

Letting Web Business Leads the Way with iPad Technology

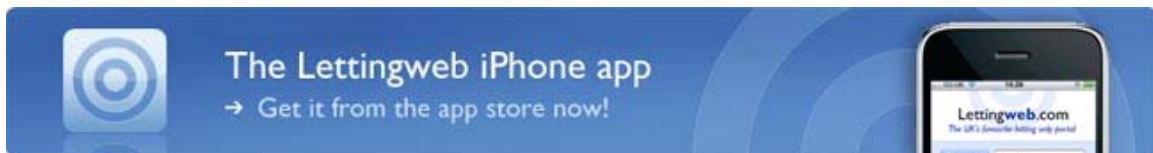


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Lettingweb.com is the first UK property website to announce the development of an iPad application; to add to its property search offering.



After the success of the iPhone and great buzz surrounding Apple's newest creation - the iPad, Lettingweb has decided to embrace this new technology which is certain to take the UK by storm.

Apple delivered over 500,000 iPads during its first week in the US and has experienced an overwhelming demand for the newest must-have Multi-Touch screen tablet computer.

The Lettingweb iPad App will allow users to search for available UK rental properties in their chosen area with a few quick actions. The unique app will let property seekers to view the property's particulars, Google map location and see an album of photos for the property before deciding to enquire directly with the agent. Users can also forward details to friends or add the property to a shortlist so there's nothing for them to try to remember either. For the agent, the chances

of receiving an enquiry are also greatly improved as it all happens instantly.

Lettingweb.com's, Marketing Manager, Mr Richard Matthews, said:

"As a technology business we are focused on providing the most innovative and practical solutions for our letting agent customers. As many home hunters currently use our iPhone App to search for properties to rent we decided to invest in the technology to make searching for a property even easier and faster with the release of the iPad. This should translate to even higher enquiries for our member firms."

"The Lettingweb iPad App is due for release on the App store very soon. So far from our usability testing days we've had excellent feedback from several groups of home hunters who have tested the application. This technology is sure to be the next big thing in the property industry."

Lettingweb's statistics for 2008 and 2009 based on over 7,000 properties every month, show supply of rented accommodation in the first half of both years outstripped demand making it a tenants market. 2010 has seen the reverse happen with demand outstripping supply and as a result rental prices have increased suggesting a landlord market for beginning of the year, which would go against the trend for the past two years.

Mr Matthews added:

"If demand continues to outstrip supply and the market gets competitive for the best properties, home hunters with our iPad and iPhone applications will be able to access details of rented properties on location quicker which gives them an edge over others using more traditional methods."

Mr Trotter, senior property manager at DJ Alexander, said: "Accessing websites and property details via handhelds is the way forward. People expect to see property details in a user friendly format and this is what this application delivers. This technology is not a passing phase and those businesses that embrace it and deliver what customers want will be more competitive in the marketplace."

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About

Lettingweb

Based in Edinburgh, Lettingweb.com was established in 1999 and is now the largest marketplace for private rented property in Scotland with circa 6,000 properties to rent posted live per month through the majority of Scottish Letting agents (circa 300 member firms). Lettingweb has one of the widest selection of [flats to rent in Edinburgh](#), [flats to rent in Aberdeen](#), [flats to rent in Glasgow](#), [flats to rent in Dundee](#) and [flats to rent in Inverness](#) in Scotland. Lettingweb also represents nearly 450 agents in the UK as a whole.

Their website attracts more than 160,000 visitors per month and growing. In quarter 1, 2010 visitor numbers were up by 30% on the previous year.

Lettingwebs primary website www.Lettingweb.com is a letting only property portal which brings together tenants looking for properties and agents renting properties on behalf of landlords.

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