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## ACCOMMODATION FOR STUDENTS LAUNCHES NEW SITE FOR YOUNG PROFESSIONALS

(London, 1<sup>st</sup> July, 2003) Accommodation for Students (AFS) ([www.accommodationforstudents.com](http://www.accommodationforstudents.com)), the UK's number 1 student accommodation website, has launched a sister website, Accommodation for Professionals (AFP) ([www.accommodationforprofessionals.com](http://www.accommodationforprofessionals.com)), aimed at achieving similar success meeting the rental accommodation requirements of young professionals as it has with students around the UK.

The site is designed for all professionals seeking rental accommodation but will be particularly helpful for young professionals transitioning from student rentals to a higher grade of accommodation. The site features the easy-to-use search engine technology and facilities of its sister accommodation website, AFS, allowing users to specify their accommodation criteria and putting them in touch with landlords direct.

William Berry, director of Accommodation for Students, said:

“An accommodation website for professionals is a logical step following our success with [accommodationforstudents.com](http://www.accommodationforstudents.com) (launched in Feb 2002 and now receiving 120,000 student visitors a month). Most students go on to require rented

professional accommodation and we will provide a sophisticated solution they are already familiar with. The web-accessed admin suite allows landlords and letting agents to easily advertise their properties on either AFS or AFP; this system has won many praises and is used by 3000 advertisers around the UK. Our search engine optimisation strategy will ensure that large numbers of young professionals will be visiting AFP. It is already number one in Google for 'professional accommodation'."

The site has been live since March and has already over 1500 properties on its database, with over 500 landlords and letting agencies currently using the service to advertise and manage their properties. The site's well-established landlord admin suite allows landlords to add properties directly, uploading required images, maps and full accommodation details simply and in a matter of minutes. Like AFS, the AFP site allows landlords to measure response to their specific properties in terms of visits and requests for viewing.

Ian Plumb, Operations Director of Martin & Co, the UK's largest independent single brand property management and lettings agency with a network of over 70 offices throughout the UK, said:

"Martin & Co. believes Accommodation for Professionals offers a valuable service for young people seeking rented accommodation and we encourage all our branches to use the site, taking advantage of the additional business opportunity presented by the website traffic AFP is generating for us."

Accommodation for Professionals is part of the Accommodation For... Group which includes Accommodation for Students and the new, bespoke Wimbledon accommodation website, [www.wimbledon-housing.com](http://www.wimbledon-housing.com).

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### **About Accommodation for Students**

Accommodation for Students Ltd. was founded by William Berry and Simon Thompson, ex-students from Manchester, in June 2000. The site went live in test phase in June 2001, prior to its full launch in January 2002.

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, interior facilities (from satellite/cable television to dishwasher), exterior facilities (from garden to off-street parking) and service facilities (eg CORGI registered gas central heating)
- Notice board facility
- Clipboard facility to save accommodation details
- Landlord email facility which sends an email to the landlord with one click when a student finds a property they like. The email 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.

- Easy contact system: Accommodation for Students '**email landlord service**'. This service enables students to send a generic email of interest to a landlord with one click. This also ensures the privacy of landlord email addresses.

### **Accommodation for Students Accolades**

- Highly Commended in the Best Industry Innovation category at the inaugural 2002 Property Business Awards
- New Millennium Silver Award  
"Accommodation for Students has been awarded the Silver Award. Good luck in the future and keep helping the students in the UK ",  
Corey Huffman, CEO, New Millennium's Award Programme
- EyeCatcher Bronze Award – 21<sup>st</sup> October 2001  
83% score on Design, Creativity, Coding and Originality
- Best Of The Web 2001 Bronze Award  
"I enjoyed surfing your site, and I am sure everybody else will too",  
Eric Nielsen, NEOVISION, Inc
- Critical Mass Award  
"Congratulations! Your site definitely qualifies for the "Critical Mass Award". A very nice site, excellent design, tasteful original graphics, and you have provided visitors with content that is informative, entertaining, well-presented and easy to access. A worthy enterprise and a positive contribution to the Web", Bill Darling, Critical Mass
- Golden Web Award 2001–2002  
"Congratulations on having your site selected to receive the 2001–2002 Golden Web Award!"
- Ranked joint Number 1 in the Student Accommodation Advice website review of student accommodation sites.

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