

SHARE

TO BUY



The no.1 affordable  
homeownership portal



## Share to Buy

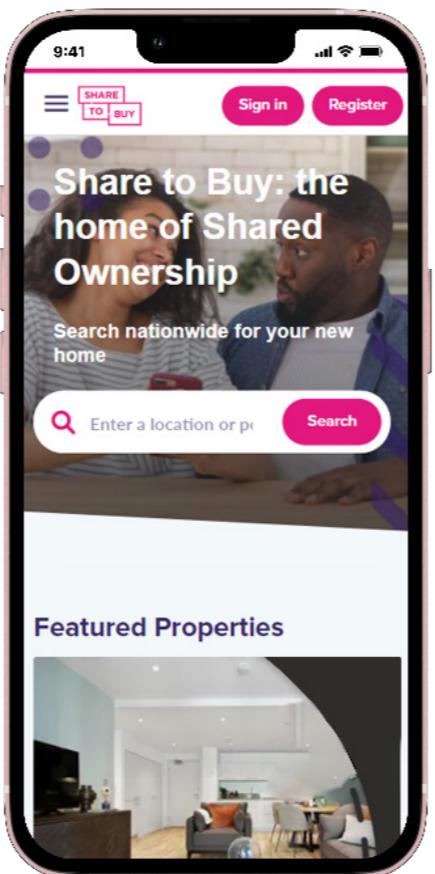
### The no.1 affordable homeownership portal

Share to Buy delivers the nation's biggest and most visited specialist affordable homeownership property portal.

Our website - [sharetobuy.com](https://sharetobuy.com) - has been supporting the sector and first time buyers for over a decade and we currently work with hundreds of housing associations, developers, sales agents and local authorities.

We list homes nationwide, generating hundreds of thousands of leads per year across various affordable homeownership tenures. As our name may indicate, we are especially committed to Shared Ownership and have helped drive the sector forward in recent years.

If you're not already working with us, contact [listings@sharetobuy.com](mailto:listings@sharetobuy.com) to arrange a chat.



## List with Share to Buy

Advertising your homes with Share to Buy is easy and we offer all our clients:



Free, unlimited listings



Free high-quality, informed leads



Cost-effective promotional services



Data, insights and analytics



Best in-field Property Manager back-end



24/7 access to your listings and leads



New build and resale listings



API integration

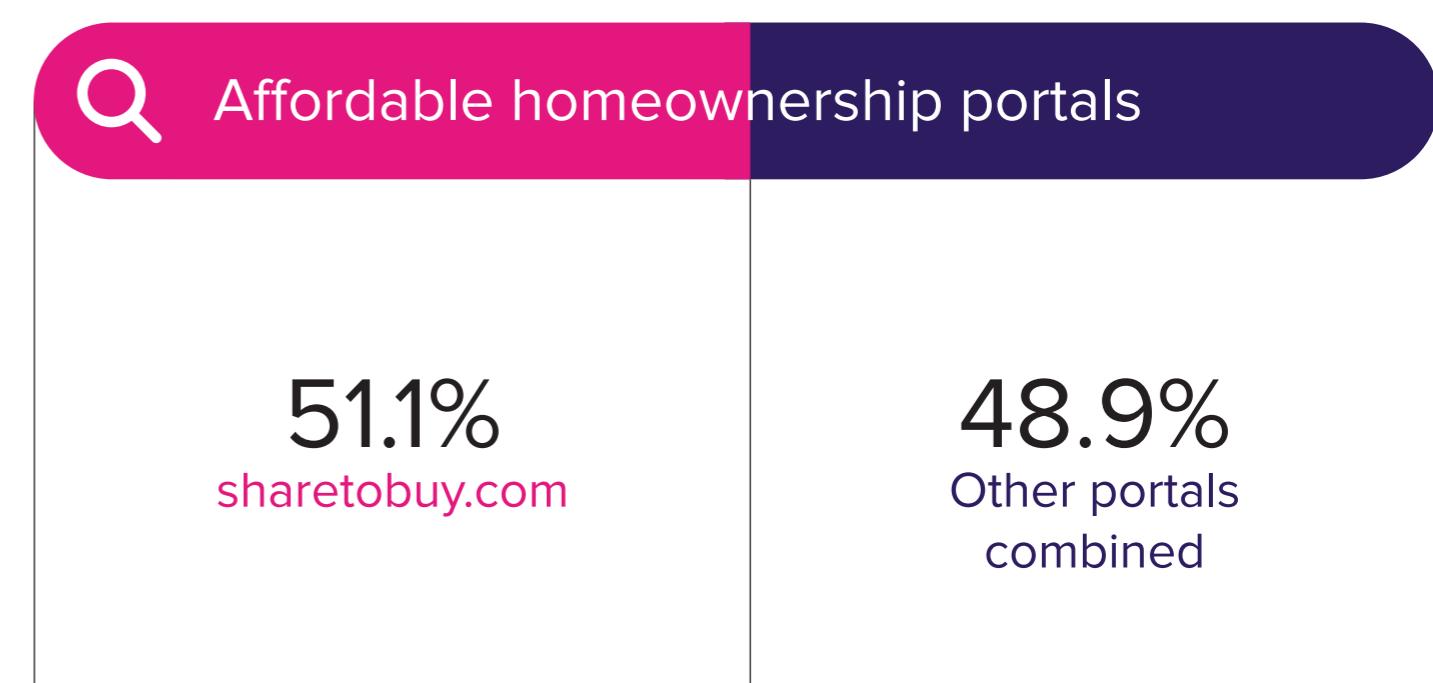
## More traffic, more leads

### The nation's most visited first time buyer portal

Our portal receives significantly more traffic than all other specialist affordable homeownership portals in the market, including the government-backed Help to Buy agents. In 2022, Share to Buy passed the enormous milestone of two million leads generated for the sector.

Listing your homes with us will give your developments greater exposure than these specialist portals combined – and it's **completely free** to upload your new build and resale homes.

The chart below shows a comparison of our web traffic to other specialist affordable homeownership portals:



#### Portal

[sharetobuy.com](https://sharetobuy.com)

Portal	Total visits in 2022
helptobuyagent1.org.uk	323,157
helptobuyagent2.org.uk	607,966
helptobuyagent3.org.uk	2,026,000
movingsoon.co.uk	1,597,000
keaze.com	176,901
Other portals combined	48.9%

Source: similarweb.com, Total Visits, 1st January 2022 – 31st December 2022

## Our audience

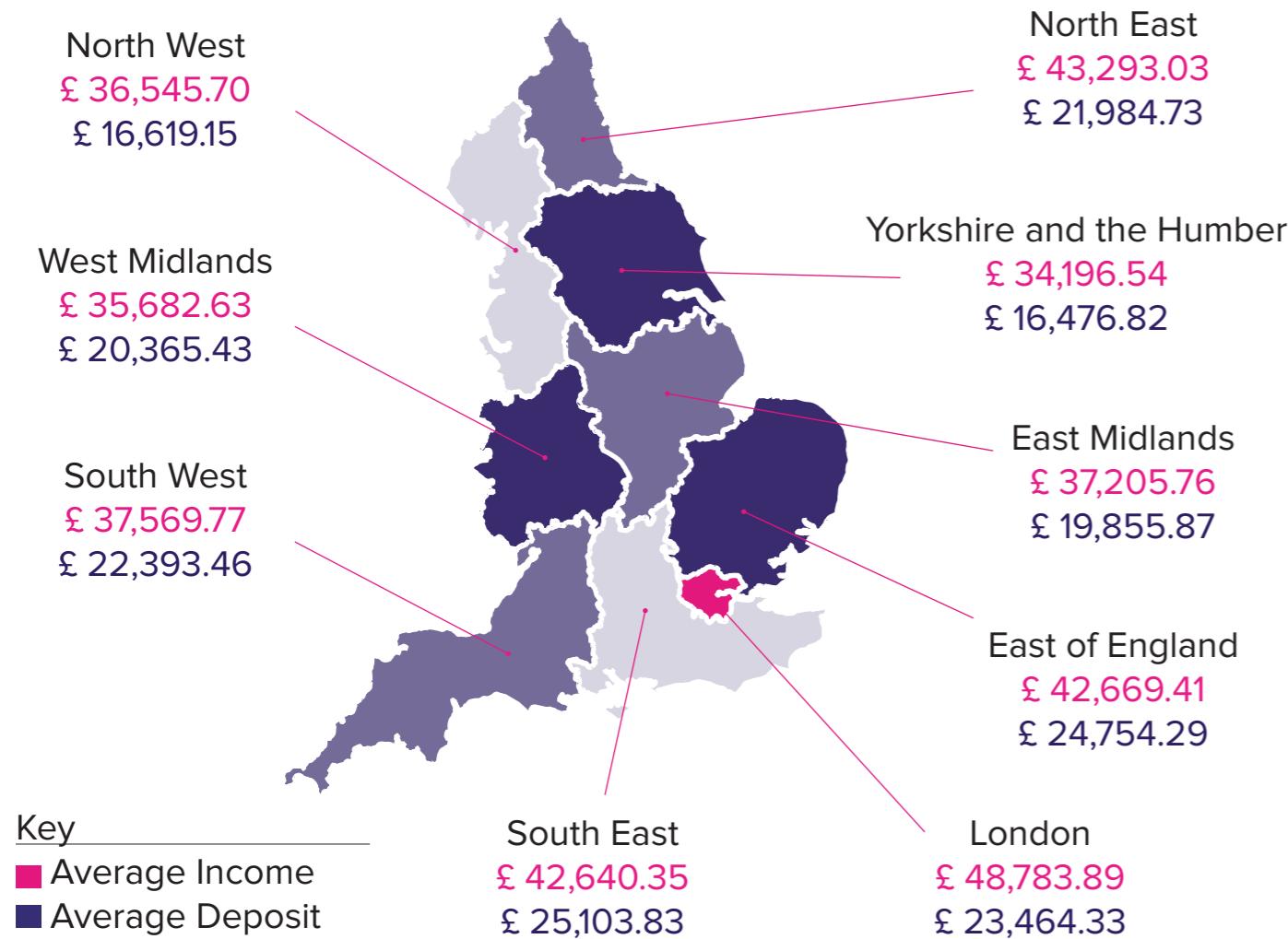
### Informed, active, engaged

As a one stop shop for first time buyers, we endeavour to ensure that leads from Share to Buy are from educated and informed purchasers. Through our digital content and live events, our users understand the type of homes and tenures they are enquiring about.

Our website has a huge wealth of resources designed to help buyers understand their options including guides, FAQs, jargon busting videos, webinars, budget calculators, affordability calculators and more.

In 2022, Share to Buy passed the milestone of **two million leads generated** for the sector.

We have an **active database of over 140,000** potential buyers of affordable homeownership properties nationwide. The below map shows the regional average income and deposit levels of our registrants:

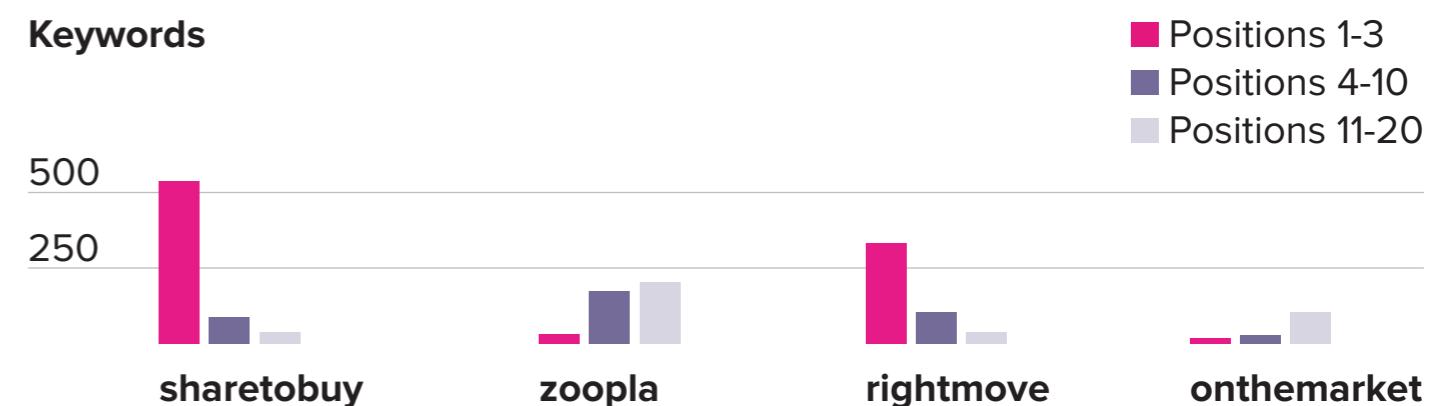


## Strong SEO position

### Outranking the major portals

Share to Buy has established an extremely strong SEO position, ranking top of search engines for hundreds of relevant keywords. We even outrank the major portals Rightmove, Zoopla and On the Market in 196 of the top 200 most searched for ‘Shared Ownership’ phrases. And remember, while the major portals charge a fee to list with them, it is free to do so with Share to Buy.

Data showing Shared Ownership keyword search result position rankings:



If someone is searching online for ‘Shared Ownership’ in your region, they are very likely to find Share to Buy, so we’d love to help them find your homes. We have landing pages for hundreds of locations nationwide, ensuring our website users have a tailored experience of the portal based on their search.

Data showing how we rank in searches for specific keywords listed below:

Keyword	Average ranking position		
	sharetobuy	rightmove	zoopla
Shared Ownership	1	44	8
What is Shared Ownership	1	82	4
Shared Ownership London	1	4	10
Shared Ownership Sheffield	1	3	23
Shared Ownership Manchester	1	3	33
Shared Ownership Southampton	1	2	9
Shared Ownership Birmingham	1	2	9
Shared Ownership Norwich	1	2	19

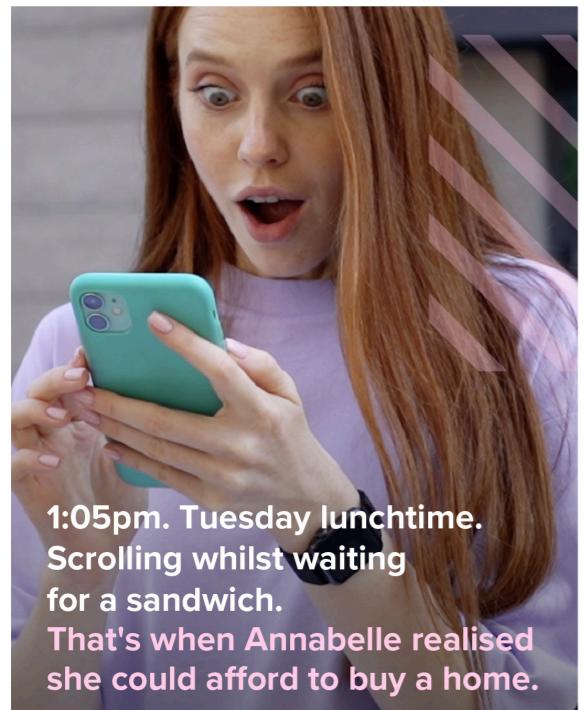
## A leading voice in the sector

Trusted by first time buyers

We're committed to raising the profile of affordable homeownership and have become a trusted and recognised voice in the sector.

As well as working with hundreds of housing providers, developers, sales agents, local councils and private sellers, Share to Buy use a multi-platform approach to actively promote alternative housing options to budding buyers across the country:

- + Social media following of over 34,000
- + Webinars viewed over 6,000 times
- + Prominent placement in national and local press
- + Insight via demand reports, research and surveys
- + Monthly regional newsletters to our database
- + Highly cost-effective promotional options
- + Hosts of the London Home Show events
- + Partner of Shared Ownership Week



## Who we work with

Join the sector's biggest names

It's free of charge to advertise your homes on Share to Buy, and we work with hundreds of housing associations, developers, sales agents and local authorities across the country.

Below is just a snapshot of some of those that already list us:



"Using Share to Buy is a no brainer – free listings for all our properties on the number one Shared Ownership portal in the country. I can't imagine why any Shared Ownership provider wouldn't use it! It's an excellent lead generator, as well as a great source of information for buyers. I highly recommend it."

Tim Seward, Director of Marketing and Sales, Guinness Homes

"The team at Share to Buy are always willing to find ways to help. There's a feeling of them being genuinely invested in and enthused by the product and services they offer. Share to Buy demonstrate that they understand what their clients aim to achieve, which is reassuring."

Elizabeth Peel, Content Marketing Manager, Latimer by Clarion Housing Group

"Share to Buy is my one stop shop for all Shared Ownership marketing. I know I'm going to get great and high quality leads alongside expectation customer service from a team who are THE experts in the field."

John Neugenbauer, Marketing & Communications Specialist, RHP

## Meet the team



"At Share to Buy, we've helped tens of thousands of first time buyers find their dream home over the years. We are committed to raising awareness of the different home-buying schemes on offer, helping potential purchasers to understand their options and ensuring that property listings are reaching a high-quality, informed audience."

For providers, our portal is free of charge to list with and every year we partner with more and more housing providers who receive the great benefits and quality leads of working with the country's leading affordable homeownership portal. We'd love for you to join our portal, and to introduce you and your homes to our vast audience of potential buyers across the country."

**Nick Lieb, Head of Operations**



**Jade Turnstill**  
Brand, Marketing &  
Communications Manager



**Eve Nicole**  
Digital Support Manager



**Simran Ghattoraya**  
Marketing & Client Services  
Project Manager



**Georgy Clifford-Savage**  
Data & Insight Executive



**Macy Bennett**  
Content & Social Media Executive



**Jemma Girling**  
Administration Assistant



**Finbar Skitini**  
Designer

To discuss working with us, please contact: [listings@sharetobuy.com](mailto:listings@sharetobuy.com)