

Lead Galaxy Shoots For The Stars



Released on: June 25, 2009, 3:59 am

Author: Dan Johnson

Industry: [Real Estate](#)

Calling all property agents and developers! Property marketplace Lead Galaxy has re-launched and now allows you to bid for and buy qualified customer sales leads from a dedicated call centre, affiliated sites and property portals.

You may think you can't get much for £1 these days, but [Lead Galaxy](#) is proving that old adage wrong - selling leads for as little as £1.

Whilst the value of a lead varies drastically - depending on its age and how specific it is to the target market - traditionally, the cost of leads from portals haven't reflected this, with one set price covering all.

Lead Galaxy recognizes that an older, more generic lead is worth less than a highly targeted one and its new tiered costings reflect this - allowing you to get the most for your money. Leads range in price from £1 to £25 for a highly targeted, brand new lead.

[Lead Galaxy](#)'s intelligent search engine matches profiles to partners based on the country, location, type and price range that the customer is interested in.

Once the system has identified all the partners with matching profiles, it sends the lead to the highest bidder. This continues until the partner either runs out of budget or is outbid by another agent.

If there are no bidders, the lead goes into the 'Buy Leads Now' system, where it can be purchased for a price that decreases as the lead ages.

Dan Johnson, Director of leading UK and international property portal [TheMoveChannel.com](#) and new owner of Lead Galaxy, said, "Lead Galaxy fills a clear gap in the market for a low hassle, low cost way of generating sales referrals for any kind of property sales business.

"I'm a huge advocate of business efficiency and the ease with which people can set up profiles or buy leads, without having to spend hours listing dozens or even hundreds of properties should make it an appealing route to market for a lot of time-stretched companies.

"With our global distribution network, the throughput of leads is going to be exceptionally high, meaning that most companies will see their sales potential increase significantly by signing up to the service," added Mr Johnson.

Why buy?

Check out our top ten reasons to join the Lead Galaxy network of advertisers:

1. Generate sales leads quickly with minimal outlay
2. Save time by not having to list property online
3. Open an account with a minimum of just £10
4. Browse the latest unsold leads availability list
5. Buy leads instantly online from only £1 each
6. Create profiles to compete for new customers
7. Set your own bid price for different types of lead
8. Opt-in to call centre, portal and web partner leads
9. Control your own daily, weekly or monthly budget
10. Use the free CRM system to manage customers

Throughout the month of July, new customers can open an account with Lead Galaxy for £10, a reduction from the normal minimum account balance of £50. Visit <http://www.leadgalaxy.com/signup/> or call +44 (0) 207 952 7653 to find out more.

For more information on [properties in the UK and overseas](#) and the market in general, please visit <http://www.themovechannel.com/>

-ENDS-

Notes to editors:

TheMoveChannel.com is a property website that was founded in 1999 as an online resource for buying, selling and learning about property. It now receives as many as 300,000 visits per month and advertises over 50,000 properties in nearly 90 countries, which are listed by over 500 partner organisations.

For further information as well as images and interview possibilities, please contact:

Dan Johnson
Managing Director
www.themovechannel.com
0207 952 7650

Contact Details: 45 Lafone Street
Shad Thames
London
SE1 2LX