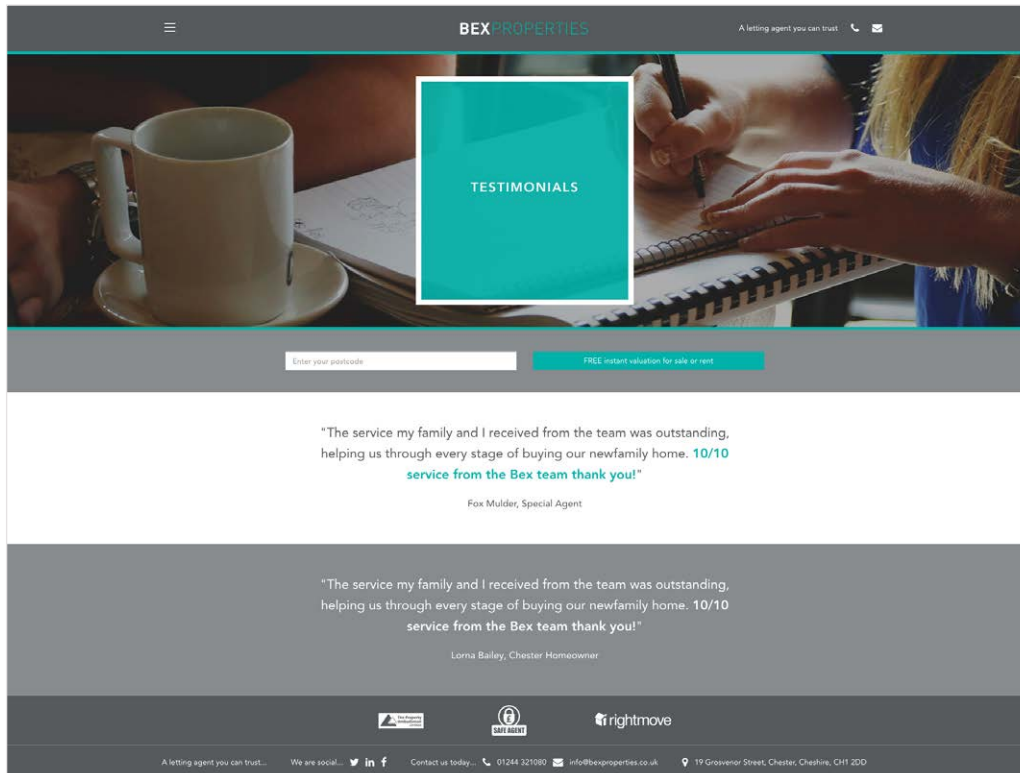
Hall - 17'9 x 3'6 - Having laminate flooring, side recess accommodating the staircase, radiator, coved ceiling, access to the garage.

Template package / Website features



Testimonials

Testimonials which can be included on any page as a banner or on a specific standalone page.



Estate agency software property feed

We'll take a feed from your estate agency management software to the website. Feed update interval will be defined by capabilities of software and hosting.



Template package / Website features

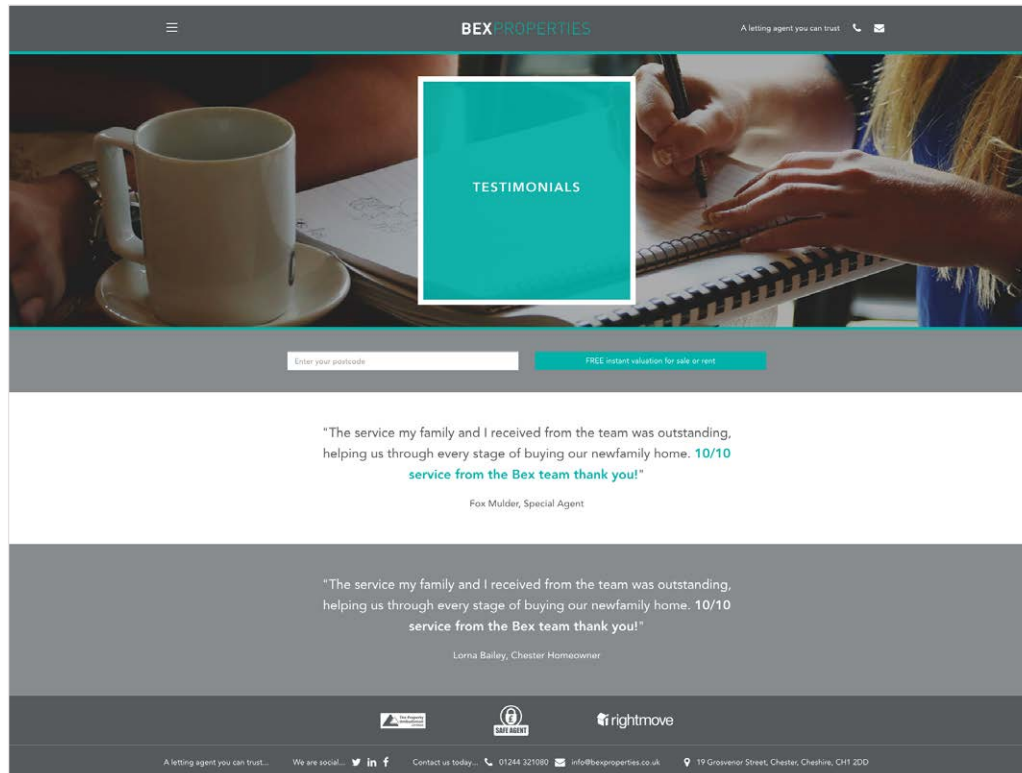


Enquiry forms

Each template comes with a general contact form, a make an offer form, a book an appointment form and a tell a friend form.

Email auto-responders

Prospects will receive auto-response emails after submitting a form. Apply your branding for an additional £300.



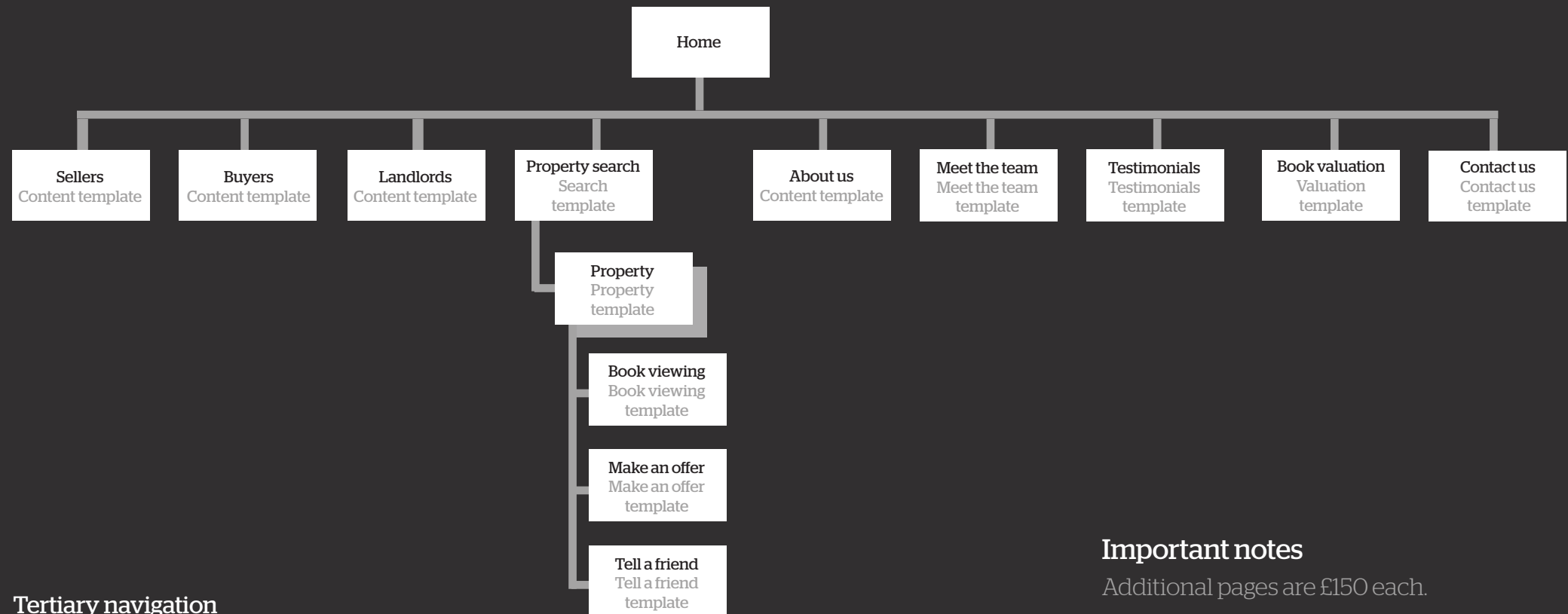
Template package / Pages



The website will contain the following pages.

You can change the page titles if required.

Primary navigation



Tertiary navigation

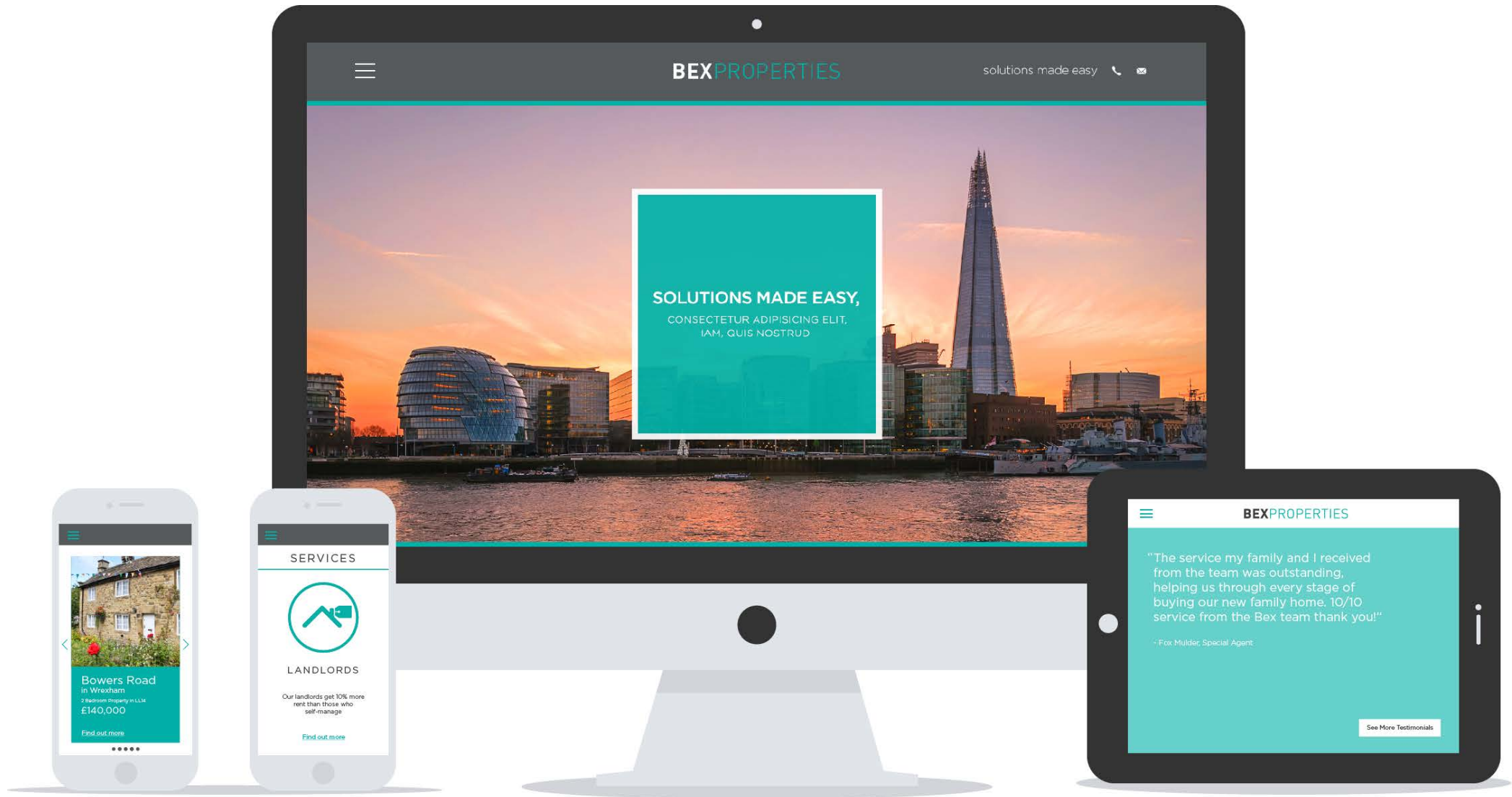


Important notes

Additional pages are £150 each.

Additional page layouts are £600 each.

Tailored template package / Bex



See it live! bexproperties.propertystream.co

Template package / Ashton estates



See it live! ashtonestates.propertystream.co

Template package / Cost breakdown



The following costs are based on the template package contents.
Additional features will incur additional costs.

Item	Fee	Payment schedule			Hosting	
Website	£2,500	Month 1	50%	£1,250	Server	£45/mo
		Month 2	50%	£1,250	SSL certificate	£20/mo
Total: £2,500					Total: £65+VAT	
Alternative payment plans can be discussed.						

All prices are shown excluding VAT.
Payment terms are 7 days from invoice issue.

Hosting /



Super fast and super secure website hosting designed around estate agent requirements.

Hosting

We can offer hosting if required and would recommend hosting the website on a virtual private server.

We host with Digital Ocean as they are a leading provider of hosting and we host all of our websites successfully and reliably with them.

Servers can be upgraded easily and with a potentially busy website ample resources are critical.

We also recommend a support package to cover any minor issues such as property feed maintenance.

You can be assured that a Property Stream website will run quickly and smoothly on our hosting.

Using a third party

Third party hosting is often not suitable for hosting an estate agent website. This is due to a number of reasons including:

A lack of control over the server preventing certain performance settings from being adjusted, resulting in poor performance both in speed and in the running of a property feed.

Hosting of numerous other websites on the same server resulting in a slow website and security issues.

If you wish to use a third party for hosting we will charge an additional fee of £300+VAT. This is because additional work is typically required when setting up websites on third party hosting.

Hosting / Maintenance



Hosting maintenance

Code and security updates

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

Daily backups

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

Resource monitoring

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

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.

Disaster recovery

In the event of a disaster e.g. the website being corrupted or data being lost we will contact Rackspace who will respond immediately and restore the website from the previous daily backup. Restoration times will depend on the size of the website but a guide timescale is 1-2 hours.

Digital marketing /



To drive traffic to the new website we recommend as a minimum setting up a paid search campaign.

Paid Search

Paid Search is the fastest way of generating relevant traffic to your website by advertising your business to people searching for your services.

With over 50% of audiences happy to click on paid adverts, paid search is a channel businesses can't afford to ignore and it can guarantee relevant traffic to your website.

Additional services

Should you be interested in additional digital marketing services please refer to our digital marketing overview document included with this proposal.

Campaign setup – £1,200

We'll create an in depth strategy and setup Google pay-per-click adverts which would appear when prospects type in keywords such as 'estate agent' in <location>.

We'll also design and setup remarketing banners for your brand ensuring that any visitors to the website are shown banner adverts about your brand and services as they visit other websites.

As each branch is added we would setup another set of adverts to cover that region.

This would ensure that you would be on the first page of Google in a prominent position and drive traffic to your branch pages

Campaign management – £400 PCM

We'll manage your PPC campaigns reporting on traffic and conversions, optimising performance and ensuring that they continue to remain competitive.

Pay-per-click media spend – £500 PCM*

We recommend this as a minimum spend each month on pay-per-click advertising.

* Media spend set and controlled by client

Remarketing media spend – £150 PCM*

We recommend this as a minimum spend each month per branch.

Authorisation /



Signed for and on behalf of PropertyStream

Name and title

Eddy Bennett / Digital Director

Signature

Date

Signed for and on behalf of CLIENT

Name and title

Signature

Date

Thank you



Get in touch

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