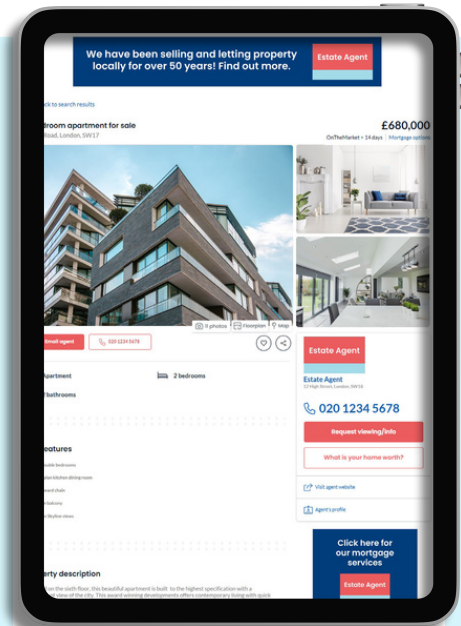


Mortgage Activator

Financial Services are a significant secondary income stream for many of our agents and as the agents' portal, we want to support your autonomy and these valuable relationships. Mortgage Activator provides your chosen Financial Services partner with consumer facing branding opportunities from the very beginning of your dialogue with applicants and vendors. We're giving every agent who advertises with us the opportunity to exclusively showcase their nominated Financial Services partner or Mortgage Broker on their listings.

Features

- Mortgage Activator consists of three elements; a leaderboard and MPU advert and a "Mortgage options" link under the property price that will appear on every property full details page.
- The creative can be different on each advert and can be changed monthly
- Different creatives give you the opportunity to target different services where appropriate, for example, mortgages for first time buyers, financial services for landlords, home mover mortgages etc.
- Each advert can link through to a URL of your choice, either to your website or that of your Financial Services partner or Mortgage Broker
- The cost stays the same, no matter how many properties you have listed with us..
- If you take Mortgage Activator, no other Financial Services brand will appear on your listings



How do they work?

Banner creatives should be provided in the following sizes as JPEG/PNG/GIF or HTML5 (HTML5 to be supplied in zip file):

- Leaderboard advert - 728(w) x 90(h) pixels (desktop & tablet)
- Mobile leaderboard advert - 320(w) x 50(h) pixels
- MPU advert - 300(w) x 250(h) pixels (visible on desktop, tablet & mobile)