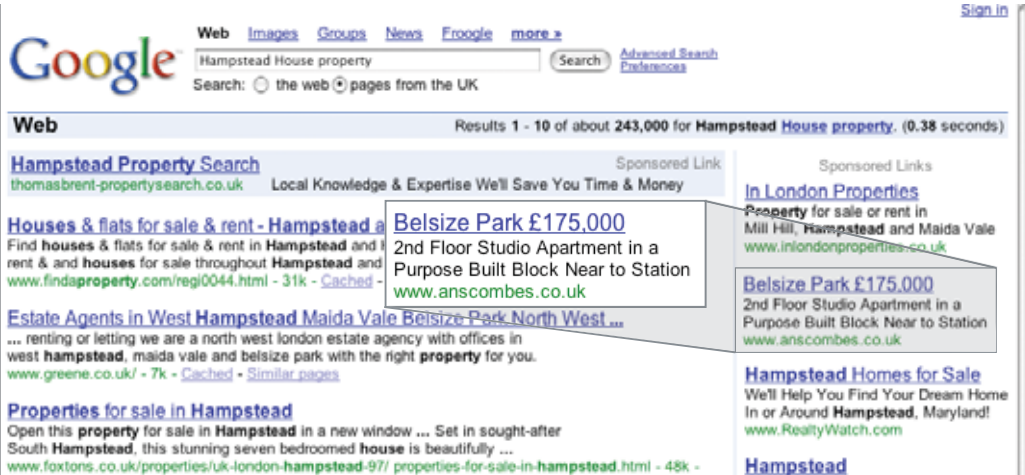


Google adwords for your property

All Movefirst and Fine and Country Homes instructions will have a Google adword

The Google trademark is acknowledged.



The screenshot shows a Google search for "Hampstead House property". The search results include several sponsored links. One prominent link is for "Belsize Park £175,000" from "www.anscombes.co.uk", which is highlighted with a callout box. Other sponsored links include "Hampstead Property Search" from "thomasbrent-propertysearch.co.uk", "In London Properties" from "www.inlondonproperties.co.uk", and "Hampstead Homes for Sale" from "www.RealtyWatch.com". Organic search results include "Houses & flats for sale & rent - Hampstead a..." from "www.findaproperty.com" and "Estate Agents in West Hampstead Maida Vale Belsize Park North West..." from "www.greene.co.uk".

- Creating a fast link to your property
- Constantly optimising to ensure maximum exposure

Please note: Because of the way the Google adword system works your property will not be displayed on every search but it will appear regularly when the keywords for your property are entered.

- **Creating a fast link to your property**

Movefirst properties have legal preparations in place for serious buyers and sellers who want to move fast. As part of this exclusive service, we will create a specific Google Adword for your property. When a potential buyer performs a relevant keyword search for your property it will be displayed via a direct link to a dedicated web page advertising only your property.

The adword will appear under the sponsored links heading on the right hand side of the Google results page, and will be in the form:

- **Area Name**
- **Property Price**
- **A short description of your property on two lines**

Anyone clicking on the link will be taken straight to a dedicated page on the Anscombe & Ringland Property Website showing photographs and details for your property.

- **Constantly optimising to ensure maximum exposure**

Performance of how well the Google adwords campaign is going is constantly being monitored and tuned to make sure that the adword links come up as many times as possible in accordance with what people are typing into the Google search bar.

From the properties that Anscombe & Ringland uploads to its website, Movefirst adwords appear on average 75,000 times per month, which gives the potential buyer significant opportunity to click straight through to your property.