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ACCOMMODATION FOR STUDENTS PROVIDES FREE WEBSITES FOR LANDLORDS
- No 1 student accommodation website gives customers valuable marketing tool -

(London, 25/4/05) Accommodation for Students (AFS) (www.accommodationforstudents.com), the UK's No 1 student accommodation website, has provided all the landlords that use its service with their very own free landlord website.

Specially designed for landlords and letting agents, the landlord websites have a number of helpful features including: property search, easy upload of data and pictures, testimonial facilities, link management, performance tracking and more. The landlord can customise it with colours, pictures and text. Furthermore, to help generate traffic, all sites are submitted to the search engines. Accommodation for Students is number 1 in Google for student accommodation search terms.

All landlord websites are fully operational as soon as they create an account on the website and are absolutely free. If landlords wish to have their own domain name and e-mail facilities this can be arranged for a small set-up cost and a £5 monthly maintenance fee. All sites are hosted by AFS on a highly sophisticated server.

Director and co-founder, William Berry, said:

"We are dedicated to providing our landlords with the very best service and our free website gives them the chance to make the most of their internet presence. Clicking on the website simply and effectively presents the landlord's properties and, at the click of a button, will tell searchers whether they are still available, number of tenants required, weekly rent, and lots of other property details.

AFS has recently invested heavily in new technology and we took the decision to use this to provide all our current landlord customers and any new ones with a free website. We formally notified them all recently by e-mail and we are delighted at the response. Many cannot believe they are getting a fully functional website for free!"

Accommodation for Students has been phenomenally successful since its launch 3 years ago and, is effectively, the only site on the market with full UK student and

property coverage. It currently has 216,000 registered student users and deals with over 6,000 landlords and letting agents, and 15,000 properties. Accommodation for Students attracts over ¼ million unique users and ¾ million page views per month, and receives 3.5 million hits a week on its website.

Berry added:

> "The free website offer from AFS completes a highly effective total marketing package for landlords. As well as the high level of traffic on the AFS website, landlords can now get listed on key AFS local pages for their own area e.g Landlords in Leeds, Birmingham etc, which will also generate traffic for their own website via the search engines. They can also respond directly to the 400 plus messages a day on the student notice board.

> We also provide ongoing research surveys on the best place to be a student and what rents can be expected in over 50 university towns. All of this is invaluable to landlords, especially those entering the market for the first time. Add to that information on buy-to-lets, special mortgages, tenancy agreements and legal advice, insurance and property maintenance and you have a one-stop website for landlord marketing!

> And all this for just £5 per month to advertise a property. For letting agents and Larger Private Housing Schemes (LPHS) this can come down to as little as £1 per month per property."

AFS recently introduced an upgraded version of its website with a new secure and sophisticated integrated online payment system, plus many other new features for both landlords and students. The company has also recently announced its first overseas partnership in the USA and has just launched its website in 14 different counties around the world, including Europe, Far East and Australasia.

- ENDS -

About Accommodation for Students
Accommodation for Students Ltd. was founded by William Berry and Simon Thompson, graduates from Manchester Metropolitan University, in June 2000.

Partners

Accommodation for students is a content partner for MSN (MSN displays AFS content on its website) http://afs.money.msn.co.uk and Virgin Student.

Accommodation for students is sponsored by STA Travel, Virgin Mobile, Saxon Insurance and Barclays Bank.

Accolades

- Nominated for Best Use of Web in 2004 New Media Age Awards.
- Highly Commended in the Best Industry Innovation category at the inaugural 2002 Property Business Awards

The site's features include:

For students

- A powerful search engine accessing a nationwide database of student accommodation properties
- An easy-to-use, comprehensive set of accommodation criteria, including geographical location, number of rooms (including required size of room), rent, availability dates, interior facilities (from satellite/cable television to dishwasher), exterior facilities (from garden to off-street parking) and service facilities (e.g. CORGI registered gas central heating)
- Notice board facility with student profile and avatar features. Also detailed messaging services.
- Clipboard facility to save accommodation details
- Landlord email facility which sends an e-mail to the landlord with one click when a student finds a property they like. The e-mail specifies the house and student details and effects an introduction between the student and landlord.
- Chatroom to allow potential housemates to talk to each other and review house options.

For Landlords

- Sophisticated, user-friendly **'landlord admin suite'** which allows landlords to directly upload and edit their property details and pictures on the Accommodation for Students website. The unique measurement facility allows landlords to judge the effectiveness of the website in attracting student interest to their properties and ultimately their letting.
- Fully integrated online payment system with full transaction history and invoice reporting functionality.
- Multiple image and logo upload facility
- Easy contact system: Accommodation for Students **'e-mail landlord service'**. This service enables students to send a generic e-mail of interest to a landlord with one click. This also ensures the privacy of landlord email addresses.
- Free website

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