

Sales particulars at any time from Berwick & Berwick

Berwick & Berwick, **team** estate agent in St Ives, is delighted to lead the way with the introduction of 'QR code' technology, giving smart-phone users direct access to the details of any specific property from the office, out of office hours.



A unique 'QR code' now features alongside each property in Berwick & Berwick's prominent window display. Buyers with a modern smart-phone can instantly find out all they need to know about a property with these codes there and then – from the high street.

'QR Codes' are the next generation barcode; two-dimensional, made up of black and white modules arranged in a square pattern on a white background. 'QR' stands for 'Quick Response' in recognition of its ability to encode and decode text, URL and other data content at high speed.

So, when buyers are out and about in St Ives and they see a property they like the look of in the Berwick & Berwick window, all they need to do is simply point their smart-phone at the code and full details of the property including photographs, price and dimensions will appear on the screen in just a few seconds.



James Berwick of Berwick & Berwick, said: "We're delighted to be among the first to embrace this intelligent technology. Most App stores offer a free 'QR Code reader' for phones such as Blackberry, Android and iPhone, and there is also a Nokia App. Once the reader is downloaded, the phone will be able to read the codes in our window and the sales details will open automatically, in an instant. We have included some instructions in our window too, so buyers can find out about it, download it and use it there and then. It's a great addition to our range of services."

Berwick & Berwick celebrated its 10th anniversary last year and has a reputation founded on its excellent local and property knowledge and its delivery of a range of services in a professional, friendly and efficient manner.

For further information, for a free no-obligation market appraisal, for simple honest advice or to view any property for sale with Berwick & Berwick, pop into the office on Tregenna Hill in St Ives, call 01736 799090 or visit www.teamprop.co.uk.

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Enc: Example QR Code – Bramble Hedge Barn, 3 bed converted barn in Penzance, at £350,000

Digital images are available from bubblepr@mac.com

Notes to editors:

Westcountry **team** is part of **team** Association, the largest organisation for independent estate agents in the UK, with hundreds of members. Westcountry **team** covers Cornwall, Devon and West Dorset, and consists of 70+ members at this time, all of which work together to sell property for clients, and are actively committed to their nominated charity, Macmillan Cancer Support. **team**'s 'blue sky' image, with transparent team logo on a blue sky background reflects the association's and each individual agent's commitment to providing a clear, transparent service to their clients and conducting business in a straightforward, honest and professional way.

For further information, please contact:

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