

Singapore's PropertyGuru Scoops Prestigious CNBC International Property Award



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Press Release Summary: The results of the CNBC Asia Pacific Property Awards 2008 have just been revealed and AllProperty Media's www.PropertyGuru.com.sg website has won an award in the category of "Best Property Portal Singapore". The award will be presented at a glittering gala dinner to be held at the Marina Mandarin in Singapore on 20th July 2008.

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Now in its 13th year, the **International Property Awards** are the largest real estate event recognizing the industry's leading property professionals from around the globe. Hundreds of residential property-related firms from over 56 countries in Asia, Europe and Americas were evaluated by a senior expert real estate panel as part of **CNBC's annual International Property Awards** process. In the case of the **"Property Portal"** category, firms were assessed against key criteria including Strategy and Website Design, Structure and Operation,

Online Presence and Innovative Features, Breadth and Depth of Property Services, and Strength of Online Marketing.

*"We have worked hard to build **PropertyGuru.com.sg** into the leading Singapore property site and are delighted to be recognized by our industry peers. It will spur us on to continue to innovate and provide even better service to Singapore's consumers, real estate developers and agents."* said **Jani Rautiainen and Steve Melhuish, co-founders of AllProperty Media and PropertyGuru.com.sg.**

Having been given this high recommendation, **PropertyGuru.com.sg** is now entitled to display the **CNBC Asia Pacific Property Awards'** logo with pride. This symbol of excellence will be recognised and appreciated by the public who are increasingly well informed and discerning about the properties they seek to buy.

Entries were judged by a panel of professionals whose collective knowledge of the property industry is second to none. Chaired by Eric Pickles, British Shadow Secretary of State, this year's judges included Helen Shield, editor-in-chief of International Homes magazine; Peter Bolton King, chief executive of the National Association of Estate Agents; Phil Spencer, property expert and presenter of Channel 4's Location and Relocation TV shows; Imtiaz Farookhi, chief executive of the National House Building Council; Christopher Hall, past president National Association of Estate Agents; Wilhelm Harnish, Master Builders of Australia (MBA); Thijis Staff, International Consortium of Real Estate Agents Association (ICREA); Santiago Herreros de Tejada, SIMA; Kirkor Ajderhanyan, French Real Estate Federation (FNAIM); Graham Norwood of the Daily Mail; David Hoppit, property writer; Paul Wyatt, head of design for LYCOS UK; Geoff Cohen, design director at Aukett Fitzroy Robinson architects; Jill Keene, editor of International Homes magazine; Diana Yakely, chairman British Interior Design Association; and Tad Zurlinden, Association of Relocation Professionals.

The award will be officially presented at a glittering gala dinner in **Singapore on 20th July 2008 at the Marina Mandarin**, attended by senior representatives from the international real estate industry.

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About **PropertyGuru.com.sg:**
PropertyGuru.com.sg is Singapore's leading real estate portal website. It brings together Singapore's property market in one place,

and makes it easier and faster for consumers to find what they want. **PropertyGuru.com.sg** works with all the major real estate agencies, agents and developers and helps them promote their properties, brand, websites and agents online to a wider audience in Singapore and worldwide.

The **PropertyGuru** service was created by **AllProperty Media Pte Ltd**, a Singaporean firm founded in 2006. It provides:

- Pure focus on real estate in Singapore – designed purely around helping people find real estate information easily to help them make decisions faster.
- Singapore's residential property market available at click of a button, 80% with photos - easy to find and review property available for rent or sale
- Powerful map tool – easy to find available properties in a certain area of interest or view satellite images of the surrounding region
- Colour photos and detailed property database – helps people to make more informed decisions, faster
- Ability to "Ask Guru" – get questions answered online by Singapore's real estate experts in this unique feature
- Instant property valuation tool – enabling consumers find out the latest market rate and track trend for their home and/or property investments
- Automatic alerts via SMS and email – consumers are notified real-time about properties that match their own personal criteria

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Or visit www.propertyguru.com.sg

NOTE: Image files for the **PropertyGuru.com.sg** logo, CNBC International Property Awards logo and website screen-shots can be provided on request.

About CNBC International Property Awards:

The annual **International Property Awards** recognizes the industry's best residential property professionals from around the globe. Now in its 13th year, the awards have seen steady growth and the support team has grown from just two people to a team of 12 over

the period and with entries from across the globe with firms representing 56 different countries. The awards are now established as the biggest in the world.

Winners from each country are re-judged and up to five are nominated within each category for the chance of being chosen as the Best in the World. In 2007 we held the grand final gala event at the internationally famous Bellagio Hotel in Las Vegas. Winning companies were also showcased at the world's largest real estate professionals event organised by two of our sponsors – NAR and SIMA. 30,000 property professionals attended this in November 2007. In 2008 Gala events are planned for Singapore, Dubai, Madrid, London and New York.

The annual **International Property Awards** are judged by a panel of well-respected experts representing well-established professional bodies from different countries.

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