



AGENT NOT NEEDED

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Executive Summary

Agent Not Needed is a peer to peer property platform that allows buyers and sellers to communicate and transact property directly without the need for estate agents.

Our grand vision is to build a peer to peer property platform built on the blockchain where you can buy, sell and rent property directly without the need for estate agents, solicitors or conveyors. We will utilise AI and machine learning to improve the efficiency of conversions on our platform and further improve our product and concept. We will work towards achieving this vision in phases across the next 5 years.

We believe our property platform will revolutionise the entire property industry as it will empower buyers and sellers alike by making the process of transacting property faster, cheaper and more efficient. The use of blockchain technology will reduce the risk of fraud, smart contracts will reduce human error and escrow will decrease the failure rate of completed property transactions and failure rate in the chain. This model along with real time tracking of the property transaction process will help to eliminate some of the major concerns individuals have when it comes to transacting property.

The UK HM Land Registry have released a business strategy document to have their own blockchain built for land registry by 2022 with the mission “To become the world’s leading land registry for speed, simplicity and an open approach to data”. Once completed, we will look to implement our platform with the government blockchain to complete the land registry.

Agent Not Needed will first be available to the UK with the plan to expand to other countries such as the US, Canada and Australia and then further expand to other countries around the world with our property rental solution being added during further UK releases of our platform.

Version 1.0 of our property platform (released): www.agentnotneeded.com

Agent Not Needed Ltd (Company No. 11062976) is a private company registered in the UK.

Our team and advisor board consists of experts in their fields having worked alongside high profile companies such as IBM, Airbus, BBC, Oculus, Jet2 and EE.

Our platform will generate revenue from successful property sales and additional bolt-on services along with advertising, commission from mortgage brokers and third party service providers.

We are raising the funds to develop and launch the blockchain version of our platform by selling ERC20 cryptocurrency tokens called ‘Agent Not Needed (ANN) tokens’, which are utility tokens like platform credits. ANN tokens can be purchased from our token sale website:

tokensale.agentnotneeded.com

Our official token sale has begun and ends 31st March 2018 with the potential to raise up to £10.25 million. Please refer to ‘Use of Funds’ section of our whitepaper for how we plan to use the money

Agent Not Needed Platform Development Phases

Below you will find the phases in which we will be implementing each part of our strategy. You can also find our roadmap for timing in the 'Roadmap' section of this document on page 29-31.

Phase One: We will provide a peer to peer property platform that allows buyers and sellers to transact property directly without the need for an estate agent. Our property platform is currently in this phase and is released as Version One in the UK. Our current focus is to build a buyer and seller customer base and prove that estate agents are not required to sell a property and that individuals can handle and wish to handle the communication, negotiation and property viewings aspects themselves. This will save the seller money and both buyer and seller time. Our focus is also to implement platform updates to improve its features and services. We also plan to release our property rental solution during this phase and also our service lead auction system for mortgage brokers and property services providers (insurance, gas, electric, mortgage, etc).

Phase Two: We will focus on removing the solicitors from the process by building on the blockchain and integrating smart contracts to complete all the solicitation in house. This will reduce time and costs for sellers. We will also be implementing our property rental solution during this phase to enable landlords and tenants to rent property through our platform.

Phase Three: The UK HM Land Registry have been in discussions whether to use blockchain technology for land registry and to have legislation changed to allow this [4][5] and they have now released a business strategy document to have this implemented by 2022 [6]. At that point we will look to use smart contracts to complete the conveying process once it is understood how HM Land Registry new system works and how we can integrate or utilise it with our property platform. Once this stage has been completed it will save the seller money and both buyer and seller time as the whole property transaction process will be able to complete on our platform without the need for third parties.

Platform Listings Marketing Strategy

The *Agent Not Needed* property platform will provide exposure for listed properties on the platform through marketing via social media which means the *Agent Not Needed* property platform will remove the need to use estate agents who mostly list on popular property portals such as Rightmove and rely on Rightmove's marketing to gain national exposure for the property. We also plan to use machine learning to master the property selling process and improve our platform and services.

Market & Industry

This section provides a short breakdown of the UK property market along with figures reported from estate agents and property portals who are selling property. The aim of this section is to provide an understanding of the current market state, displaying who the market leaders are and what the current ceiling of property sales and revenue generation is.

UK Housing Market

The figures shown below are the amount of property sales in the UK in 2016 and 2017.

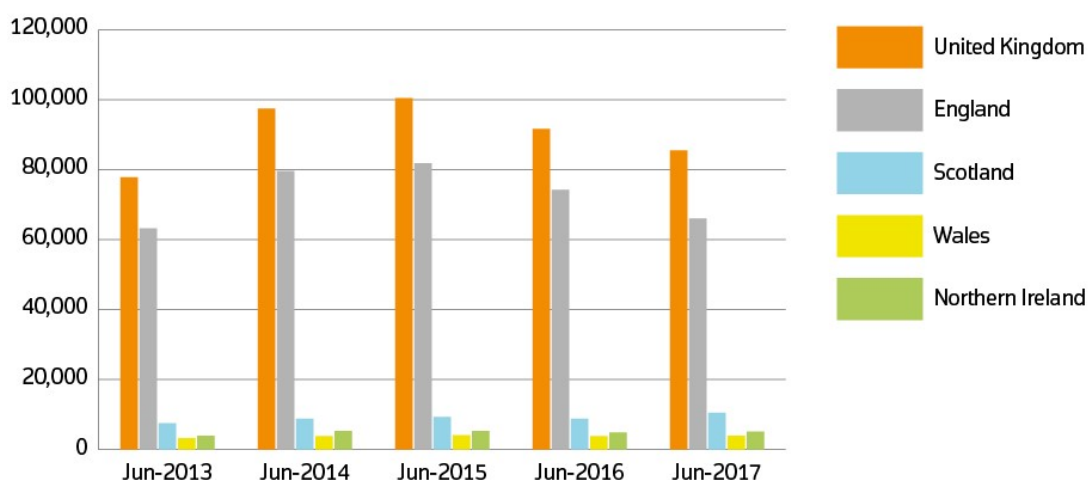
Sales volumes

Number of sales by country

Country	June 2017	June 2016	Difference
England	66,082	74,259	-11.0%
Northern Ireland (Quarter 2 - 2017)	5,106	4,865	5.0%
Scotland	10,473	8,782	19.3%
Wales	3,867	3,812	1.4%

Sales volumes for the UK over the past 5 years

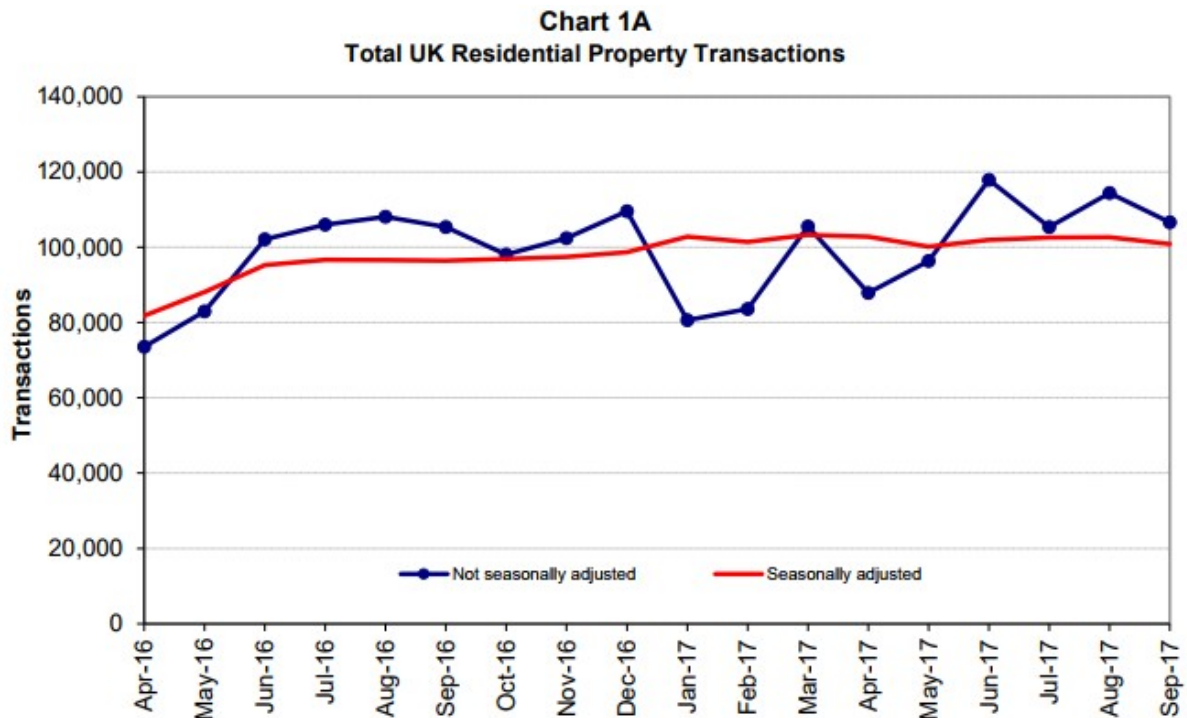
Sales volumes for 2013 to 2017 by country: June 2017 [1]



The provisional seasonally adjusted UK property transaction count for September 2017 was 100,850 residential and 9,440 non-residential transactions.

Residential transactions

Chart 1A shows the historic time series for residential property transactions. [Reviewed 24 October 2017]



The figures for the three most recent months are provisional and therefore subject to revision. [2]

Estate Agents

[3] Based on current estate agent data on first 1st March 2017;

Company	Property Listings	Property Sales
Country Wide	18,255	10,989
Connells	18,207	11,342
Purple Bricks	10,170	9,102
YOPA	846	703
LSL	7723	3,907
Spicehaart	7020	4204
Foxtons	3498	1707
HouseSimple	1581	782
eMoov	1084	668

Hybrid Estate Agents

Purple Bricks reported £18.6 million revenue in 2016 [9]

Traditional Estate Agents

Country Wide reported £212 million revenue in 2016 [10]

Property Portals

Online Property Portals

Right Move reported £219 million revenue in 2016 [11]

Zoopla reported £197 million revenue in 2016 [12]

US Property Portal

Zillow reported £646 million revenue* in 2016

Earnings report is in US dollars (\$), converted to GBP (£) on 13/11/17

The Problem

Overview

The overall problems the property industry has is that there are many third parties involved in the process of transacting property that the costs are high, the process slow, the process status is unclear and sometimes the work is not carried out correctly resulting in land registry and property ownership mistakes and buyers and sellers are in cases subject to fraud. With property rentals, costs are high and the process stressful. This section of the document breaks down some of the problems with the process and industry and reveals how our platform will resolve these issues, improve the process and in turn revolutionise the whole industry.

Sources for problems can be found in source links [7][8].

Problem 1: Cost

Costs associated with selling a property are the fees set by estate agents and solicitors. The two most common pricing models set by estate agents currently are commission based and flat fee.

Commission based estate agents will take a percentage of the property sale amount regardless of the price of the property and regardless of the work required by them and value they added to convert a sale. This commission in the UK can range between 1%-3% not including VAT, though this commission is even higher elsewhere in the world where it is over 4% in Australia and between 6%-10% in the US. Regardless of the fact the UK commission is low in comparison, it is still high in terms of cost to sell a property.

Flat fee based estate agents will charge a fixed fee but in most cases as their fee is paid upfront, there is no incentive for the estate agent to sell the property. The other factor is that both flat fees and commission costs from estate agents include additional services such as photography, EPC ratings, floorplans etc, but even if you already have some top quality photographs, floorplans and a copy of your EPC rating, the cost won't be decreased which seems somewhat unfair.

For property rentals, estate agents also charge a fee to manage a property which is an approach many landlords take due to the amount of processes involved which is very time consuming. For potential tenants, the process is not only time consuming but costly as they usually have to pay for credit reference checks with each estate agent separately to even be considered for a property and when the potential tenant is eventually accepted, they usually have to pay bonds and upfront rent payments, usually a month or a few months worth. This can actually deter potential tenants that may have been great tenants but just did not have the money they required to pay upfront and move in.

Agent Not Needed Solution: Cost

The *Agent Not Needed* property platform aims to solve 'Problem 1: Cost' for property sellers by allowing individuals to pay only for what they need. If they require floorplans then they can pay for that service, if not then they will not have to pay for that service. Additionally, any services the individual does pay for will become their property. For example, they pay for professional photography of their home, they will receive digital copies of their photographs with the permission to use them wherever they desire, not exclusive to our platform. The other solution *Agent Not Needed* provides directly to the costs is that we do not take a flat fee upfront, and we do not charge a commission on the sale price. We charge a flat fee but only on a successful sale of a property giving the individual the peace of mind that if it doesn't work out they have not wasted any money trying. We are able to take this stance as we are confident in our marketing ability to convert a listing to a sale on our platform, and our flat fee will be fixed. It is worth noting that Version One of our platform will not be charging a fee to begin with.

We aim to solve the property rentals cost issued by credit checking potential tenants once and using that credit reference across all rental properties on our platform allowing landlords the peace of mind that a credit check has been carried out on individuals and saves the potential tenant money and make the process of moving house easier as they will be able to see what properties they would be accepted for. Eventually with the blockchain version of our platform, we aim to create profiles for both landlords and tenants with an attached value/ feedback score so a landlord can see how trustworthy and reliable a potential tenant is before deciding to accept or reject them for their house. The same will be built for landlords which will show how efficient they are at resolving issues in their property etc allowing potential tenants to decide if they wish to move into a property owned by that landlord. Each individual's profiles will be built and added to the blockchain making their data and track record secure so it cannot be manipulated and each individual will be able to build a trusted track record making the vetting process quicker and coming to a decision less worrying. Also this can open up the opportunity to either remove or present alternatives to the upfront bonds and rent payments the industry has become used to for added security.

Problem 2: Gazumping

Gazumping is when a seller accepts a buyers offer but then decides to accept another offer that is higher in value. This is legal in England and Wales prior to the exchange of contracts regardless of how much the buyer has spent in surveying etc. Estate agents allow this as they will receive a higher commission. Though the estate agent is supposed to be working in the interest of both buyer and seller, this example proves they don't, but also common sense shows that it's not possible to do so. How can an estate agent work in the interest of the seller getting them the highest price possible for their property but then also in the interest of the buyer getting them the lowest possible price for the property? It's just not possible and commission charging estate agents will almost always act in favour of the seller as they will get paid more.

Agent Not Needed Solution: Gazumping

We allow buyers and sellers to transact directly, so buyers and sellers can negotiate a price directly through our platform with no charge to do so. Once a seller accepts an offer it is locked and no other buyer can make an offer taking away the factor of 'gazumping'.

Problem 3: Paying an Estate Agent yet conducting your own viewings

The famous phone call from the Estate Agent that you paid to manage the sale of your property including the viewings, "We don't have anyone available to carry out the viewing, can you do it?"

Most sellers will agree as they are desperate to sell their property and don't want to miss out on a potential sell opportunity, but when a seller is paying so much in costs to an Estate Agent for their service, why should they conduct the viewing themselves. But aside from that, even if Estate Agents did conduct the viewing, in some cases Estate Agents lose the sale by being too pressuring, not knowing very much about the property or being dishonest. This can also be said for property rentals.

Agent Not Needed Solution: Viewings

Our platform makes it easy for individuals to arrange viewings with the buyer, seller or potential tenant with no charge to do so. The landlord or seller can set their availability and the buyer or tenant can select an available date and time and send a viewing request. The landlord or seller can then confirm or reject the viewing request and if accepted they can conduct the viewing themselves but save on the costs of paying estate agents. This also saves property sellers the fees they are paying even when they have to conduct the viewings themselves anyway. As explained 'Problem 3', estate agents don't always do a good job selling a property to a potential buyer in viewings. As the property owner, a landlord or seller is able to provide accurate information regarding the property and speak honestly with the buyer or tenant which in effect is reassuring and increases the chances of converting the sale or gaining a tenant.

Problem 4: Poor Communication from Estate Agent

When using an estate agent, the agent acts as a relay for messages between buyer and seller. That means that when a seller has a message for a buyer, they must first tell the estate agent and expect the estate agent to relay that message to the buyer exactly as they said it and the same from buyer to seller. The other factors expected is that the message is delivered not only accurately but in a timely manner and not the next day as the agent managing your property sale is not in that day or the estate agents is closed.

Agent Not Needed Solution: Communication

Our platform allows buyer and seller to communicate directly with no charge to do so. This eliminates the estate agent altering the messages from both buyer and seller and also reduces the time for messages to reach the other party. Better yet, our platform doesn't close at 5pm so even if you wish to send a message at 8pm as you were late finishing work that day, you can. This reduces the stress felt by both buyer and seller and reduces the time it takes to come to an agreed sale and gives the individual direct control over the process.

Problem 5: Process Tracking

Buyers and sellers are usually waiting to hear from one of the third parties in the chain to relay updates regarding their property transaction process. This adds to the stress of the process, not knowing what exactly is happening.

Agent Not Needed Solution: Process Tracking

Once our platform enters phase two of our roadmap, we will be adding a process tracking feature so buyers and sellers know exactly at which point in the process their transaction is. This will relieve the stress of waiting to find out. Eventually the whole process will be trackable once our platform implements the full transaction service in house.

Problem 6: Three Month Transaction Process

The process of transacting property can take between 2-3 months in the UK and is not only a long process but stressful and time consuming.

Agent Not Needed Solution: Transaction Process

Our platform once in its fully visualised state being built on the blockchain and using smart contracts, the smart contracts will be used to do the work of solicitors and conveyors removing the need for third party involvement. The UK HM Land registry have planned to move land registry in the UK to the blockchain which will mean we can implement or utilise the land registry blockchain to complete the transaction digitally and quicker. It is not unrealistic to imagine a property could be listed for sale and then sold and the whole process completed the very same day though this would require both buyer and seller to have everything required to hand and come to a sale agreement also in the same day. Regardless, the process could definitely be reduced to a matter of days rather than 2-3 months.

Problem 7: Land Registry Errors & Risk of Fraud

In many cases, buyers are subject to mistakes due to solicitors and conveyor errors resulting in them not correctly owning their property which they only sometimes find out when they decide to re-mortgage their house. In other cases property fraud occurs when someone who doesn't own a property intentionally sells a house to profit yet has no permission to do so [13].

Agent Not Needed Solution: Land Registry Errors & Risk of Fraud

With the use of smart contracts completing the work that is traditionally completed by solicitors and conveyors, the property transaction process will be carried out more securely and without the risk of human error that can leave property buyers not owning their homes due to human error when filling out the correct forms etc.

Our platform once in its fully visualised state being built on the blockchain which will reduce the risk of fraud as property will be on the blockchain and will contain all of the properties details including the property ownership details which due to the nature of blockchain, cannot be manipulated or backdated as the blockchain itself is a digital ledger that is chronologically ordered and a copy of that ledger is held in an encrypted form by multiple members of public, so if a change is made to an earlier entry, it will be noticed and not accepted by the blockchain as the other copies will not match. This in turn also means that when the blockchain is updated including new ownership of the property, all copies of the ledger are updated. The UK HM Land registry have planned to move land registry in the UK to the blockchain which means that property ownership information can be checked and only transacted by property owners so the likelihood of fraud is greatly reduced.

Problem 8: Getting Exposure for a Property

Understandably, individuals acting without an estate agent trying to gain exposure for their property can be a little difficult if they have no marketing experience, and to get listed on popular property portals such as RightMove they have to go through an estate agent. The reason for this is that RightMove was founded by estate agents for estate agents.

Agent Not Needed Solution: Exposure for a property

Our platform will not only allow individuals to list their properties for sale or rent but will also promote them directly for the seller or landlord at no extra cost. Unlike RightMove that drives traffic to its site overall to gain traffic increasing the potential to sell or rent a property, we will drive traffic to our listed properties directly using social media marketing and profiling the ideal buyer or tenant for each property. The idea is to not only drive traffic to a listing, but to drive traffic that would actually be interested in buying or renting that property and also that has the means to. We aim to master this process at a later stage with the use of AI and machine learning but from as early as our Version One launch, we will market listed properties directly to turn listings into converted sales.

Problem 9: Even Agreed Deals Fall Through

Due to the long process of transacting property, agreed deals often fall through. This is also the case when a buyer is purchasing a new property with the money they are expecting to receive from their property selling. Unfortunately it only takes one person to cancel their decision to buy a property and it can lead to a chain reaction of deals falling through.

Agent Not Needed Solution: Agreed Deals Fall Through

This issue will be resolved once the full version of our platform on the block chain and with smart contracts is introduced. We will resolve this problem by adding a feature that once a deal has been agreed, both the money and property itself will be frozen in escrow until the deal is completed and then the assets are transferred to the other party. This solution will reduce the amount of agreed deals falling through due to the greatly reduced property transaction time our platform will provide.

[7][8]

Our Unique Selling Points

Where you may think current property portals such as Rightmove and Zoopla could implement allowing individuals to list properties with them directly the fact is they genuinely won't due to the following factors;

- Traditional Estate Agents founded some of the Major Property Portals
- A lot of their Revenue is generated from Traditional Estate Agents listing Properties on their Portal.
- Traditional Estate Agents Will not List Properties on Portals where the General Public Can Also list their properties themselves.

Our peer to peer property platform is one of the first of its kind and we expect to face a lot of push back from the traditional industry though we believe that as our property platform genuinely solves industry problems and has been built for the public with the individual in mind, we will naturally begin to take a share of the market with individuals refusing to use estate agents now that they will have the option to do it themselves using the tools we provide on our platform.

Agent Not Needed Benefits for Buyers

- Ability to make an offer direct to the seller through the platform
- Ability to arrange a property viewing direct to the seller through the platform
- Ability to communicate with seller directly through the platform
- Ability to complete the transaction quickly and hassle free
- Reduced costs
- 24/7 access
- Reduced risk from fraud with use of the blockchain*
- Real time tracking of the status of the sale

* Feature will be available on the full version of the platform that is built on the blockchain with smart contract integration (phase three).

Agent Not Needed Benefits for Potential Tenants

- Ability to make carry out credit check once but usable multiple times
- Ability to arrange a property viewing direct with the landlord through the platform
- Ability to communicate with a landlord directly through the platform
- Ability to complete the tenancy agreement quickly and hassle free*
- Reduced costs
- 24/7 access
- Reduced risk from fraud with use of the blockchain*
- Real time tracking of the status of the process

* Feature will be available when our rental solution is released on our platform that is built on the blockchain with smart contract integration (phase three).

Benefits for Sellers

- Ability to accept offers direct from the buyer through the platform
- Ability to arrange a property viewing direct with the buyer through the platform
- Ability to complete the transaction quickly and hassle free
- Ability to communicate directly with the buyer through the platform
- 24/7 Access
- Accessibility to all features that are required if required when selling a property (EPC Ratings, Valuations etc.)
- Save money with smart contracts cutting out the need for a conveyer and solicitor*
- Reduced risk from fraud with use of the blockchain*
- Real time tracking of the status of the sale

* Feature will be available on the full version of the platform that is built on the blockchain with smart contract integration (phase three).

Agent Not Needed Benefits for Landlords

- View potential tenants credit checks
- Due to reduced costs of credit checks for potential tenants, chances of losing potential tenants are reduced.
- Ability to arrange a property viewing direct with the potential tenant through the platform
- Ability to communicate with a potential tenant and current tenants directly through the platform
- Ability to complete the tenancy agreement quickly and hassle free*
- Reduced costs
- 24/7 access
- Reduced risk from fraud with use of the blockchain*
- Real time tracking of the status of the process

* Feature will be available when our rental solution is released on our platform that is built on the blockchain with smart contract integration (phase three).

How it works

Buying and Selling Property

Once our platform is built on the blockchain, we will convert property into digital tradable assets which will be encrypted digital files containing all the information regarding a property and its ownership. This will allow smart contracts to use it and update its info when sales are completed and the property asset will be owned by the buyer and proof of that will be in the blockchains digital ledger which cannot be faked or manipulated. This will reduce fraud risks as no one can pretend to own a property and take the buyers money, as ownership can be checked.

Once registered on our platform, users can list their property for sale which will work similar to how you create an eBay listing. A buyer who has created an account, can directly request viewing times and dates with sellers, message the seller directly to ask questions and also have the option to place an offer for the property if they are interested.

On version one of our platform, sellers can accept or reject viewing times and dates, reply to messages received and accept or reject offers or send counter offers till an agreed price is met. Once both parties have agreed to the sale, our platform will automatically pass the agreed sale on to a third party solicitor and conveyor to complete all the legalities and complete the deal, though eventually the blockchain version of our platform with smart contract integration will carry out all the required legal work in house and complete the transaction. The smart contract will send both the money and property to be held and frozen in escrow until the contracts have been signed by both buyer and seller (signed electronically). Once both parties have signed, the smart contract will release the money to the seller and the property to the buyer and will update with the governments land registry.

The UK government have been in discussions of whether to use blockchain technology for land registry and to have legislation changed to allow this [4][5] and they have now released a business strategy document to have this implemented by 2022 with the aim “To become the world’s leading land registry for speed, simplicity and an open approach to data” [6]. See reference link 6 for HM Land Registry Business Strategy Document Link.

Until this is ready, we will work with third party trusted and regulated companies to provide any and all the information required regarding a property and pass the agreed sale to a solicitor and conveyor to complete.

Our platform will first launch with a buying and selling system based on a fixed price though we plan to also look at giving sellers the option of running an auction on the platform for their property. Also we plan to look at the property rental market and how we can implement the option to offer property to rent through our platform in the future.

Buying a Property with a Mortgage

Before buyers can make an offer, our platform will ask the buyer if they require a mortgage and if they select yes, then the buyer will be provided a mortgage quote on the platform from a third party mortgage provider. If they already have an agreed mortgage, the buyer will be required to upload these documents on our platform for verification and then once accepted the buyer will only be able to place offers up to the price they have a mortgage for. If the buyer doesn't require a mortgage then proof of available funds they have to spend on a property will be needed and again the buyer's platform account will limit the buyer to making offers up to the value they have available to spend. Offers on multiple properties will be allowed as long as the combined offer value does not exceed the buyers offer limit.

Renting a Property

The rental solution that we will introduce on our platform during phase two of our product roadmap, will provide the tools to allow landlords to manage their property rental and potential tenants the means to rent a property both with reduced costs, faster process time and an overall less stressful experience.

Landlords will be able to list their property for rent and set required values such as minimum credit reference score, rent costs etc. A potential tenant will be able to communicate directly with the landlord, arrange viewings and apply to rent the property. Unlike the traditional process of paying for a credit check with each estate agent separately which can become a very costly process, *Agent Not Needed* will use a third party credit reference agency through our platform to provide a credit reference once for potential tenants which can be used with any available rental properties on our platform. This will save the potential tenant time and money and make it much easier to see which properties they would be accepted to rent. Both potential tenants and landlords will build a profile on the blockchain which contains their value score which is a rating provided by the other party when they are either renting or renting out a property. For example, if a tenant always pays on time and when moving out of a house leaves it clean with no damage and no issues then a landlord will provide a positive value score similar to feedback on eBay so that another landlord considering a potential tenant for their property can see their score to help them make a decision whether to accept a tenant or not. The same is true for landlords who may build a positive value score from tenants who rated them positively if the landlord resolved property issues quickly and were good landlords. This value score will be a measure of trust that could even eventually replace the need for credit checks in property rental deals.

Agent Not Needed also plan to carry out further research into potential alternatives to replace bond payments and upfront rent payments which are used currently in the traditional model as a form of security for landlords against unpaid rent and property damages. This would reduce the costs for potential tenants even more which would increase the chance of potential tenants deciding to move into a property that possibly would not have as they may not have the upfront money required to move in. This is both a positive solution for both landlords and potential tenants. Further updates regarding possible alternatives will be released at a later date.

Lead Auction System

In early Q2 of 2018, we will be launching a lead auction system that will operate in the back end of Agent Not Needed.

We will generate leads for services that can be provided to home buyers and sellers and sell those leads to third party providers. Services can include mortgages, insurance, gas, electricity, removals, home decorating, etc.

Each third party provider will bid in ANN how much they are willing to pay for that lead and unlike the front end of the Agent Not Needed platform, leads can only be purchased with ANN and the price will be the same as the rest of the platform (£0.25 per ANN) or the third party exchange price, whichever is highest.

This will provide another use for ANN tokens and build more global demand for ANN from large corporate companies. This will also generate another revenue stream for Agent Not Needed.

The six most expensive keywords on Google are [14]:

- Insurance (\$54.91per click)
- Loans (\$44.28 per click)
- Mortgage (\$47.23)
- Attorney (\$47.07)
- Lawyer (\$42.51)
- Credit (\$36.06)

This is the typical prices mortgage providers pay for mortgage leads:

Payment For	Value of Mortgage Being Provided	Commissions Paid to Lead Provider
Completed mortgage	£0 - £99,999	£52.50
Completed mortgage	£100,000 - £199,999	£210.00
Completed mortgage	£200,000 - £299,999	£315.00
Completed mortgage	£300,000 - £399,999	£525.00
Completed mortgage	£400,000+	£630.00

Platform Format

Our platform will first be released as a website though we will be developing and releasing a mobile app version for both android and IOS once we have completed phase one of our platform.



Agent Not Needed (ANN) Token

Overview

We are raising the funds for our peer to peer property platform that will be built on the blockchain and use smart contracts to revolutionise the property transaction process by selling ANN tokens.

ANN Token is an ERC20 digital token built on Ethereum. ANN token is a utility credit that is to be used on the property platform, similar to how platform/game credits work.

We will be issuing 450 million ANN Tokens with 100% of the tokens being made available to the public. Separately we are creating another ERC20 digital token called ANNI (Agent Not Needed Internal) which will be held in our internal core reserve (More info regarding this in 'Internal Core Reserve' section) which are for internal use only. The 450 million ANN tokens is a hard cap. Once the initial minting is complete, no additional ANN Token can ever be created.

Of the 450 million tokens available, 400 million are available to purchase in the main sale at £0.025 each. 30 million have been sold as early presale packages consisting of 600,000 ANN for £5000 each (50 packages total). 20 million will be given away in the bounty and airdrop campaign.

ANN tokens can be used to;

- Pay listing fees
- Purchase Additional Features (Premium Listings, Media Packages etc)
- Advertise a Business on our Platform
- Pay for leads through lead auction system
- Sell ANN tokens to other platform users through our internal marketplace



ANN Token Tokenomics

This section is to explain how ANN tokens work. First is the simple explanation followed by a more technical explanation which includes what happens to ANN tokens behind the scenes. The simple explanation explains more about how the customer uses ANN tokens to pay for a service and doesn't go in depth with the technical elements of the process and how the ANN tokens are obtained and what happens when they are spent. For the more in depth and technical breakdown, please refer to the 'Technical Explanation' Section.

Simple Explanation

Service prices on the Agent Not Needed platform are displayed in ANN tokens, which is the platform's credit system. When a user clicks to purchase the service, if the user doesn't have enough ANN tokens in their account, they will be prompted to buy tokens, which they can do easily by clicking the buy button and paying with traditional money using their credit/debit card.

The ANN tokens are purchased and spent instantly for the service the User wanted on the platform. The user having paid, receives the service they paid for.

Technical Explanation

This section is designed to be a full explanation including the technicalities of how ANN tokens are obtained and spent.

On the next page you will find a few terms that you must understand first to make understanding the tokenomics diagram easier. It is advised to read the explanation whilst viewing the tokenomics diagram at the same time to follow the process and gain a clearer understanding of how it works.



Agent Not Needed: The Peer to Peer Property Platform

Tokenomics Terms

First some terms;



User

Individual using the platform to buy or sell a property.



Token Holder

Token Holder

Individual who purchased ANN tokens during the main sale or has a storage of ANN tokens.



Time Locked Smart Contract

TLSC

Time Locked Smart Contract account that holds ANN tokens but is only able to receive, not send, tokens.



Time Locked Smart Contract

ANNI TLSC

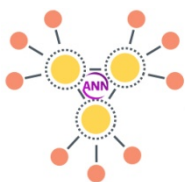
Agent Not Needed Internal Time Locked Smart Contract account that holds ANNI tokens but is only able to receive, not send, tokens.



Internal Core Reserve

ICR

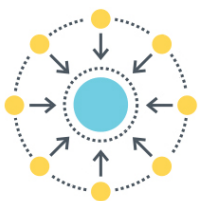
Internal Core Reserve account that holds Agent Not Needed Internal (ANNI) tokens.



Agent Not Needed Platform

Platform

The Agent Not Needed peer to peer property platform.



Internal Marketplace

IM

Internal Marketplace where token holders can sell their ANN tokens to Users



Agent Not Needed: The Peer to Peer Property Platform

The price of services on our **Platform** are displayed in ANN tokens. When a **User** wants to purchase a service on our **Platform**, they will need to buy ANN to pay for it. A **User** simply pays with traditional money by debit/credit card which instantly purchases the ANN they require to pay for the service and the ANN tokens are instantly spent. Behind the scenes, which a **User** doesn't see, is a purchase request is sent to the **Internal Marketplace** where **Token Holders** can list their ANN tokens for sale. When a purchase request is made, the traditional money that the **User** paid is split in two, with one half being sent direct to the **Token Holder** purchasing their ANN directly. The other half of the money is sent to Agent Not Needed (company) with an instruction sent to the **Internal Core Reserve (ICR)** Account to send the equivalent ANNI direct from it to the **TLSC**. As the ANN are spent instantly for the service they paid for, both the ANN from the **Token Holder** and the ANNI from the **ICR** are sent directly to the **Time Locked Smart Contract (TLSC)** and **ANNI Time Locked Smart Contract (ANNI TLSC)** account. The **ICR** is Agent Not Needed internal reserve which will contain a smart contract limiting it to only be able to send the ANNI tokens direct to the **ANNI TLSC**. ANN spent on the **Platform** will also be sent to the **TLSC**, Both the **ANNI TLSC** and the **TLSC** also contain smart contracts that will restrict any ANN and ANNI they accumulate to be sent anywhere. This will lock the account and access will only be permitted to Agent Not Needed once it accumulates 90% of the total ANN and ANNI tokens in existence. Once it reaches this percentage, it will allow access to Agent Not Needed which we plan at that time to conduct another token sale to raise further funds to expand our **Platform** and service globally on a much higher level (further details will be announced closer to that stage).

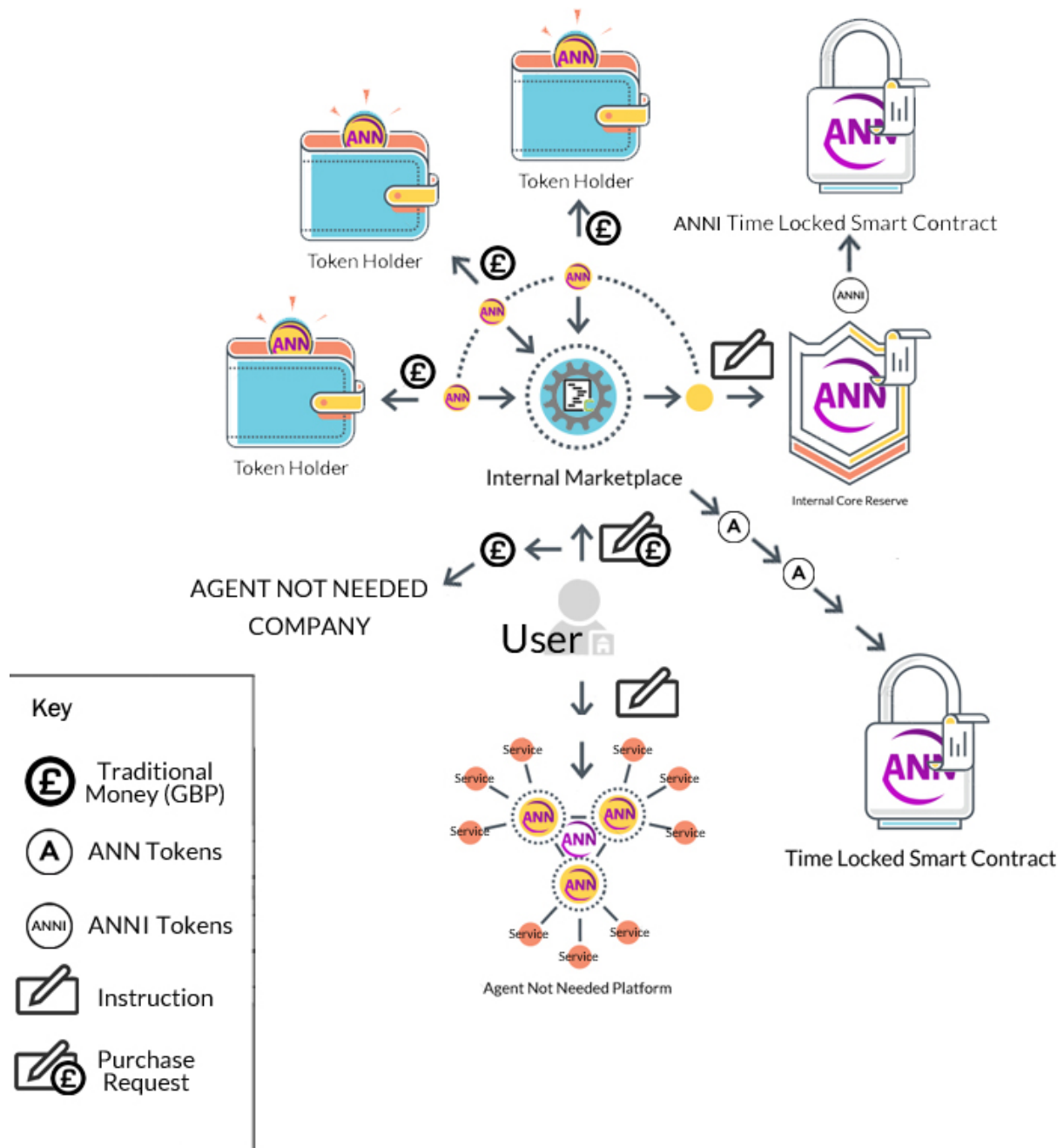
Token Holders who wish to sell their ANN on our **Internal Marketplace** will be able to do so by creating sell orders as they wish. If for any reason there are no sell orders from **Token Holders** then the money that would have purchased ANN from **Token Holders** will be kept on the **Internal Marketplace** to fill any orders that are created at a later date.

Any **Token Holders** who purchase ANN during the pre-sale and main sale will have the option to either keep their ANN tokens in their ERC20 compatible wallets, send them to their Agent Not Needed **Platform** account to use or sell through our **Internal Marketplace** or send to external exchanges.

ANNI tokens will not be on any exchanges or held by any public individual and is solely for the internal use of the company.

(NOTE: The tokenomics diagram can be found on the next page)

Tokenomics Diagram





Agent Not Needed: The Peer to Peer Property Platform

ANN Token Platform Integration

For mass user adoption the whole process of using ANN tokens on our platform needs to be simple and easy to understand.

To pay for features on the platform the general public will use ANN tokens. ANN tokens can be purchased with traditional money on our platform. If a user attempts to purchase a feature but they don't have enough ANN tokens, then they will be prompted to purchase ANN tokens which will be done by simply paying with their credit/debit card.

ANN tokens are used for features, advertising a business, paying listing fees or to be sold to other users through our internal token marketplace (See 'Internal Marketplace' section for more info).

Internal Core Reserve (ICR)

Our internal core reserve (ICR) will initially hold 450 million ANNI tokens (completely different token to ANN). This is how our company will generate revenue as we are a business with wages to pay, operation costs, taxes etc. Once a token has been purchased from the ICR, it is instantly used on the platform and sent directly to the ANNI 'Time Locked' smart contract account (more info on this in 'ANNI TLSC & Time Locked Smart Contract Account' Section). The purpose of the ICR other than to provide *Agent Not Needed* with revenue to stay in business, is to ensure there is a supply of ANN tokens for users on the platform to use the platform. The amount of tokens held by the ICR can only decrease and the ICR will also have a smart contract attached only allowing tokens to be sent directly to the 'ANNI time locked smart contract account (ANNI TLSC) and nowhere else. This means that users cannot purchase ANNI tokens from the ICR and store them, only the required amount to pay for a feature on the platform can be purchased so they are immediately spent and sent to the ANNI TLSC.

We have setup the ICR smart contract in this way to give reassurance that we do not have a means or intention to 'dump' ANN tokens on any exchange as ANNI tokens are a completely different token and not available on any exchanges or for public to store. They are designed only to keep our platform operational.

ANNI TLSC and Time Locked Smart Contract Accounts (TLSC)

The 'Time Locked' Smart Contract Account and ANNI TLSC are accounts with a smart contract attached that is designed to store spent ANN and ANNI tokens with no send capabilities until 90% of the ANN and ANNI token market cap has been accumulated. Once the TLSC and ANNI TLSC has accumulated 90% of ANN and ANNI tokens, the smart contract will then release the tokens to *Agent Not Needed* to launch another token sale for scaling up to more countries worldwide.

We have setup the TLSC and ANNI TLSC smart contract in this way to give reassurance that we do not have a means or intention to 'dump' ANN tokens on any exchange or use them in any other way other than to keep our platform operational. As tokens are spent on our platform by users, eventually all tokens will end up in the TLSC and ANNI TLSC.



Internal Marketplace

We will be creating an internal marketplace which is basically a place where token holders can sell tokens to other users if they wish.

The way tokens will be bought from our marketplace is on a first come first serve basis and the purchase will be carried out automatically by the platform when a platform user buys tokens to use features on the platform. When a platform user pays in traditional currency for tokens, the money will go to the marketplace where 50% of the money will go to purchase as many tokens as it can from token holders who have created sell orders and the other 50% will go to purchase ANNI tokens from our ICR and the money will go to *Agent Not Needed* bank account which is used to keep the business running, pay costs etc. .

Token sellers on the marketplace are transacting directly with platform users.

If there are no ANN tokens for sale at the time they are required, then the money will stay in the internal marketplace waiting for sell orders.

Token Value

The value of ANN tokens will be based on demand on the platform. ANNI token price will be pegged to ANN token price. The more popular our property platform becomes, the higher the demand and therefore the higher the value of ANN tokens.

ANN token price will be taken from worldcoinindex.com which calculates the median price from the external exchanges offering ANN token. Our internal marketplace price will always be slightly more than the price on external exchanges in order to incentivise token sales on our platform so that they can be used by users on our platform.

ANN tokens will be available to purchase for £0.025 each during the main token sale.

The idea is that by purchasing tokens early, users will be able to transact on the platform and acts as an incentive to gain the initial customer base our platform will require to begin its operations.



Agent Not Needed: The Peer to Peer Property Platform

Token Allocation

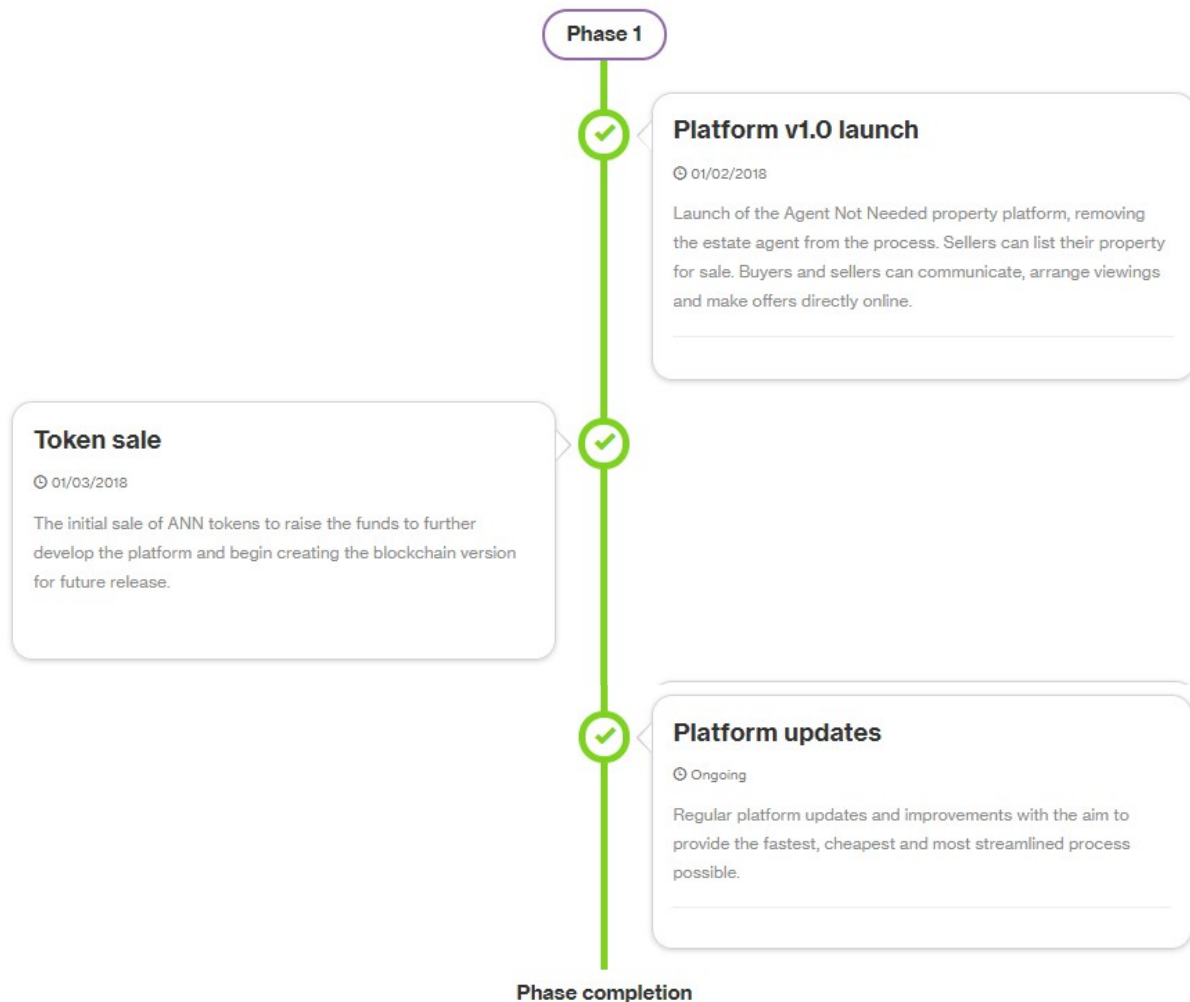
The below allocation is as a percentage of the 450 million ANN tokens available to the public.

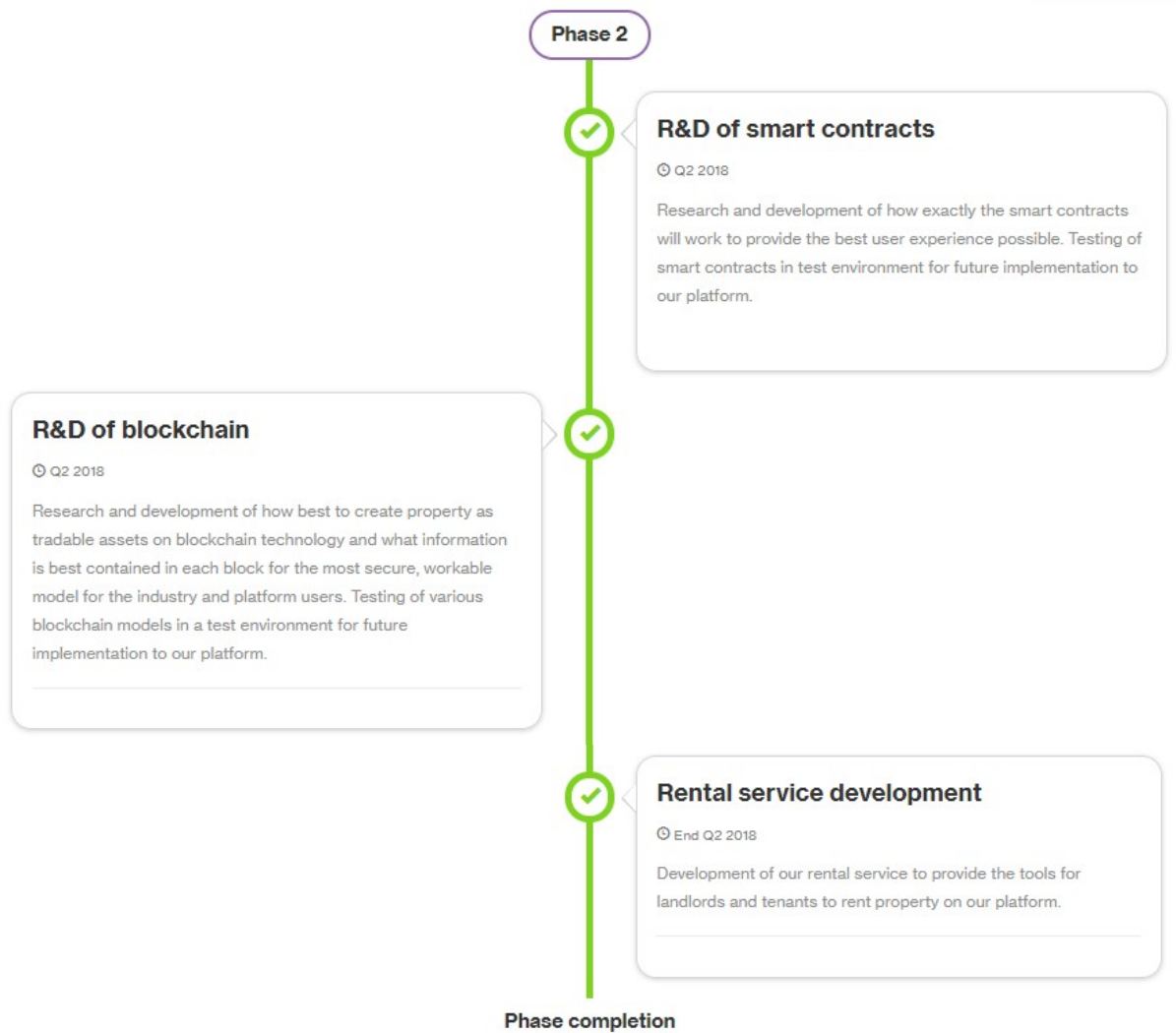


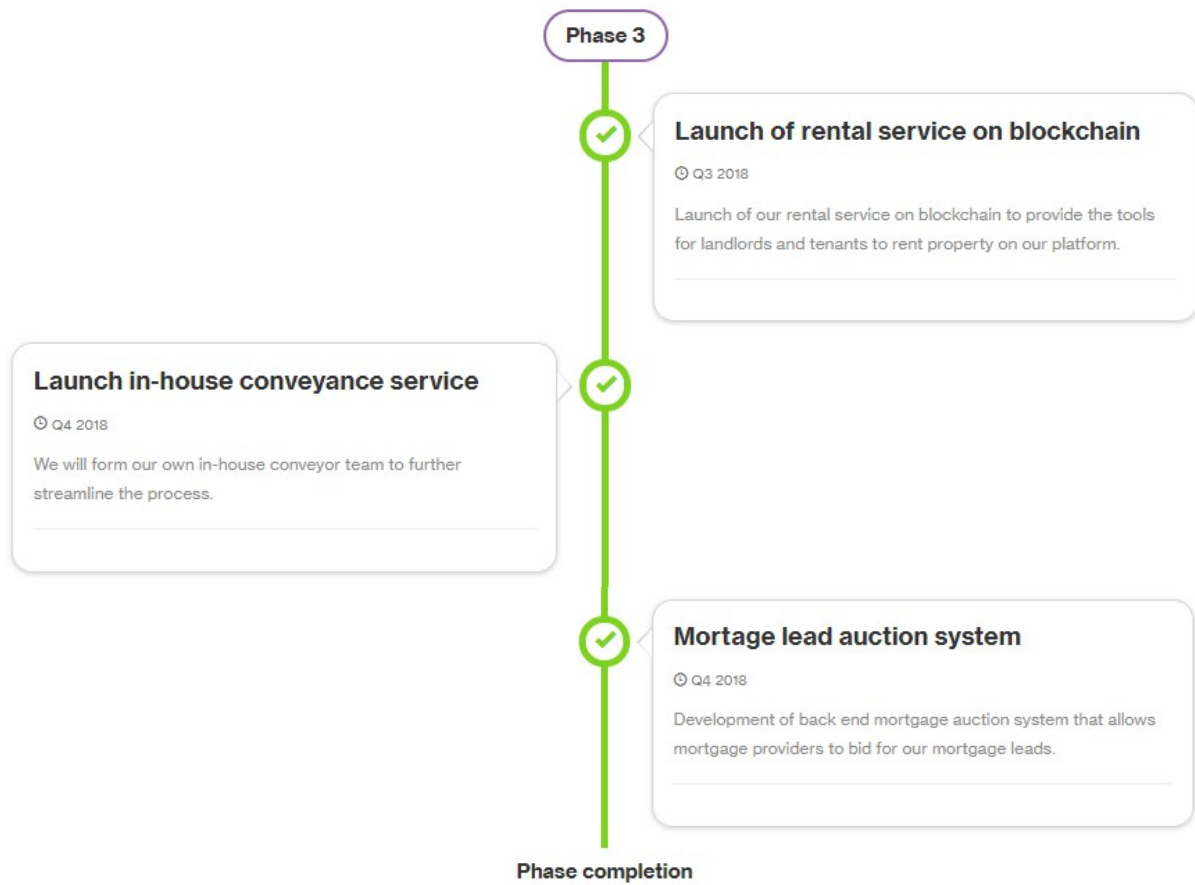
It is important to understand that making a contribution to *Agent Not Needed* and the subsequent allocation of ANN tokens does not give any ownership right or stake, share or security or equivalent right in or relating to *No Agent Needed Ltd*, the *Agent Not Needed* Platform, and/or any software, any public or private company, corporation, entity or property.

Roadmap

Please refer to 'Agent Not Needed Platform Phases Development' section (page 6) for full breakdown.









Agent Not Needed Main Token Sale

Token Sale Details

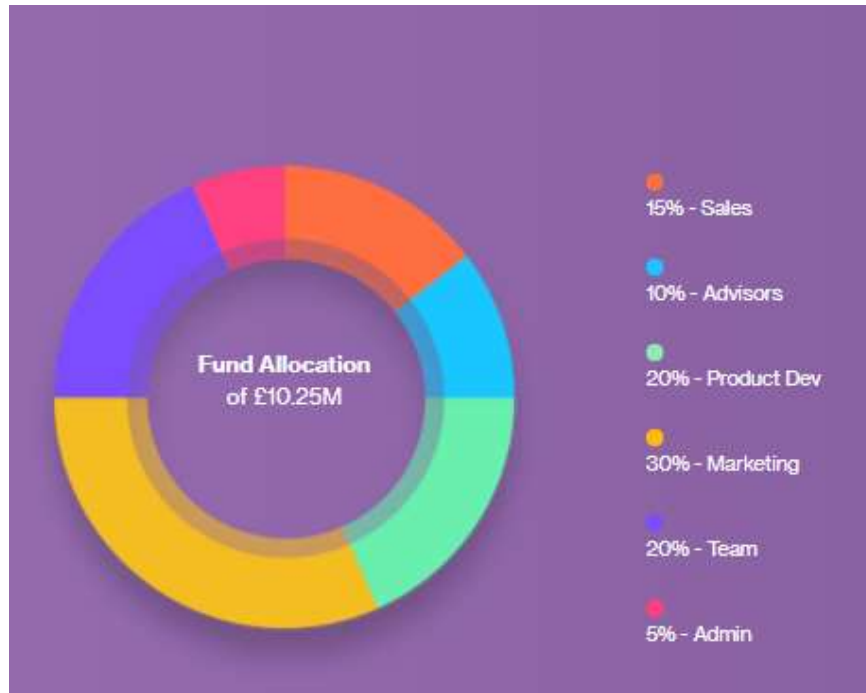
Sale Date	1st March - 31st March
Payments Accepted	ETH, BTC, BCH, LTC, BNB, Bank Transfer, Debit Card
Softcap	NONE*
Price per ANN	£0.025
Main Sale Hardcap	400,000,000 ANN tokens
Potential To Raise	£10,000,000

* As we have already raised the funds to build version 1.0 of our platform, any further funds raised will contribute towards building the blockchain version of our platform and our marketing campaigns.

Use of Funds

If all tokens are sold, it will generate £10.25 million which 20% will be subject to VAT.

Of the remaining £8.2 million, the money allocation will be;



Our Team

The *Agent Not Needed* management structure consists of a tight development, marketing and leadership team, each selected for their alignment to *Agent Not Needed* ethics and ambitions as well as their individual skills and expertise. The majority of the team have been working together for several years. Each Head of department will be supported by a team who are experienced in their field once further funds have been raised.



Anthony Pentland

Founder of Agent Not Needed & King of Commerce

LinkedIn: www.linkedin.com/in/anthony-pentland-1b065324

Ecommerce expert with over 16 years experience in the industry. Previously built multi-platform ecommerce marketplace and spoke at multiple Facebook boost your business events. Having built multiple businesses utilising social media giant Facebook, Anthony's business was mentioned by the COO of Facebook, Cheryl Sandburg in the investors 2015 earnings call.



Petros Georgiou

Co-Founder & Chief Creative Officer of Agent Not Needed

LinkedIn: www.linkedin.com/in/petros-georgiou-84681339

Digital content creator specialising in viral videos.

Created the BIGscene Tv Online Entertainment Network which featured famous music artists and British actors such as Sneakbo, Bashy and Scorchier. Produced audio & video for games, tv and radio for various companies including Dominos Pizza and the BBC.



Jun Hao

Community Leader at Huobi Crypto Exchange

LinkedIn: <https://www.linkedin.com/in/ongjunhao>

Jun Hao, also known as "Crypto JH" in the crypto community, is a skilled crypto market analyst based in Singapore with over 17,000 active followers in his trading Telegram group.

Crypto JH holds a vast network within the Singaporean finance industry and has held engagements with prominent individuals including the CEO of the Singapore Stocks Exchange.

**Cheryse Longtaff**

Customer Relationship Manager at Agent Not Needed

LinkedIn: <https://www.linkedin.com/in/cheryse-longstaff-19676a137>

Previously helped scale the customer service and warehouse in multiple ecommerce businesses.

Co-founder of LoveBeauty.co.uk and previously helped scaleup Krystellie Fashion which had a turnover of over £2M in sales.

**Sam Markham**

UX/UI Designer

LinkedIn: <https://www.linkedin.com/in/sam-markham-92939543>

Multi-talented designer specializing in User experience design. Former designer for Sky and RELX Group.

**Jessica Harker**

Community Admin

Twitter: https://twitter.com/x_Jessika

Previous ambassador for the Princes Trust and experienced in PR and community engagement campaigns.

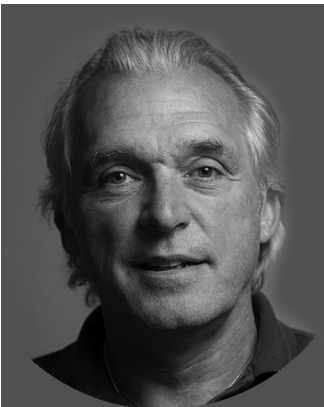


Elisha John Koh
Bounty Manager

LinkedIn: <https://www.linkedin.com/in/elishajkoh>

Elisha studied Business Management at Singapore Management University majoring in operations and marketing.

He is a branding and marketing strategist, and consults for several ICOs in Singapore. With prior experience in digital marketing, graphic design and video editing, he has managed several campaigns and projects both locally and internationally.



Nick Ayton
Founder & CEO Chainstarter

Nick is the founder of the 21 Million project, founder and presenter of Chainstarter TV and founder & CEO of Chainstarter.

Nick is also a writer/author for CoinTelegraph and CryptoCoinsNews and board advisor for Humaniq, MyBit, ZeroCarbon, LivingOffset, Vireo



Susan Mishoe
Founder of Team Elev8ed Living

A professional network marketer, and social influencer with over 24,000 active LinkedIn followers.

A key motivator and strategic planner for individuals and companies worldwide specialising in mindset coaching, marketing, social psychology and motivational speaking.

Susan has the ability to generate mass exposure and engagement online to reach goals and drive success.



Chris Bayes

Director at Feel Good Factor UK Ltd

LinkedIn: www.linkedin.com/in/christinebayeslinkedin

A pioneer in customer relations, developed from over 25 years of senior management experience. Her last corporate role was as Head of International Customer Relations at Orange International, running the Group Centre of Excellence for customer experience across 22 member companies in the Orange / France Telecom group.



Chris Jones

CEO at Hive Property Group, Cyber Security Advisor

LinkedIn: <https://www.linkedin.com/in/chris-jones-8752321>

Entrepreneur. Cyber Security Advisor. Business Mentor. World Record holding Public Speaker.

A highly-experienced & business-led Senior Programme Manager with a successful background in nine corporate sectors including finance and government.

Successfully delivered infrastructure projects for Airbus, and JLR.



David Dixon

Investment Manager at Digital City

LinkedIn: www.linkedin.com/in/daviddixon1

Scale up and investment expert within digital/tech and traditional industries. Designed, marketed and sold products and services for a National/International audience.

Created and then executed a business growth strategy for a 50 million turnover business with over 1000 employees and 30 services.

**Andrew Grill**

The Practical Futurist, Global Managing Partner, TEDx & Global Keynote Speaker, Digital Eminence Advocate

LinkedIn: <https://www.linkedin.com/in/andrewgrill>

Practical futurist, Andrew Grill, is an internationally renowned thought leader. Andrew is an expert in the fields of digital transformation, digital strategy and social networks. He speaks to and consults for organisations world-wide to develop their strategy in a world rife with digital disruption.

An experienced corporate leader, Andrew has launched and run technology companies in Europe and Australia and worked with and for some of the world's leading companies including IBM, Telstra, Vodafone, Nestle, British Airways, Barclays Bank, BBC, American Express, John Lewis, and Unilever.

His passion and involvement in the digital world continued into later life, launching Australia's largest commercial property website, [PropertyLook](#), and Australian location technology company Seeker Wireless to the world stage.

Andrew regularly contributes to a wide range of media outlets including The Drum, Changeboard and ANZ BlueNotes along with numerous online blogs and publications. He has appeared several times on Sky News, and has been published in the Financial Times, The Telegraph and the Guardian.

Financials

Summary

We will generate revenue from the following;

- Fees from property sold through the platform
- Additional features purchased on the platform
- Advertisers who have paid to advertise on the platform

In one year, four of our competitors made £646.6 million combined. We are estimating to make 20% of that amount over the next 10 years which totals £129,320,000.

We strongly believe that we will be able to grow at a much faster rate than currently is expected and we will have a more accurate outlook of that once the platform is up and running and we have a history of sales and visitor data.

These figures will be in the updated versions of the whitepaper which will be released periodically.

Revenues Based on Housing Sales

Based on the official UK statistics of revenue generated by housing sales of Purple Bricks (£18.6 million) and Country Wide (£212 million) in 2016, we estimate to make £46 million (20%) on our platform through house sales over the next 10 years.

Purple Bricks: (2016) £18,600,000 revenue

Country Wide: (2016) £212,000,000 revenue

Combined Total = £230,600,000 revenue

We expect to make 20% of this figure which equals £46,120,000 over 10 years

Revenues Based on Advertising

Right Move: (2016) £219,000,000 revenue

Zoopla: (2016) £197,000,000 revenue

Combined Total = £416,000,000 revenue

We expect to make 20% of this figure which equals £83,200,000 over 10 years

Legal Statement

We are fully compliant with UK laws though there are currently no FCA regulations with regards to selling tokens to raise the funds for our property platform, we are clear that we are not an IPO and we have completed the 'howie test' also to show that we are not selling a security. We require pre-registration of your interest (KYC – Know Your Customer) through our website.

Risk Warning - Buying, selling and holding digital assets or cryptocurrency is never without risk. You should only make a Contribution in return for ANN Tokens if you are happy with the risks of doing so. As we are undertaking a relatively new type of fundraising, there may be unforeseen risks of which we are currently unaware. All content provided through this paper is only for your personal information and use, and is not intended to address your particular requirements or to be relied upon in making (or refraining from making) any specific decision. Such content shall not constitute any form of advice or recommendation by us.

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