



Estate
Agents

Connect with your community

HugoFox, Connecting Communities

Be part of ***an
online hub for
communities***
and gain visibility
to the people
and businesses
within them.

www.HugoFox.com

An easy way to manage your estate agency online

The internet is supposed to make our businesses more effective, but sometimes it just seems to make things more complicated.

Maybe you already have a website. But how easy is it to manage and update? Does it cost more in time and money than it's really worth?

HugoFox is different.

We're an online hub for UK communities, and the people, organisations and businesses that are part of them. We offer your estate agency an easy and powerful way of engaging with potential buyers, sellers, tenants and landlords.

A HugoFox website is quick to set up, flexible and easy to use and we don't add any advertising.

Sound interesting?

Read on to find out more.

Who else is a part of HugoFox?

- *Community associations*
- *Sports and recreational clubs or societies*
- *Charities and non-profit organisations*
- *Parish councils*
- *Village/town websites*

50%

of house movers remain in their current postcode region



On average, visitors to HugoFox look at

3 categories EVERY time they visit.



HugoFox allows visitors to browse all things 'local'.

For example, visitors searching for a new job are also likely to browse properties in their area.

Becoming part of the **HugoFox** community directs local buyers and renters to your door

Our categories



Offers



Cars



Property



Community



News



Events



Jobs



Businesses

HugoFox channels more traffic to your property listings

What features make HugoFox the right choice for your business?

A HugoFox website gives your business a professional online presence.

It's simple: you upload your information to HugoFox and we'll create a website for your estate agency. If you already have your own domain name you can use this to display your new website. In addition, your business will also be listed on HugoFox.com.

Visit www.pjhproperty.co.uk to see this in action.

With HugoFox, it's easy to add links, events, news and jobs which makes it easier to reach out to people in your local area and beyond.

Anyone can create HugoFox email alerts – so it's easy for you and your customers to get updates about your organisation and others in the local area.

If you're on social media, it's easy to integrate with HugoFox. We support links and "like" buttons from Facebook, Twitter and Google+. You can even embed your tweets, so they show up live on your pages.

Because we're doing the technical work behind the scenes, HugoFox pages and websites are very easy to manage. You don't need any specialist knowledge, and you certainly don't need to be a computer programmer. Everything is managed through a simple, secure web page that allows you to add text and photos and create listings.

It's easy to use HugoFox, but you're never on your own. If you have a problem, our friendly team is on hand to help. We don't farm out our customer service to a call centre on the other side of the world – we give you direct, personal assistance from our office in Hampshire.

We believe it's important that you should be in the driving seat. As such, we regularly update and improve the HugoFox system based on the feedback and suggestions we get from users.

Connect with us

 facebook.com/hugofoxnews

 twitter.com/hugofox_local

 plus.google.com

10 key benefits, at a glance



No set-up cost



Post your news for free and help boost your visibility online



No contract



No pop-ups, banners or sponsored links



Designed with search engines in mind - so you are **easy to find**



Quickly export content to **Rightmove, Zoopla**, etc



Easy to create, edit and manage. No technical knowledge needed



Mobile and tablet friendly website



Create custom **email alerts** to automatically keep your customers informed



Use your own **domain name**

Reduce your website costs.

Save your valuable
time by getting online
with HugoFox.

***Surely there must be
a catch?***



How much does it cost?

Our business is based on building up a nationwide hub for communities, businesses, charities, sports teams and other organisations.

All contribute to our community: the only difference between them is that those using HugoFox to promote their businesses pay us at a commercial rate, while non-profit organisations can get involved for free.

A HugoFox website costs £180 + VAT per month, per office. This includes all associated costs.

The only additional fees are for site wide listings. The costs are as follows:

Jobs listing: £20 +VAT
Offer listing: £20 +VAT
Events listing: £5 +VAT

That's it. No hidden charges.

Bringing local communities on board helps us spread the word and build our brand across the UK, so we can attract more business customers. In return, we offer communities free access to our services.

We're an ethically-based business. We're genuinely committed to helping communities and non-profit organisations. If you want to find out more about why we do this, you can read about the history of HugoFox on page 17.

Add headings and pages
you need at any time

Clear, readable
web pages with
attractive layouts

About Us

Offices

Refine your search

For Sale

To Rent

Type

Any

Bedrooms

No min

No max

Price

No min

No max

Search Area

All Areas

Type a street/postcode

About Us

At the forefront of the industry and led by some of the best and most experienced property people in the country, Minchin Fellows is Cheshire and North Wales No 1 Estate Agency.

The partners at Minchin Fellows have become longstanding figure heads in the industry and are synonymous for their hands-on, pro-active approach. They have stayed ahead of their competition by providing exceptional customer care, kept with traditional values and embraced the latest technology.

Operating from 9 strategically placed offices, all our partners and sales staff are long serving, local people, with in-depth local knowledge of your area.

The people at Minchin Fellows are committed and highly trained, who take personal responsibility for the sale of your property. During the journey Minchin Fellows remained value and sold throughout, further enhancing their reputation at the top of the list in the industry. We are proud to say that this is very much down to our people. They make a difference.

Personalise your page with
images of your choice

Allow buyers and
renters to easily
search your properties

Intergrate your
social media

Works equally well
on desktop computer
and mobile devices



How HugoFox works

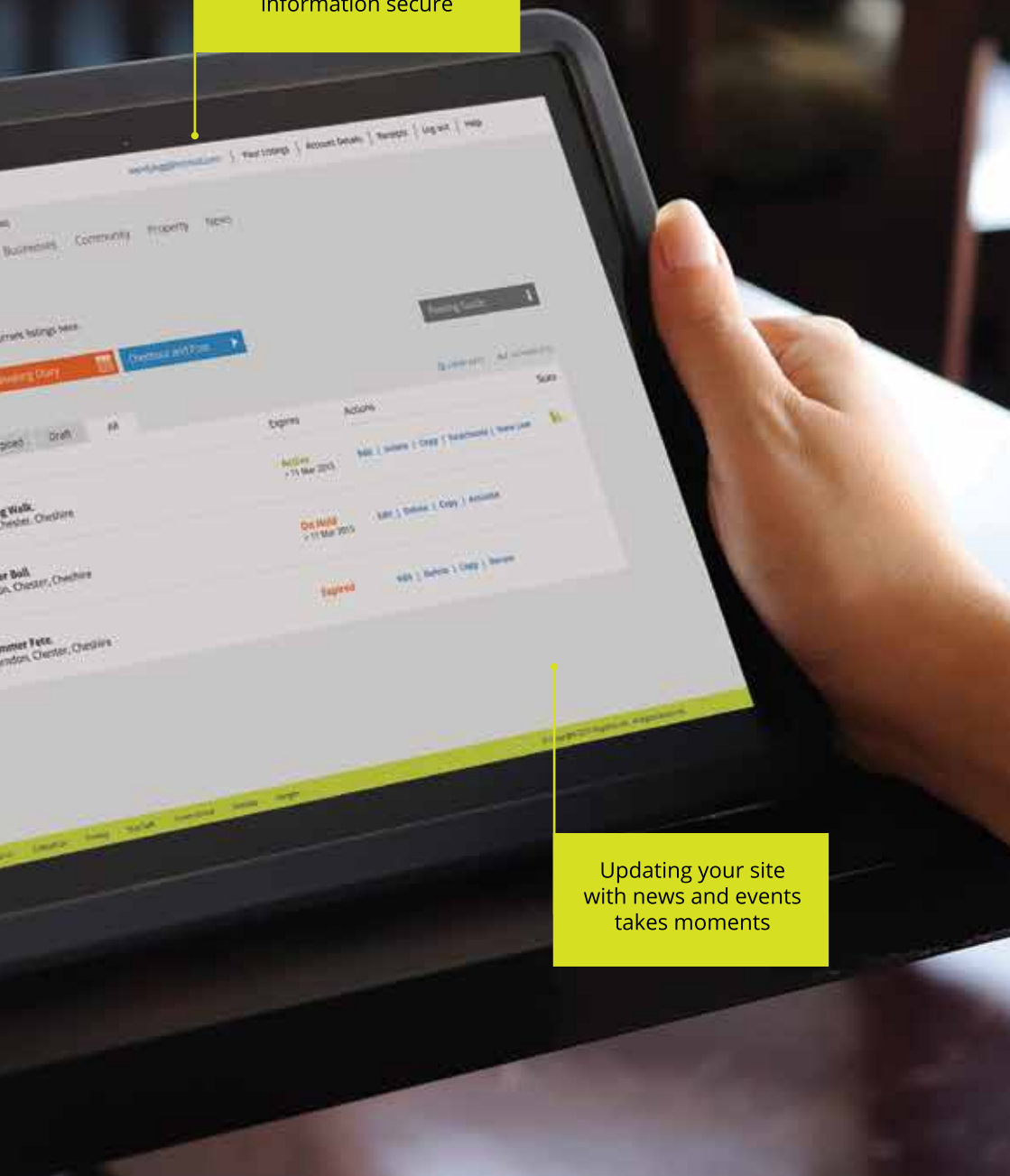
Your account area (event listings)

A simple interface that's easy
to learn and manage – no
expert knowledge needed!

Add text and
images easily



Management areas of the website are password protected to keep your information secure



Updating your site with news and events takes moments

In 2013 **Google+** had more traffic than Twitter, Facebook, Pinterest and LinkedIn combined

90%

of consumers now move between multiple devices to accomplish their goals

53%

g+

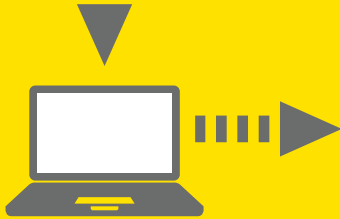
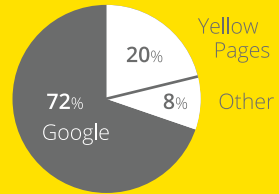
f

22%



18%

How do people find local businesses, products and services?



81%

Browsing the internet

Popular cross-device activities

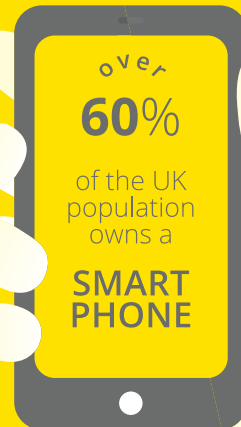


67%

Shopping online



Search is the most common way people continue from one device to another.



Local Online Market Trends

90%

of people will search for a product or service before purchasing in-store

73%

of all online activity is related to local content

The technical side

Many of our users have experience and an understanding of the internet, but we sometimes get asked about how HugoFox works 'under the bonnet'. If you'd like to chat about how your site will work, feel free to give us a call on 01635 291 271, or drop us an email at team@hugofox.com

Search Engine Optimisation (SEO)

If local people are looking for your website, it's really important that it's easy to find through the major search engines, especially Google.

The way Google works actually helps here, because in recent years it has begun to place a high value on local search results. However, we help the process by following search engine optimisation (SEO) good practice. All websites are built according to Google's recommendations, so the search engine will never have a problem finding your website, events, news, jobs and offers.

Google+ is another great tool for making sure your community group gets found locally. We can help get you started.

Mobile

As of early 2013, around 1 in 6 internet users were browsing the web using a mobile device, such as a smartphone or tablet. That means your site has to work on someone's phone just as well as it works on your PC or Mac. HugoFox has it covered: our technology is tested across multiple platforms, and should work equally well for all your visitors, no matter how they're browsing.

Latest Technology

HugoFox is constantly evolving to stay ahead of the latest web trends and technologies. All updates are made automatically across all websites so you never have to worry about yours becoming out of date again.

“ Our vision is
for HugoFox to become
synonymous with ***local
community*** services and
activities up and down
the country. ”

Michael Thompson

HugoFox Founder



About HugoFox

The HugoFox ethos is about community and 'keeping it local'. We provide affordable (if not free) promotion for local organisations and businesses.

First established in 2010 by businessman Michael Thompson who was looking to employ local people to work at his aerospace company, the site catered specifically for job listings in the area.

Before long, the phrase 'keep it local' caught the imagination of everyone involved. With more people searching for work closer to home and a restoration of interest in all things local, the demand for a website with its heart in the community expanded our horizons.

Now, the HugoFox you see before you is dedicated to serving communities nationwide, providing local information, events, news, services and businesses on your doorstep, cars for sale in your area, hot properties available to view and jobs which are just a hop, skip and a leap away.

What's more, we don't just talk the talk about community-based projects, we walk the walk too, as a sponsor of over a three hundred grass-roots sports teams and supporter of many charities across the UK.

HugoFox
is the
*official
sponsor*
of over
*300 local
sports teams*





Getting involved at grass roots

It's all well and good talking about getting involved in the community, but do we?

At HugoFox we still hold true to our founding principle of keeping things local and giving back to the community in which we live.

As a result, we've sponsored over 300 youth and adult sports teams across the UK and are a keen supporter of many local charities, national awareness events and school projects.

Parishes and local community sponsorships

Our community listings are the ideal way for charities, clubs and local organisations to raise awareness of what they do and publicise events and fundraisers – without it costing a penny.

In addition, since HugoFox News was launched in 2011 we've worked hard to bring people's attention to what's going on in their community, also promoting important causes and events via our social media pages.

Testimonials

It's really smart, easy to use
and saves me time and money

helen carlile

Webmaster, Woolton Hill
Community website



Having listed my event on your
community pages we had the best
open day ever. A record number of
people came through the gate.

Publicity Officer,
Twyford Water Works

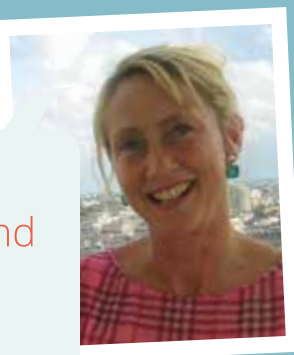
geoff bailey



HugoFox enabled me to create
a website that looks fantastic and
is easily searchable. As a result,
I now have a lot of interested
people finding my site.

Artist

arabella ross



Communities already on HugoFox



How to get started



Go to www.hugofox.com

Click on **Login**, register for your free account and start creating your community website.



Need help? email us **team@hugofox.com** and we'll get right back to you!



Alternatively, have a chat to our friendly team by calling **01635 291 271**

Contact and team

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Graphic Designer

Matt Lewis
Graphic Designer

Community

Rebecca Stephens MBE
Community Speaker

"The NAEA is excited to be joining forces with HugoFox to facilitate the better integration of our members within the communities which they serve. Through an improved online performance and enhanced presence, we hope that HugoFox will change the way our clients see our estate agency members."

Mark Hayward
CEO of the NAEA

