

# Vebra goes Google

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Vebra.com, the UK's leading provider of Internet property search solutions for estate agents, today becomes the first European property software and website specialist to partner global search leader Google Inc, in an association that will revolutionise the way consumers use estate agents property websites.

Vebra's Development Director, Simon Mackin, discusses this latest innovation: "Property websites are generally searched using parametric search criteria. This involves using fixed parameters such as price, location, property type or number of rooms to generate results. Consumers can now enter descriptive searches in agents new Vebra-powered search box. These will return property results generated by the Google Search Appliance running alongside Vebra.com. Free text searches can be used to search for property in general, for example, "3 Bed Semi in Camberwell" or for more unusual features, styles or specific locations, "Barn conversion with conservatory and views of the Cotswolds."

The Google Search Appliance delivers the same relevance and easy-to-use search experience users are accustomed to when using Google.com. "Offering parametric as well as keyword and description searches will enhance the way buyers use agents websites, giving wider search capabilities. As a result, vendors' properties will receive more exposure to the right type of buyer both locally and nationally," says Stephen McCluskey, Vebra's Managing Director, who added. "Estate Agents' websites driven by Vebra.com remain at the forefront of technology. The Vebra-Google relationship continues to fulfil Vebra's philosophy of delivering solutions and partnerships that help agents deliver the very best in service and most appropriate properties to buyers."

Stephen McCluskey concluded: "This announcement represents another fantastic innovation from Vebra, and demonstrates just how committed we are to working with the best possible, internationally-recognised service providers to deliver real results."

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## About Vebra

Vebra is the UK's largest provider of residential estate agency software, property management and marketing solutions. Vebra provides products including Vebra Solex, Vebra EstateCraft, Vebra Premise, Vebra Premier, Vebra 360, Vebra WebLink, Vebra SMS, Vebra Graphics and Vebra Digital Print to the independent estate agency, lettings and property management industries.

Visit [www.vebra.info](http://www.vebra.info) for product information.

Vebra also hosts the international property search portal [www.vebra.com](http://www.vebra.com), which has 145,000 properties for sale with over 2,000 offices uploading every day. The total value of properties for sale on Vebra.com is more than £31 billion.

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