

thinkproperty.com deal with moneyexpert.com



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Industry: [Real Estate](#)

Press Release Summary: thinkproperty.com announce the signing of a deal with MoneyExpert.com, to provide personal finance comparison content to thinkproperty.com

Press Release Body: **thinkproperty.com**, a major independent consumer property portal, ranked 3rd within the top UK property websites (Source: Hitwise, December 2007), has signed a deal with **MoneyExpert.com**, to provide personal finance comparison content to **thinkproperty.com**.

The 1.6 million users of the thinkproperty.com website (Source: Hitbox, January 2008) will have access to **MoneyExpert.com's** financial comparison service when researching mortgages and insurance products. **MoneyExpert.com** will list mortgages and insurance policies from more than 150 providers on **thinkproperty.com**.

The independent financial comparison service will enable thinkproperty.com's users to find the mortgage provider most likely to accept their application through **MoneyExpert.com's Credit Profiling Tool**, which carries out a credit profile before compiling a best-buy list of providers most likely to accept the applicant.

Sean Gardner, Chief Executive of MoneyExpert.com, said: "We are delighted to announce this partnership with thinkproperty.com and

*are very excited to be working with them as we have been impressed by **thinkproperty.com**'s growth over the last 12 months."*

He continued, "At **MoneyExpert.com**, we pride ourselves on our market leading aggregator and look forward to providing *thinkproperty.com* and its users with the best possible service."

Suzanne Deakins, Head of Group Marketing at thinkproperty.com commented: "We look forward to working closely with **MoneyExpert.com** to ensure our users get the best possible independent financial comparisons. This is an exciting partnership for **thinkproperty.com** as we aim to provide our growing user base with relevant content and products to make their home moving process easier."

thinkproperty.com now holds over 560,000 [properties in the UK](#) as well as [property overseas](#), and currently works with over 5,700 agents who upload their stock to the site and benefit from an increasing number of leads originating from the [property](#) portal.

thinkproperty.com places **Web 2.0 methodology** at the heart of its functionality, with market-leading functionality including Google mapping; property ranking; RSS; and Video Tours being core features.

MoneyExpert.com offers a unique service which enables people to find the financial products which best meet their specific needs, and which they are more likely to be successful in being accepted for. It includes exclusive research conducted by MORI, which reveals providers' service levels. This information is married up with a financial database which lists the products suited to the customer. For the first time, people can review a product's price, features and also the level of service offered by the provider to enable them to make a more informed choice.

MoneyExpert.com aims to demystify the complex world of personal finance, and to help inform customers of the choices available.

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Notes to Editors:

About thinkproperty.com:
The Guardian Media Group plc ('GMG') is one of the UK's leading multimedia companies, with a diverse portfolio that includes **GMG**

Property Services Group which wholly owns and operates **thinkproperty.com**, as well as **Vebra and Core Systems**, both providers of estate agency software. **GMG Property Services** is a leading supplier of sales and marketing solutions for the UK property market, which improve the efficiency and effectiveness of agents and ultimately, drive more profit.

GMG Property Services Group also owns Vebra, the UK's no1 provider of estate agency software.

GMG is wholly owned by the **Scott Trust**, which was created in 1936 to secure the financial and editorial independence of the Guardian in perpetuity.

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