

# MEDIA PACK

SOLE AGENCY 0708

A RESOURCE DIRECTORY FOR THE PROPERTY INDUSTRY



THE COMPLETE RESOURCE  
AND MARKETING SOLUTION  
FOR THE PROPERTY  
INDUSTRY

## Welcome to [soleagency.com](http://soleagency.com)

Sole Agency is a unique marketing partner for the property industry, offering an online directory, printed directory, media CD and association with the new Estatecom software. Sole Agency is a single cost effective marketing vehicle for those companies directing their products and services to the property industry.

Soleagency.com now in its 3rd year receives thousands of search requests each month from those within the industry looking for companies to supply.

With the additions of the printed directory, media CD and our association with Estatecom software, Sole Agency is poised to be the single resource directory for the property industry.

## What is sole agency?

Sole Agency combines 4 marketing elements; the website, the directory, the media CD and Estatecom software. Each element provides free as well as paid for advertising in the way of listings, display advertising and on and offline banner advertising.

The Sole Agency concept is simple, with the escalating costs of periodical print advertising and the difficulty of marketing messages getting lost as junk mail/email we believe that the Sole Agency strategy offers a cost effective marketing solution for both large and small companies.





ADDING YOUR COMPANY TO THE SOLE AGENCY WEBSITE, DIRECTORY AND ESTATE COM SOFTWARE (BOTH FREWARE AND THE PAID FOR VERSION) IS COMPLETELY FREE.

## How does sole agency work?

Want to reach the widest possible audience in the property industry?

Look no further than Sole Agency.

Now in its 3rd year Sole Agency has been providing a free directory listings website putting clients and suppliers in touch.

Couple this with the new printed version with its free media CD containing brochures, manuals, trial software's and product demonstrations as well as all listings being imported into the contact directory in the new and very exciting free estate agency software "Estatecom" and I think you will agree that at last there is a single cost effective marketing solution.

## What does it cost?

Adding your company to the Sole Agency website, directory and Estatecom software (both freeware and the paid for version) is completely FREE. This includes: Company logo, company name, contact details and a text description of the service or product you are offering.

We do have enhanced advertising ranging from £395.00 per page. This includes: Display directory advertising, website banners, estatecom software banners as well as your brochure/manual or trial software to be added to the media CD.





### The Website

Soleagency.com is the online version of the Sole Agency directory. Companies can add their details to the website free of charge and include the company name, logo, contact details, a description of the product or service and a PDF brochure.

The website is now in its 3rd year and receives 1000's of unique visitors.

### The Directory and Media CD

A single print resource for the property industry, printed annually and packed with over 200 pages of products and services from floor plan providers to franchise funding. With a mix of display advertising and directory style listings it will be the must have for existing and new estate agents.

The directory measuring 210mm x 190mm will be distributed free of charge via direct mail and our media stand at this years PCS expo.

### Estatecom Software

Sole Agency has partnered with a new and very exciting product to be launched in May 2008. Estatecom is a fully integrated software for the residential sales and lettings industry and it's free.

**That's right free!**

Sole Agency will populate the software's contacts list which can be used as an internal product/service directory.

The directory is updated daily with all new and changed details making sure it is always up to date.





SOLE AGENCY COMBINES  
FOUR MARKETING  
ELEMENTS: THE WEBSITE,  
THE DIRECTORY, THE MEDIA  
CD AND ESTATECOM  
SOFTWARE

## Free Listings

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- Your company Name
- Your contact Details
- Your company Logo
- PDF Brochure
- Product or Service Description

## Marketing Partners - cost £395.00 per year

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- Same as free listing, plus:
- Single page display advert
- Sole Agency Website banner
- Estatecom Software banner

## Mechanical Data (all sizes in mm)

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Full page: 210mm x 190mm  
Full page type area: 190mm x 170mm  
Full page bleed: 216mm x 196mm

DPS: 210mm x 380mm  
DPS type area: 380mm x 170mm  
DPS bleed: 416 x 196mm

For any further information please email [studio@soleagency.com](mailto:studio@soleagency.com)  
Or call 020 7193 2870

Sole Agency can accept your adverts in a variety of formats.

Adobe Photoshop (flattened layers)  
Adobe Illustrator (with all fonts outlined)  
Adobe PDF





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