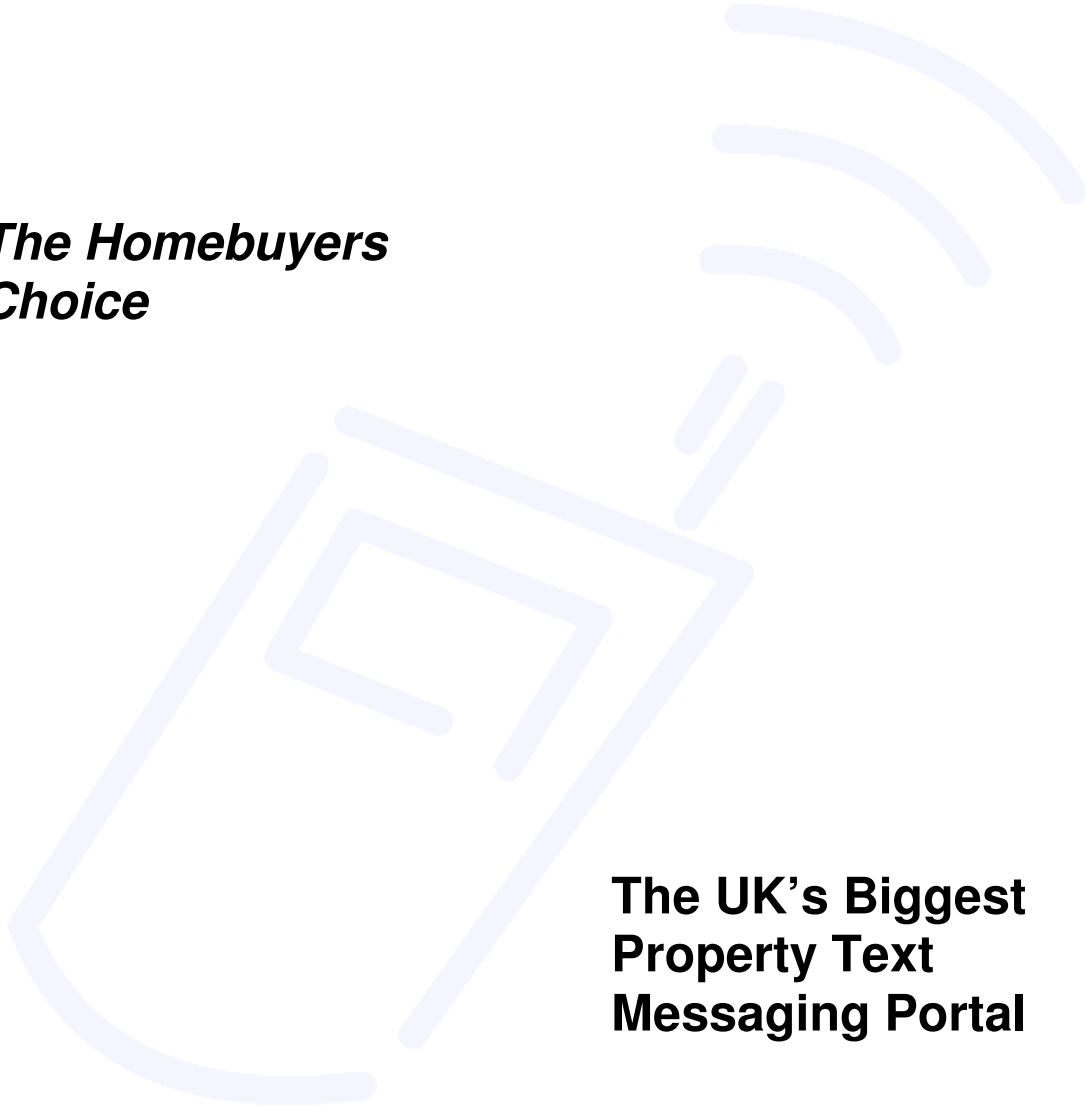




qpAlert.co.uk
quickproperty Alerts!

***The Homebuyers
Choice***



**The UK's Biggest
Property Text
Messaging Portal**

Estate Agent Information
<http://www.qpAlert.co.uk/>

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Introduction

As an experienced Estate Agent you know that maximizing the exposure of a property is the key to a successful sale. Newspapers, Signs and Mailing Lists are all important, but we are enabling a new medium for property sales - text messaging (SMS). **quickproperty Alerts!** users receive properties that are within their criteria: price range, bedrooms and locale. This targeted group of house buyers will receive your **instant** property alert informing them of the property you have for sale.

Advantages of **quickproperty Alerts!**

When you think about advertising your properties in the local newspaper do you think about creating and mailing out your own publication instead? No, why? - Because you simply can't gain a readership big enough to make it effective, not to mention the cost implications. You wouldn't be able to capture those who have never contacted you before. So, similarly, why attempt to do exactly this when using an SMS system? With **quickproperty Alerts!** you gain the subscribership of all relevant people across the UK and local to you.

- Costs are **considerably less** than creating a bespoke system. No matter how many recipients receive your message, you pay just £2.50 +VAT per property. This is due to us being able to purchase larger quantities of SMS messages, direct.
- When targeting a message our system runs on **superfast servers** able to dispatch over 1000 targeted messages a minute.
- **Data validity** is a key benefit of using **quickproperty alerts**. Because our subscribers maintain their own accounts online, our subscribers receive properties that their current criteria specifies.
- **New technologies** are made available to all participating estate agents as they become available. This includes our recently installed MMS sending capabilities and in the very near future GPRS and location-based services.
- **Flash messaging** - Instantly messages open and appear on the recipients phones display.
- **National reach** - Homebuyers are nationwide allowing you to advertise your properties to many more people than your registered homebuyers. As long as your properties match their criteria they will receive it.

How Much Does it Cost?

The **quickproperty Alerts!** service is 'Pay-As-You-Go' there is no contract fee or sign up fee.

- **No** sign up fee
- First month free
- No monthly fees
- £2.50 + VAT for each instruction, to unlimited recipients

Account Features

- Unlimited offices with telephone numbers
- Capable of over 1000 messages dispatched per minute
- No minimum or maximum usage requirements
- Free technical support
- Live help web-chat system
- Free account set up
- Sending API
- **quickproperty Alerts!** Uploader

What your message will say

"Property Match! (x) bed, (locale), £(price), contact (Your company) (tel) for more information."

With a message from qpAlert! the interested buyer will contact you for more information about the property you have alerted them to. It is estimated that 2 out of 3 messages sent will result in an enquiry.

Your name is there. Your name will become known to potential buyers when they receive an alert. People searching for properties that are looking to move into a new area will know your company!

Are you sending legally?

The European Parliamentary Committee decided in April 2002 that companies must obtain consent before sending SMS. This led to Article 13 of the Communications Data Protection Directive 2002/58/ED (the Directive on Privacy and Electronic Communications) dealing with direct marketing via SMS. This Directive was adopted on 12 July 2002 and is to be implemented by Member States by 31 October 2003. In the UK, the Data Protection Act 1998 has a role to play in SMS. It deals amongst other things with the handling of personal data and as a result SMS operators need to make sure that they have proper consent to hold details and that they keep personal details secure at all times. Other UK laws already exist. Even if geographical location is not involved, the sending of SMS messages is a regulated activity and any campaign should take account of the relevant law found within The Telecommunications (Data Protection and Privacy) Regulations 1999.

Frequently Asked Questions

How quickly can I start sending my properties?

Before an estate agent can begin sending properties you must create an account online. This account will be activated following a confirmation phone call to the person who is named as the contact. This is usually completed within 3 hours of account creation.

Why would I want to broadcast my properties using text messages?

Text messaging is an instant and unintrusive form of communication. Our subscribers receive only the properties that meet the criteria they specify ensuring that any properties they receive from you are of interest. This creates a rich point of communication between you and the house buyer. Recipients of your messages are from all over the UK. As long as they meet the three point criteria of price, area & bedrooms they will receive your message. This service is especially useful to those buyers that are looking to move into a new area. The service is very cost-effective. Marketing experts have identified this as one of the most targeted forms of advertising with a very high response rate.

Is there a minimum or maximum number of properties I can broadcast?

No, we suggest however to gain maximum benefit from the service, you broadcast each property you are selling. You might alternatively like to set an in-house policy to decide which properties are not broadcast by the service.

How do we offer this service to our registered buyers?

We are sure your registered buyers will be interested in receiving text message alerts about properties. We provide all estate agents with information leaflets and encourage you to make these available to your buyers. The leaflets provide information about the service and methods of signing up. You may also nominate your current registered buyers as **quickproperty Alerts!** recipients.

How can we advertise this as an added value service for our clients?

We will provide you with a promotional kit containing various items including a window sticker & information leaflets.

Can we purchase the subscriber database from you?

We do not sell our subscribers' information. Our subscriber information is held in accordance with the Data Protection Act 1998.

Is there a monthly charge for using quickproperty Alerts! ?

No, you will be charged only for the properties you send through **quickproperty Alerts!** As this is a pay as you go system. There are no monthly charges or required volumes.

Advanced Features

We provide many methods of using **quickproperty Alerts!** making it easy for you to take advantage of our service with little extra work for you. There are four methods of using **quickproperty Alerts!** We have found that different methods suit different estate agents.

Website

By logging into your account online (<http://www.qpalert.co.uk>) you can fill in the online form for each property. Properties are sent instantly to the homebuying public. This method is probably the simplest to use.

Partners

Partners link up to **quickproperty Alerts!** directly. Partners can be: estate agent software packages & property websites. If you have an ongoing relationship with a potential **quickproperty Alerts!** partner inform them that you wish for them to provide **quickproperty Alerts!** in their packages. Current partners will be displaying the **quickproperty Alerts!** partner logo.

API?

Our API (application programming interface) allows your current systems to automatically send your instructions to **quickproperty Alerts!** The API can be integrated into your current website updating tools or database programs etc. Ask your IT people what the possibilities for doing this are.

quickproperty Alerts! Uploader (qpUploader)

qpUploader is a PC application that allows you to synchronise your property database with **quickproperty Alerts!** Another feature of qpUploader is the ability to enter instructions offline and upload the properties in one sync.

Contact Details

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