

The Brightsale Revolution Moves to Radio

Submitted by: BrightSale.co.uk

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This morning BrightSale – the UK's fastest growing online estate agency – launched a national radio campaign to promote its revolutionary 0.5% fee / full service offering. Fittingly, BrightSale chose The Revolution 96.2 as its initial partner for the launch of this campaign. The campaign will run for a trial period in the Greater Manchester area, before being rolled out nationwide in the Autumn.

BrightSale Managing Director Andy Etches said:

“As far as we are aware, we are the first online estate agency to conduct a national radio campaign of this kind. This move underlines how online estate agency is moving into the mainstream and becoming increasingly popular. This campaign should help us raise awareness of the great value and service we are able to offer home sellers.”

A full version of the radio advertisement can be heard at:

<http://www.brightsale.co.uk/press-releases/radio-advertising-campaign.php>

Note to Editors:

The BrightSale model combines a low fee (0.5% with legal fees covered as well) with human negotiators based in a call centre in Manchester. The company was established in January 2007 and already has over almost 200 listings.

ENDS

Visit the BrightSale website at www.brightsale.co.uk

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