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PRESS RELEASE

Smart Agent

Gascoigne Halman is to become one of the first of a new breed of 'Smart Agent' as they launch one of the first iPhone apps and Smart phone web sites in the estate agency market.

The app can be downloaded free of charge from iTunes for iPhone users and accessed automatically via Gascoigne Halman's web site for Smart Phones, has been specifically developed to make searching for properties for sale and to let as easy as possible. The new technology allows you to search for the property of your dreams and it couldn't be simpler. Key in your property parameters and your search details will appear on your screen in seconds.

User functionality includes a search feature which allows you to carry out a search for properties in a specified location or postcode. Search results of both can be viewed in a list or on a map.

With one touch, full property descriptions including images can be seen and then emailed to a friend or added to a shortlist of your favourite properties.

If you want to visit one of Gascoigne Halman's 16 offices then simply use the branch locator and with the touch of the screen you can email or call the office direct from your iPhone.

John Halman, Managing Director of Gascoigne Halman said: "New technology has redefined marketing strategies. It's vital that a customer focused business like ours is at the forefront of communication developments. I'm sure our customers will find the app an incredibly useful tool. And it's free to download!"