

Gilli, Fulham-based estate agency, has unveiled plans for a fully functional property search application for mobile phone users.

By using Gilli's mobile application prospective property buyers and tenants in Fulham, Chelsea, Battersea, Kensington and surrounding areas can search Gilli's entire property database via Internet-enabled mobile phones or tablet devices. This service enables users to view 'full property details' including colour photos, floor plans, location map, comprehensive room descriptions and dimensions of various rooms.

Gilli mobile has been designed to work on most smartphones and tablets with Internet access via GSM, GPRS, 3G network or WiFi.

"In a highly competitive market, the successful estate agents are going to be those who are the fastest at delivering property information to their prospective purchasers and tenants, as well as providing the instant updates for clients who sell or rent their properties" said Vladimir Romaniv, director at Gilli.

"At present most estate agents give a brief summary of a property and expect customers to contact the branch for more information. Gilli's mobile application gives real time detailed information with the aim of making the whole buying and letting process much simpler"

Gilli's new mobile service is also integrated with text and email property alert services and electronically notifies customers about new property listings.

The new mobile property search application will help those people researching an area to get a "first impression" of a property and will save the time for both themselves and our negotiators eliminating viewing of properties which don't fit buyer or tenant criteria or preferred location."

“The service fits well into our business model and reflects our philosophy of using the latest technology to deliver an excellent customer service and the knowledge of the marketplace in order to offer the best value for money to our customers” added Mr Romaniv.