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## ACCOMMODATION FOR STUDENTS APPLIES EXPERTISE TO 2002 RYDER CUP

*- Builds official housing website for visiting golf fans -*

(London 13/05/02) Accommodation for Students ([www.accommodationforstudents.com](http://www.accommodationforstudents.com)), the UK's most advanced student accommodation search engine, today announced the launch of a Ryder Cup Private Housing Website ([www.rydercup-housing.com/](http://www.rydercup-housing.com/)) featured on the Ryder Cup Travel Services Home Site ([www.rydercup2001.co.uk](http://www.rydercup2001.co.uk)), designed to help visitors from US and Europe find accommodation during the event. The Ryder Cup, played for by Europe and the US, takes place at The Belfry, Warwickshire, between the 27<sup>th</sup> and 29<sup>th</sup> of September this year.

The link to the main Ryder Cup site went live on 6<sup>th</sup> May, 2002, and already has many properties for view. Types of accommodation and costs vary, from luxury country cottages with private swimming pool, to small terraced housing and serviced apartments. Accommodation for Students will be embarking on an email property recruitment campaign to its landlord database and hopes to have over 500 properties on the site well before the Ryder Cup starts on 27<sup>th</sup> September.

Accommodation for Students is currently the UK's most popular accommodation search engine for both students and landlords. Students, via a user-friendly GUI and powerful search engine, can specify property requirements from the widest accommodation criteria available, even down to the provision of satellite TV. Landlords have their own admin suite that allows them to upload and edit properties directly. The service is free to both parties.

William Berry, director of Accommodation for Students, said:

“We already provide help in finding accommodation to the tens of thousands of overseas students coming to the UK to study. There is absolutely no reason why we can't do the same for golf fans, both from the US and Europe. Our technology is sophisticated and flexible. It means that we can customise a site like this for the Ryder Cup quickly and cost effectively. We look forward to doing the same for other future business partners with niche website accommodation requirements.”

Accommodation for Students, part of the Accommodation For... Group, was built by net121.com ([www.net121.com](http://www.net121.com)), the specialist in database driven websites. Net121 and Outcomz ([www.outcomz.com](http://www.outcomz.com)), the payment-by-results business consultancy, are currently sponsors of Accommodation for Students.

### **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, NEOVIZION, 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 2001–2001 Golden Web Award!"
- Ranked joint Number 1 in the Student Accommodation Advice website review of student accommodation sites.

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