

# New Horizons For NewSkys



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Author: Dan Johnson

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The world of fractional property and shared ownership is growing exponentially and NewSkys.co.uk reflects that – relaunching as the place to find all of the latest fractional ownership investment and lifestyle opportunities.

NewSkys is a winning mix of TheMoveChannel.com 's technical and online marketing experience and Richmond Green Group's knowledge of the fractional ownership sector through its consultancy business RGM Fractional.

The concept of fractional ownership is a sensible, affordable and common sense way of owning property abroad and NewSkys aims to bring both potential buyers and existing owners in touch with the most up to date news on the world of fractional ownership.

It also showcases a large selection of fractional schemes through an extensive and detailed search.

Dan Johnson, Director of TheMoveChannel.com said, "This brings together two of the biggest hitters in terms of overseas property marketing.

"We have nearly a decade of online experience in the sector and coupled with the expertise of RGG in the fractional sector, it should make for a powerful combination of skills.

"Our role will be to ensure the Newskys site has great visibility online, both in terms of natural search and pay per click – two areas where we know we can out-think, out-flank and out-resource the competition.

"By the end of the summer, Newskys will already be well on the way to establishing itself as the leading online vehicle for marketing fractional ownership property to the UK audience," added Mr Johnson.

Drawing on the expertise of both organisations, the editorially driven site will cover all aspects of shared ownership with regular news bulletins from around the world, a weekly email newsletter, property listings, destination updates, buying advice, buyer experiences and details of upcoming events.

Trevor Little, former Editor of Overseas Property Professional, will manage content for the portal – which went live on June 22nd.

Xavier Wiggins, CEO of Richmond Green Group, said, "We aim to offer the widest selection of fractional ownership opportunities from global destinations."

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

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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](http://www.themovechannel.com)  
0207 952 7650

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