

STANDOUT PLAN

The **Standout Plan** is the **Global Property Guide**'s most popular plan. It encourages site visitors to get in contact with you. It showcases a description of your company, and allows you to publish articles illustrating your expertise. It shows the location of your office on a map (both locally and nationally). It sends you inquiry leads. Your company will be displayed near the top of our listings.

The Standout Profile

The **Standout Profile** includes many elements designed to help you attract customers. These elements need not all be added at once, they can be built up slowly:

1. **Featured placement of your business listing**, with all essential contact information, near the top of all listings.
2. **Description of your company's** special strengths
3. **Publish articles** and share your expertise
4. **Unlimited leads** delivered right to your inbox
5. Key **Social Media Links**
6. **Interactive location map** helps users find your office

GlobalPropertyGuide
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Financial Overview
 PROPERTY IN UNITED KINGDOM


Overview
 House Prices
 Market in Depth
 Rental Yields
 Taxes and Costs:
 Income Tax et al
 Tax Example
 Taxes if Resident
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Key Contacts
 Accountants
 Lawyers
 Real Estate Agents
 Mortgages

United Kingdom Realtors: Bristol Estates
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About Bristol Estates
 Bristol Estates – realtors with a heart. Right in the heart of Bristol, an easy walk from the most charming sights and attractive areas, two streets away from the University of Bristol, Bristol Estates has a deep understanding of Bristol’s property market, making us the ideal choice for foreign buyers of residential property in Bristol.
 We deal both with sales and with rentals. Our speciality is investment properties, and we can advise you which of the city’s areas are most likely to return good yields and low vacancies in this rapidly changing and growing city., when an unknown printer took a galley of type and scrambled it to make a type specimen book.
 Languages spoken: Arabic, French, German, Spanish

Information from Bristol Estates
 **Bristol's renting scene**
 Bristol is a beautiful and historic city. It has an attractive harbourside, and much 18th and early 19th century Georgian housing laid out in wide dignified squares. Its hilly terrain and ...
[Read More...](#)
 **Clifton, Temple Key, or Cotham?**
 Bristol's different areas have very different characters. There is, on the one hand, stately Clifton, widely admired for its large, comfortable and elegant Georgian houses. There is workaday ...
[Read More...](#)
 **The best place to live in UK?**
 The plaudits keep rolling in. Bristol continues to be voted Best Place to Live in the UK by The Times and was also voted one of the Happiest Cities to Work by The Guardian, which said Bristol "...has, ...
[Read More...](#)

Where to find us


Contact Info, Social Media links
 235 High Kingsdown Bristol, United Kingdom
 mmp997@gmail.com
 1234567890, 9874563210


Company Description

Articles

Interactive location map

Contact Info, Social Media links

Figure 1. The Standout Profile

If requested, the Global Property Guide team can assist Standout Listers with editing text such as **Company Description** or the **Articles**.

The Listings Card

Your **Listings card** contains your essential contact information: *Address, email, website, and phone numbers*. It is also clickable and links to your **Listing Page**. It also enables the visitor to open a form and send you an email message, which is also stored on-site in an easily-available location with the potential clients' key details.

Premium & Standard Listings

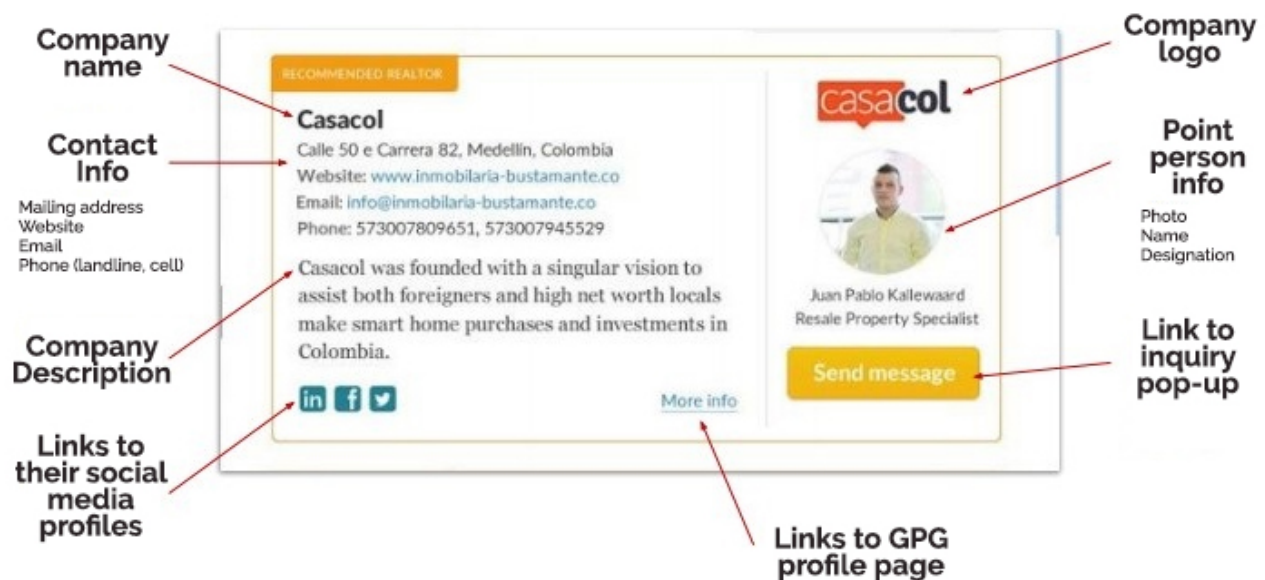


Figure 2. Premium and Standard Listings

When the "Send message" button is clicked a dialogue opens:

Listings Page - Send Message

When the user clicks on any of the "Send Message" buttons on the Listings Page, a pop-up is displayed for the corresponding Professional.

All fields are required.

The message field is pre-filled with a generic inquiry. If the user clicks inside the field, the default message is removed. If the user types their own message then subsequently deletes it, the default message re-appears.

There is a reCaptcha feature to guard against bots.

Figure 3. Listings Page – Send Message

The **Listings Cards** on the **Standout Plan** are positioned at the top or near the top of the Listing Page. Listings in such a visible position tend to receive many more client inquiries.

Premium

Standout

Basic

Free
(Listings only -
no content)

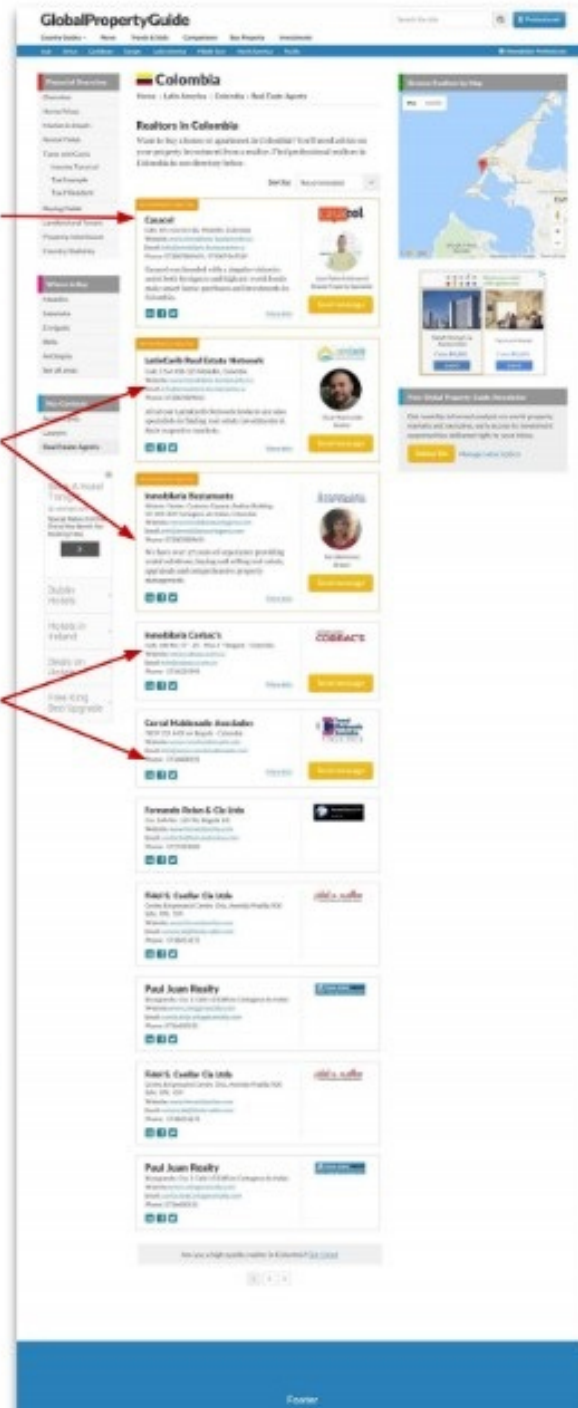


Figure 4. Standout Plan Listings Cards

Clicking on the Listing Card (except on the "Send Message" button) sends your potential client to the Profile Page, where he/she can read about your city, your expertise, and read articles explaining your skills and interests.

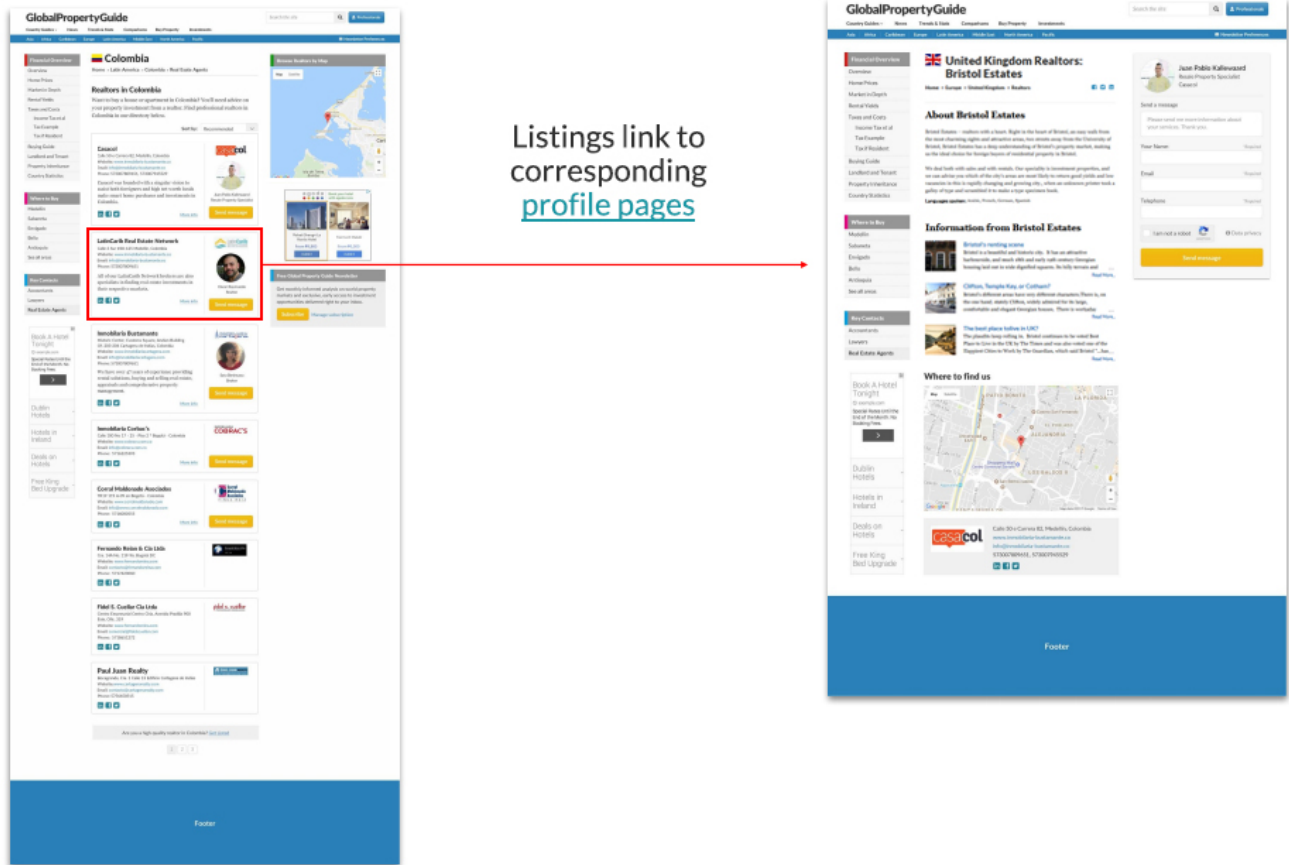


Figure 5. Listings links to corresponding Profile Pages.

Contact form on the Standout Profile page

Your potential client is also encouraged to contact you from this page, via a second contact form:

The screenshot shows a real estate profile page for 'United Kingdom Realtors: Bristol Estates'. On the left is a navigation menu with categories like 'Financial Overview' and 'Key Contacts'. The main content area features a header with the company name and logo, followed by an 'About Bristol Estates' section with descriptive text and a 'Languages spoken' list. Below this is an 'Information from Bristol Estates' section with two article teasers: 'Bristol's renting scene' and 'Clifton, Temple Key, or Cotham?'. On the right side of the page is a contact form for 'Matthew Pollock, Owner'. The form includes a message input field, and required fields for 'Your Name', 'Email', 'Telephone', and 'Country of Residence'. A 'Send Message' button is located at the bottom of the form.

Figure 6. Contact Form on scroll

The contact form scrolls up and down as the potential client reads, staying always in his/her line of sight, increasing the opportunity for contact to be made.

Inquiries from potential clients

Inquiries from potential clients will be *sent to you by email*. They will also be retained here, so you can refer to them. Here is a typical lead:

My Leads Premium Plan

Show newest first

Steve Yegge	steve.yegge@gmail.com	800-237-6639	Jan 22, 2018
Jason Fung	jfung@hotmail.com	888-247-2262	Dec 01, 2017
Jonathan Foster	jon.foster@gmail.com	800-567-6567	Nov 17, 2017
Amy Cao Smith	amycasmith@hotmail.com	+381 11 311 2123	Nov 03, 2017
David Koff	david@koff.com	(+359) 02 402 04 00	Oct 21, 2017
Jean-Louis Gassée	jean@jlg.net	+44 330 365 1918	Oct 06, 2017

Figure 7-A. Leads/potential clients' inquiries

Clicking on a particular lead gives you access to the email the potential client sent you:

My Leads Premium Plan

[← Back to List](#)

Steve Yegge
 United States
steve.yegge@gmail.com
 10k+ 800-237-6639
 Jan 22, 2018

We are looking to relocate/retire in Medellin, in the El Poblado, Laureles or Sabaneta areas. We don't speak Spanish (yet), but I know limited words/phrases, but can't carry on a conversation. Are you (or, anybody are your staff) able to show us some properties? We are looking for 2 bed/2 bath options. Prefer modern amenities. Let me know please.

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Figure 7-B. Leads/potential clients' inquiries

The screenshot shows the GlobalPropertyGuide website interface. On the left, there is a 'Contact Casacol' form with fields for Name, Email, Telephone, and Country of Residence. On the right, the 'My Leads' section displays a table of leads. A yellow callout box points to the first lead in the table, which is highlighted with a red border.

Name	Email	Phone	Date
Steve Yeggen	steve.yeggen@gmail.com	800-237-6639	Jan 22, 2018
Jason Fong	jfong@hotmail.com	888-247-2262	Dec 01, 2017
Jonathan Foster	jon.foster@gmail.com	800-567-6547	Nov 17, 2017
Amy Cox Smith	amycasomth@hotmail.com	+381 11 311 2123	Nov 03, 2017
David Korf	david@korf.com	(+359) 02 402 04 00	Oct 21, 2017
Jean-Louis Gaudin	jean@lg.net	+44 330 365 1918	Oct 06, 2017
Tyler Elliot Bettison	tylerbettison@gmail.com	+44 871 246 0002	Sep 22, 2017
Chris Herd	chrisherd@email.com	+7 495 777-99-99	Sep 16, 2017
Blake Gosard	blakegosard@gosard.com	+385 1 66 76 555	Aug 19, 2017
Erika Thorlson	erika.thorlson@yahoo.com	+44 330 365 5454	Aug 05, 2017

Figure 7-C. Leads/potential clients' inquiries

What next?

Standout Plans are our most popular plan at a price of **US\$50 per year**. Signing up is easy, all you need is a Paypal account or a credit or debit card. Please click the button:

