



# Four 20 Something Entrepreneurs Assist Home Hunters In Finding Their Perfect Home

buyinyourarea.co.uk Ltd, April 15, 2007

URL: <http://www.pr9.net/business/realestate/5408april.html>

*UK based company Buyinyourarea.co.uk Ltd have launched a new web-based service, aimed at UK home hunters, that will increase the chances and reduce the time involved in finding their ideal property, by putting them in touch with local Estate Agents and available property for sale or rent in a specified town.*

PR9.NET April 15, 2007 - London, UK - Buyinyourarea.co.uk ([www.buyinyourarea.co.uk](http://www.buyinyourarea.co.uk)) is the brainchild of four, 20 something city-based entrepreneurs, Benjamin Amrani, David Ordever, Mark Joseph and Steven Wayne.

Whilst property portals are scrambling for market share in a cutthroat, consolidating market, buyinyourarea.co.uk plan to quietly beaver away at putting its users directly in touch with their local estate agents, enabling them to view all the suitable and available local property on the market.

With the idea of buyinyourarea.co.uk at hand, and extortionate web development quotes being received, the web programming books came out and the four company directors became the site creators within a year.

"We received many web development quotes, ranging from £10,000 to £50,000. As a startup we thought we'd take on the challenge of creating it ourselves. We began reading books upon books on web programming, attending night classes and had many sleepless nights, just to be able to cost effectively develop our dream site. Now we have all shared in the learning experience of programming and developing a website of its nature from scratch, we know anything is possible from here on in." says Mark Joseph, technical director of buyinyourarea.co.uk.

With two years of trial and error, the site is now finally ready and has successfully launched.

"Buyinyourarea.co.uk has been in development for almost two years and we are really proud that people will be using our hand made creation," continued Mark.

Searching for Property is currently one of the most popular searches carried out online. There are endless amounts of property portals for users to search for their ideal home. However, as these portals are becoming more and more common, the prices are increasing for estate agents to list all of their available properties on these portals, and therefore not all properties are being made available.

Buyinyourarea.co.uk plans to combat this problem and allow all home hunters the opportunity to view all the available property within a local town area.

"From the market research we carried out when developing the service it was clear that the public were crying out for something more user friendly, with more properties available than just a portal, only full with the property estate agents could only afford to advertise for. The people wanted help with sourcing all of the available property in a local town; as well as reducing the time spent finding them."

To use the system, people simply search for the Town they would like to buy or rent a property in, they then contact only specific estate agents in that area or contact all the Agents at once with one simple enquiry form. The enquiry form takes one minute to complete and enables the home hunter to state their precise property requirements before it being sent to all the specified estate agents.

Once the estate agents have received the enquiries, they are then obliged to reply back to the home hunters with all the available property suiting their needs, within 24 hours. The home hunter can then chose the property and estate agent they would like to proceed with.

"The Estate Agents get enquiry leads, home hunters get their perfect home, and we're happy for bringing these relationships together."

The service will always remain totally free to its website users, and is also being piloted free for one year, to allow all UK based Estate Agents and Letting Agents to advertise their agency via the website.

"We have great ambition for Buyinyourarea.co.uk. We want it to be the way that people find their perfect home throughout the UK, and eventually overseas."

Buyinyourarea.co.uk has received interest from a number of investors keen to see the service get off the ground. It already has witnessed 2000 Estate Agents signing up within its two weeks since launch.

Buyinyourarea.co.uk is also working for Estate Agents, to make sure they are getting the best out of their already existing website. Buyinyourarea.co.uk is able to deliver Estate Agents, strong local traffic, whilst gaining them brand exposure and regular e-mail enquiries at the same time.

Buyinyourarea.co.uk - Your National and Local Property Assistant!

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**About buyinyourarea.co.uk Ltd**

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