

## Agency changes name to reflect Internet presence

Robert Williams, well-established **team** estate agency on Southernhay West in Exeter, has become RobertWilliams.co.uk in order to highlight its exceptional Internet presence and its ability to reach more buyers for its clients' properties.



As part of the **team** network, properties for sale with RobertWilliams.co.uk feature on more web sites than those with any other agent – something the established agency is extremely proud of and an increasingly important factor for sellers, with 88% (according to the latest MyHomeLife survey by The Digital Property Group) of home-buyers now starting their search for property online.

The agency has fully re-branded with new signage, stationery and marketing materials to reinforce the message and as a result, its regular monthly individual visitor statistics have risen dramatically per month since the change of trading name. This increase represents extra traffic of nearly 54% (according to Google Analytics) to its own web site in just a few short months.

Steve Alford, director at the busy estate agency, said: "With the majority of enquiries now coming from the Internet, we wanted to do something to show that we differentiate from the others in providing a modern, highly efficient service with what we believe is the best online coverage possible for our client's properties. Our properties appear in search results on Rightmove, FindaProperty, Globrix, Primelocation and RobertWilliams.co.uk, as well as **team's** own portal, **teamprop.co.uk** and every team agent's web site powered by the Association's IT provider, Resource Techniques, of which there are nearly two hundred throughout the country, including London and the home counties."

RobertWilliams.co.uk also has its finger on the social networking pulse with regular updates on the most popular sites including twitter and facebook covering local news, snippets of property interest and all of its new instructions and price changes, which further demonstrates this agency's modern, forward-thinking approach.

Steve continued: "Estate agency has changed considerably in the last couple of years and it's now more important than ever to stand out above the rest in order to win instructions and sell houses.

Our embrace of technology allows us to reach more buyers and we are pleased with the reactions from our clients as well as the positive impact the change of name has had on the agency so far.”

Also now offering property auctions as a route to market, with extremely competitive rates, RobertWilliams.co.uk is a well-established estate agency with prominent premises, extensive marketing, a professional yet personal approach and works with other highly-regarded **team** agents in the area to deliver a multilisting service for a sole agency fee.

For further information or advice, pop into RobertWilliams.co.uk, **team** estate agent on Southernhay West in Exeter, call 01392 204800 or visit [www.robertwilliams.co.uk](http://www.robertwilliams.co.uk) or [www.teamprop.co.uk](http://www.teamprop.co.uk).

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**In the photograph, the staff at RobertWilliams.co.uk (L-R):** Oliver Williams, Lettings Manager; Steve Alford, Director; Nick Jane, Senior Sales Negotiator; Emma Ware, Lettings Negotiator and Robert Williams, Director

**Digital images are available from [bubblepr@mac.com](mailto: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 63 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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