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## ACCOMMODATION FOR STUDENTS ATTRACTS BIG NAME PARTNERS

*- Virgin Mobile, Jarvis UPP, Endsleigh and Barclays latest to  
partner top student accommodation website -*

(London, 13 October, 2003) Accommodation for Students (AFS) ([www.accommodationforstudents.com](http://www.accommodationforstudents.com)), the UK's number 1 student accommodation website, today announced a number of further business partnerships for its website. AFS already features STA Travel, the top student travel company, on its website and is now adding the leading student telecoms provider, Virgin Mobile, the leading student accommodation provider, Jarvis University Partnerships Programme (UPP), the top student insurance company, Endsleigh, and one of the biggest student banks, Barclays.

Simon Thompson, director of Accommodation for Students, said:

“Attracting such top names as Virgin Mobile and Jarvis UPP is a tribute to the effectiveness of Accommodation for Students in reaching the valuable student audience. The site now attracts over 150,000 unique student users per month and partners can both advertise on site and communicate direct with our 30,000 strong student database. For partners like Virgin Mobile and Jarvis UPP, the site best delivers the ideal scenario of reaching a

highly targeted audience at just the time they are interested in buying your products and services.”

Virgin Mobile has chosen Accommodation for Students for the second year running to advertise their Big Red House promotion whereby ten lucky students and three each of their friends can win rent-free accommodation for a year. Virgin Mobile is sponsoring the AFS Student Notice Board for the next 12 months where it will introduce a Virgin Mobile Roommate Finder, an extension to the current AFS Notice Board Service. The AFS Notice Board is one of the most popular features of the site attracting 15,000 notices a month.

Jarvis UPP has been using the site to advertise The Student Village halls of residence in Manchester, Aberdeen and Glasgow for the past year. Delighted with the results, Jarvis UPP is now sponsoring the relevant individual City Pages on the website, thus showcasing over 5000 of its stylish, en-suite rooms and self-contained studio flats.

Victoria Pinnington, Marketing Manager, Jarvis UPP says:

“Accommodation for Students has proven a successful vehicle for letting our properties. This new initiative is consistent with Jarvis UPP & The Student Village’s continued commitment to strengthening our communications with students, and making our high-quality yet affordable rooms as accessible as possible.”

Accommodation for Students is part of the Accommodation For... Group which includes Accommodation for Professionals and the new,

bespoke Wimbledon accommodation website, [www.wimbledon-housing.com](http://www.wimbledon-housing.com).

– ENDS –

### **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 currently attracts 150,000 unique users a month.

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.

#### **Accolades**

- Highly Commended in the Best Industry Innovation category at the inaugural 2002 Property Business Awards

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