

AppyMove Revolutionizes the Playing Field in the UK Online Property Listings Market

January 8th 2014 Appy Brands Ltd, a worldwide leader in communication and media software, announced its entrance into the online property listings market

LONDON, UK, January 8, 2014 /EINPresswire.com/ -- Appy Brands Ltd today launched its groundbreaking [property](#) portal, AppyMove.com – already listing over 320,000 properties and growing daily. Aimed at homebuyers, tenants, homeowners and landlords, the company plans to change the way the general public and estate agents list, search, [sell](#) and [rent](#) homes in the UK and worldwide.



Buy sell rent

With more features than the UK's leading property portals, AppyMove allows anyone (i.e. including private persons) to list their home for free with an immediate property particulars publication to its portal and mobile apps, £50 then unlocks access to leads in the communications software, including voicemail, chat messaging and email exchange between advertiser and interested parties. The company will also deliver an "AVAILABLE" board within 48 hours at no extra cost, or erect it for a small one-off fee.

Unlike the existing property portals dominating the UK market, private home owners can choose to handle the sale themselves or appoint a listing associate in their local area in order to handle property details (e.g. pictures, floor plans, description, etc.) and deal with enquiries. The listing associate will essentially act as an estate agent, but for a much lower fee (typically around £500). The major benefit of using the listing agent from AppyMove is the full transparency it offers the property owner/landlord, as he/she has full access to communications the listing agent receives regarding the property.

CEO and founder Sean Murray said, "Far too long has there been a monopoly in the property market; the estate agent's fee system of today is based on a model from 30 years ago, where extensive work was needed to find buyers for properties being sold. Today we have the internet, and 90% of buyers use it to find what they want. It's unbelievable that private home owners are not allowed to advertise their properties on the major online portals. This can only be seen as a

way of keeping high profits from the unfortunate home owner. From January, we are going to change that for good.”

The company stated that there is still a huge place for estate agents in the UK, and AppyMove will embrace them all by giving agents access to multiple sales leads in their area. Estate agents can also rest assured that listing costs will not rise disproportionately.

AppyMove’s launch will be accompanied by a TV and media campaign. AppyMove believes that due to the uniqueness of its service, the viral message will propel the company quickly across the UK. AppyMove has a worldwide strategy in mind and as such, anyone, anywhere in the world can immediately start using the system for free.

Press release courtesy of Online PR Media: <http://bit.ly/1cOX9ws>

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This press release can be viewed online at: <https://www.einpresswire.com/article/184398423>

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