



**Radarhomes.co.uk**  
Find your home on our radar

CONCERNED OVER THE  
FUTURE OF PROPERTY  
PORTAL CHARGES?

**MOST AGENTS ARE!**

**Radarhomes.co.uk offers property agents a shareholding membership in their own portal, majority owned by the member agents.**

“...Radarhomes... will win more business and be real competition for Rightmove.”

Malcolm Prescott | Managing Director [Webbers Property Services Ltd](#)

"...a real competitor to  
Rightmove and other  
portals."

Stephen Moir | Director of Hennings  
Moir and Chairman of  
Westcountry Team

**Radarhomes.co.uk** has been born out of the increasing desire from agents to start taking back control of their own future internet marketing, allowing them to retain the valuable property data they currently give away to non agent owned portals. Radarhomes.co.uk will future proof its member agents against the rising costs forced upon them by the national portals of which they have no financial ownership or control.

**At present agents provide the content that enriches property portals but are in turn charged for the privilege of doing so with no future financial reward coming back to them, therefore the agents are..**

**...'feeding the hand that bites them.'**

"...We are very  
pleased with the  
response we have had  
since we have started  
to upload our customers  
properties to this site."

Martin Weeks | Senior Area  
Sales Director For Your Move in  
Devon, Cornwall  
& Somerset

# Our technology and services



Radarhomes have several initiatives to deliver a high volume of leads to members and to provide the home hunter an innovative method for finding property:

- An effective Search Engine Optimisation module, which will help rank Radarhomes highly on search engines such as Google
- Additional marketing on high traffic, pay-per-lead portals such as Nestoria.co.uk, free of charge to members
- An innovative and dynamic 'list and map' search facility, which allows the home hunter to dynamically drag, move and zoom around the area they would like to live on a map whilst viewing a traditional listing at the same time
- Email alerts to home hunters to encourage them to revisit a property on the site that matches their criteria.

**In addition**, Radarhomes is able to offer members a free website\* that is tightly integrated with their profile and properties on Radarhomes, and which features property listings and photos, Google Mapping, email alerts and more. We are also able to offer members who type their data into Radarhomes free property data feeds\*\* to other nominated portals.

## About our technology partner

Homeflow was founded in 2006 with a unique mission to support the online property search solution for publishers who have strong property businesses, but who have not yet generated the online revenues those businesses and relationships deserve. Homeflow have gone on to secure several high profile publishers, such as the Independent newspaper, the London Evening Standard's HomesandProperty.co.uk, Newsquest Group, and Trinity Mirror.

\* If applicable: where the use of your data supplied by a software provider does not contravene their terms and conditions

\*\* Free for a 6 month term.

## How Do I Join?

### In order to apply for membership you must satisfy the following criteria:

You must be a qualified recipient of the financial promotion present here either because you are:

- (a) A local property agent who wishes to join us in this combined effort (or joint enterprise) to develop an agent owned property portal in your local area; or
- (b) You are a certified high net worth individual, a certified sophisticated investor, a self-certified sophisticated investor, or a high net worth entity.

**In any event we do absolutely require that you are a local property agent as there is and can be no offer of securities to the public inherent in this arrangement - this is a matter of private concern between local property agents and only such agents are able to become members.**

If you now qualify, please visit <http://agents.radarhomes.co.uk/membership> to view the membership and offer agreement together with all the associated legal documents.

## Costs

- £100 per share. Share purchases are limited at 500 shares per company.
- Subscription is £45 + VAT per calendar month, per branch.

The Radarhomes network involves membership for local property agents on a regional basis as its key criterion and in order to apply for membership you must, as a minimum, be a local property agent who wishes to join us in this combined effort (or joint enterprise) to develop an agent owned property portal in your local area. It is to be noted that the arrangement will not comprise an offer of securities to the public - this is a matter of private concern between local property agents only.

# The People Behind Radarhomes



## Mark Flynn - Founding Director

Mark has been a practising Estate Agent for 22 years having started his career in 1986. Initially working for a 4 office independent he was running his own branch within 2 years. After a corporate buyout in 1988 Mark became an Area Manager. In 1992 Mark together with 4 colleagues set up Bradleys Estate Agents. In June 2008 Mark left Bradleys to develop and launch Radarhomes.co.uk.



## Julian Partridge - Founding Director

Julian Partridge has an extensive and highly successful background within the estate agency industry spanning the last 20 years or so, most latterly as a Director for the South West's largest Independent Estate Agent. Julian is responsible for the creative, visual and marketing elements; this includes branding, web design and advertising.



## John Moss - Regional Sales Director

John has practised as an Estate Agent for some ten years, quickly advancing into managerial roles with both local independent and corporate agencies located in the South West. John was instrumental in helping shape the development and launch of the Radarhomes Group. He has taken responsibility, as Regional Sales Director, for driving the business forward throughout the South West region.



## Pete Henderson - Regional Sales Manager

Coventry born and based, Pete has been MD of Heath Road Motors Ltd. for over 20 years and worked for Brian Holt (local estate agent) for 3 years where he developed an interest for the property market. A married family man, Pete played rugby for Coventrians and Kenilwoth (captain 85/86), and is a keen skier and terrible golfer.



## Andrew Potter - Regional Account Manager

A Yorkshire man who served 21 years as an estate agent, working with both independent and corporate companies. Andrew gained a wealth of experience working in the Westcountry before returning to Yorkshire and working in the North East of England. He left frontline estate agency and runs a successful business providing associated services to the industry.



## Daniel Miller - Operations Manager

Daniel heads up the Operations and IT for Radarhomes and graduated with a BSc (Hons) in Computing from Plymouth University in 2009.

The company structure of the Radarhomes Group consists of 5 regional companies, all of which are majority owned by the member agents of their region. All of the companies operate as [www.radarhomes.co.uk](http://www.radarhomes.co.uk)

Radar Homes Caledonia Ltd

Radar Homes North Ltd

Radar Homes Midlands and West Ltd

Radar Homes South West Ltd

Radar Homes South and East Ltd



## Contact Information

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