

**Starberry launch multiple new websites on three continents**

One of the UK’s largest providers of retail agency website and lead generation technology, Starberry has launched a record number of websites during July, launching websites across three continents.

Ben Sellers, Co-Founder and CEO of Starberry, says that company has had its best month on record, launching five websites in a single month in Dubai, Los Angeles, Hong Kong, Manchester, and London. “New website launches doubled last month for Starberry, which reflects the year-on-year increase in digital spend we are seeing amongst those within the property sector, both here in the UK and abroad. During the first quarter of this year, we saw an increase of nearly 500% in digital spend from our estate agency clients as more and more property professionals move their digital spend away from portals and into growing their own digital footprint, a trend that has continued into the second quarter of the year,” says Sellers.

He adds that the pandemic has hastened a shift in the industry towards more emphasis being placed on a business’s digital footprint, something he believes was already on the cards but evolved far quicker as businesses were forced to become more virtual in their dealings with their clients. “Websites are a business’s global shop window, connecting agencies with clients from around the world. The vast majority of people who are looking to buy, sell or let a home will use the internet to find a property or an agency before they even step out of their front door. A digital presence is essential and ensuring that presence is utilised to its full potential by optimising lead capturing, lead generation and lead nurturing is crucial. Businesses are wanting websites that are engaging and will help them to grow in today’s competitive digital environment,” Sellers comments.

The websites launched in July include:

**haus & haus (Dubai)** <https://www.hausandhaus.com/>  - Winners of the ‘Real Estate Agency of the Year 2020’ in Dubai, haus & haus are a long-standing Starberry client who were looking for a refresh and an update of their website with the latest property technology and web features. These include virtual valuations and viewings, video reviews, virtual property tours and much more.

**Bentley Hurst (Manchester)** <https://www.bentleyhurst.co.uk/>  - One of Manchester’s leading estate agents, with a unique selling proposition focused on a combination of deep expertise in the Manchester property market and insight won from using the latest data and technology. They requested a fresh new web presence that delivers this core offering and makes smart use of the latest web features available in the industry.

**Complete RPI (Surrey, Hong Kong, Singapore)** <https://www.completerpi.com/>  - an international property investment and asset management company with 20 years presence in over 30 countries, Complete RPI wanted a web presence that would strengthen their brand awareness and showcase their unique service and approach - that of an independent and strategic agency, focused on smooth and straightforward hands-on asset management. Complete RPI are members of The Guild of Property Professionals and partners with Fine & Country.

**Inventure Recruitment (Los Angeles)** <https://www.inventurerecruitment.com/>  - a recruitment agency based in the USA, specialising in the technology and renewable energy industries, with offices in Los Angeles, New York and Chicago. Starberry worked with Inventure on their entire digital presence - from branding to web design and content creation.

**Anthony Pepe (London, Hertfordshire)** <https://www.anthonypepe.com/>  - Leading estate agents with six branches in North London, Anthony Pepe have an established brand presence digitally and wanted a clean-cut, video and people-focused website that would reflect the fantastic company culture and quality service that the agency provides to its customers.

“We are very proud of the work our team has done on these websites and the fact that we were able to launch all of them in the time frame that we did. These websites are on the cutting edge of digital innovation and will help these businesses to grow their online presence and engage with more potential clients,” Sellers concludes.

**-ENDS-**

**Editors’ Notes**

**Starberry**

Winner of ‘Best Large Supplier’ EA Masters 2021 award, Starberry is a global digital agency specialising in brand strategy, web design and digital marketing for estate agents, new homes developers, and the proptech industry in the UK and internationally. Their mission is to ‘Create Awesomeness and Deliver Results’, aiming to be the number one ‘lead generation powerhouse’ for the property industry.

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epropservices delivers technology services to the property industry through brands such as Starberry, a digital lead generation powerhouse, its membership organisation, The Guild of Property Professionals, and its global premium estate agency brand Fine & Country.