

**\*kyero**

For Sale Long Term Lets Holiday Lets Spotlight News

Quick Property search - 46,216 Spanish Properties For Sale

1 Sevilla

2 Any property type

3 € 150,000 - € 200,000

4 Highest price first

5 Search [advanced search]

sevilla  
Sevilla province  
646 properties

BALEARICS

CANARIES

Thousands of properties for sale and to rent throughout Spain from hundreds of independent estate agents. Free service for buyers, no registration required

kyero.com – Spanish property you'll love

**kyero.com**

**Media kit, Q&A**

### **1. What is kyero.com?**

kyero.com is a popular meeting point for those wanting to buy or rent property and those promoting properties in Spain. It operates by connecting buyers and sellers as transparently as possible. It is not affiliated with any promoter, property developer or estate agent nor does it receive any commission on property sales or rentals. Being funded entirely from pre-paid advertising fees makes kyero.com a well-publicised, free resource for potential buyers who make direct contact with the estate agents of their choice.

### **2. Who uses kyero.com?**

There are four types of client who make regular use of the kyero.com service:

- a. Thousands of people searching for property in Spain use kyero.com as a research tool. Over 80% of these are UK residents whilst most of the remainder live in the colder areas of Northern Europe where English is a commonly-spoken second language.
- b. Estate agents pay a low fixed fee to advertise their properties in Spain on kyero.com. These range from small, independent agencies to large chains and associations of agents.
- c. Companies with products related to Spanish property pay to advertise on kyero.com as a way of accessing buyers and sellers of Spanish property.
- d. Researchers and journalists interested in the Spanish property market use kyero.com as a research tool to compare prices and trends. The kyero.com property database is the largest single collection of properties and agents available. This makes the market data derived from kyero.com more statistically significant.

### **3. Who's behind kyero.com?**

Kyero Media S.L. is the owner of the kyero.com service and is a privately-funded, limited company registered in Spain.

Conceived in August 2003 by Martin Dell and Chris James, kyero.com attracted its first visitors and paying advertisers in October 2003. By July 2004 it had achieved recognition as the leading Spanish property portal – no mean feat with almost 12,000,000 other web sites competing for the coveted “Google top spot” for “Spanish Property”.

With James filling the role of Technical Director and Dell acting as Managing Director, they have assembled a formidable and experienced team including Louise Hoskin as Sales Director. Operating from offices in Granada, southern Spain, this core team marshal the resources of ten further employees and contractors in the UK, France, Austria and Spain.

**4. How does advertising property on the internet differ from print advertising?**

The key differences are in circulation, cost and measurability – three factors that are fundamental to property advertisers.

- a. Generally, internet advertising costs less than print advertising because two significant areas of expense are avoided – those relating to printing and distribution. The increased technology-related costs of internet advertising are minimal in comparison to these print-related costs. Unfortunately, this means that it is inexpensive to produce a web site of poor-quality when a printed product of a similar quality would not be viable because of the level of investment required. When done correctly, internet advertising does involve a significant production cost although one that is much lower compared to a printed product of a similar quality.
- b. Distribution costs of a printed product increase in direct proportion to an increase in circulation figures. By comparison, the difference in cost between delivering advertising to 1 internet visitor and 100,000 visitors is minimal. When additional investment is required, it usually facilitates a vastly increased circulation capacity on the internet compared to the fixed ratio increase achieved with print advertising. Circulation figures are also dramatically different between the two types of advertising, with the best magazines quoting monthly circulation of tens of thousands of copies and the best web sites claiming hundreds of thousands of unique visitors per month.
- c. Effectiveness of a print advertising campaign is notoriously difficult to measure or it is not considered cost effective to do so. By comparison, good internet advertising comes ready-made with effectiveness tracking and reporting as an integral part of the advertising package.

**5. How does kyero.com differ from other property portals?**

The main differences are in cost, visibility and measurability.

- a. Advertising properties on kyero.com is very affordable, costing as little as 1 centimo per property per day. Kyero advertising rates are amongst the lowest available in the industry.
- b. kyero.com is widely publicised using organic search engine promotion and paid internet advertising. kyero.com attracts 150,000 unique visitors per month, displays 600 property pages every hour and, on average, refers 2 sales leads to each advertiser every day. By any measurement, kyero.com is the leading English-language Spanish property portal.
- c. Using the built-in reporting tools, estate agents advertising on kyero.com can see how many times their properties have been viewed and how many of four different types of sales lead have been generated. They can also customise the qualification level of the leads that they receive to match the goals and abilities of their organisation. The level and detail of estate agent reporting is constantly evolving and kyero managers actively monitor key metrics to assess the effectiveness of all kyero.com marketing initiatives.

**6. How is the property portfolio on kyero.com kept up to date?**

80% of the properties on kyero.com are updated automatically directly from the agents own property management systems. Estate agents are punctual about keeping their own systems up to date, ensuring that the collection of properties available on kyero.com is always fresh. Estate agents maintain the remaining 20% of property details via an easy-to-use management system. Many agents also use this kyero system to automatically generate and update their web sites, hence encouraging a high degree of property freshness. Automated processes are also in place to continually check for stale properties and those with outdated links or photos.

**7. How much does it cost to advertise on kyero.com?**

Property advertising on kyero.com is available using a simple fixed fee structure of €225 for three months, €400 for six months and €625 for twelve months. (rates for 250 properties, exclusive of VAT). There are additional discounts available for multiple offices and agents with more than 250 properties to advertise.

**8. How does an estate agent start advertising on kyero.com?**

kyero offers a 30 day risk-free test drive of the kyero system. Estate agents can apply on-line at: [kyero.com/my\\_account/register.php](http://kyero.com/my_account/register.php)

**9. What else does kyero provide for Estate Agents?**

After using the kyero system to advertise properties, Estate agents often turn to kyero when seeking a solution for their own web sites. Having solved their marketing needs using kyero, Estate agents typically want to ensure they are creating the right impression on the web while minimising the time they spend managing property details.

Agents that have their own property management systems automatically send their property details to kyero using kyero's published XML format. This means that Agents only need to manage property details once, using their own systems while remaining in full control of their own web image.

Agents without a property management system can use the **free web kit** from kyero to create a professional web site that receives property details from their kyero advertising account. The Agent manages their property details once only using the kyero system and, with a single mouse click, update their own web site.

The free web kit can be hosted in a Windows or Linux environment and can be customised by any competent web designer. The average cost to create a fully functional, professional, customised web site using the kit is **just €200**.

Further details, demo sites and downloads of the kit are available from kyero's technology partner, Future-Shock at [software.future-shock.net/kyero](http://software.future-shock.net/kyero)

Aside from the ability to produce cost-effective, professional Estate Agency solutions, web designers are also rewarded financially with the kyero affiliate scheme. Further information is available from [kyero.com/corp/referral.php](http://kyero.com/corp/referral.php)

## 10. How can I get further information about kyero.com?

Contact any member of the kyero team on:

**email** [info@kyero.com](mailto:info@kyero.com)

**web** [kyero.com](http://kyero.com)

**tel** +34 958 881 429

**fax** +34 940 461 687

**write** Apdo 604, 18690, Almuñecar, Granada, Spain

Customer testimonials: [kyero.com/corp/testimonials.php](http://kyero.com/corp/testimonials.php)

Press Release archive: [kyero.com/media](http://kyero.com/media)