

Finding your French property just got easier

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Finding your French property just got so much easier. After a hugely successful first six months, FrancePropertyShop.com has been further developed and redesigned to provide property seekers with what is possibly the most advanced site in the market place.

This 'Phase 2' of development had always been planned to ensure the site - which now receives around 40,000 monthly visits - to reflect the needs of the ever-more-demanding searcher. The advances, which are the result of visitor research and the results of usability analytics placed on the site, give so many new reasons for those searching for property to visit the FrancePropertyShop.com site. Among the many new features visitors can look forward to are 'Top 10 Searches on the Site', 'Top 10 Regional Searches', 'Most Popular Properties viewed'. Searching has been made easier overall, and new interactive searches added - you can pick a ferryport or airport and search the nearest properties to it. Regional Guides on the site have been made more informative and stories on those who have made the move to France introduced. In addition, visitors now have the opportunity to sign-up to regular email newsletters and property alerts when fresh properties within their chosen criteria hit the site. Yet the changes don't stop at the end user. Agents, too, can now directly upload a stock of property, and decide to hide or show any property. There is also a new PDF upload facility to show up to two floorplans per property, agents pages now have active links and an 'Agent's Resources' section now carries advertising banners and tiles to promote their presence on FrancePropertyShop on their own site. A new pricing structure has also been introduced, and for private sellers, there is the ability to now pay direct online for adding their property. 'The site has had a phenomenal start, supported by extensive offline activity in our three marketleading magazines France, Living France and French Property News, as well as an online search engine marketing campaign which has made rapid progress in a very short time in this competitive arena', commented James Parfitt, Web Content Manager. 'This Phase 2 development has been really well received so far by users and agents alike. We really believe this puts the website ahead of any other in the French property sector.' You can view phase 2 of the website at www.francepropertyshop.com.