

# DISCOVER

## WHAT YOUR CUSTOMERS

## REALLY WANT!



The image features a woman in a grey pinstriped business suit holding a tablet. In the background is a two-story house with a gabled roof and white shutters. A pie chart is overlaid on the right side of the image, with the kyero.com logo above it. The pie chart is divided into four segments with the following values: 200,000 (dark green), 500,000 (dark blue), 412,000 (light blue), and 297,000 (tan).

Segment Color	Value
Dark Green	200,000
Dark Blue	500,000
Light Blue	412,000
Tan	297,000

Thousands of REAL customers  
tell you about their  
dream property

*Analysis of enquiries made from January to June 2010*

## Discover what your customers really want ..

**Better than an analysis of property searches**, this report tells you about the properties that customers actually enquired about from **January to June 2010**.

It contains an analysis of the property enquiries made via **Kyero.com**. You can use this report as hard evidence of what you feel to be occurring in your local market-place or as a way of focusing your marketing initiatives towards popular types of properties that draw more enquiries and clients.

**Enquiries for leasehold, part ownership and rental properties are NOT included for the sake of clarity.**

Whilst these figures accurately reflect the properties that people have actually enquired about, they may eventually purchase something completely different. The information presented here, however, enables you to **clearly identify** how to catch the attention of **your target audience**.

**Updated twice a year**, this report analyses enquiries made for properties for sale. By comparing reports for different periods, you can see how the requirements of your customers have changed over time.

The report is broken down by the areas listed below. If an area is not listed, it is because there is not enough data currently available to render a report useful. As more data becomes available, more areas will be included in future updates.

Page two contains a summary of all the enquiries for every area and subsequently each area has a page dedicated to enquiries made on properties there.

Each page shows four graphs which detail the proportion of enquiries broken down by:

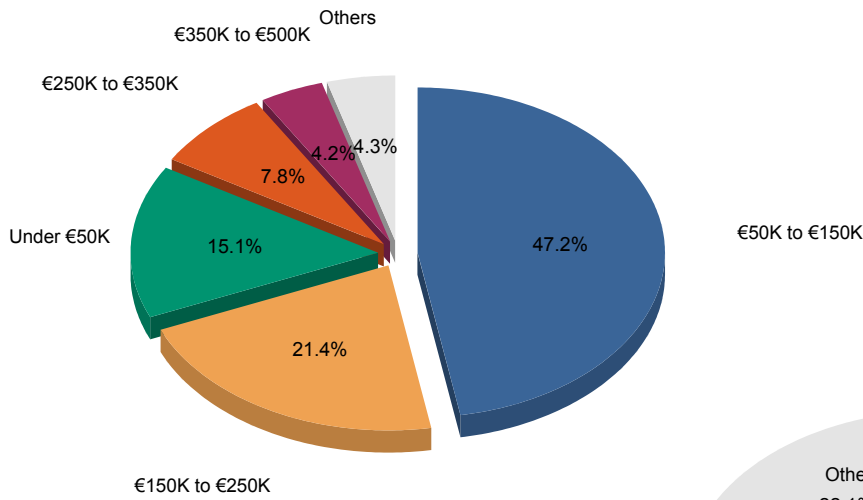
- **number of bedrooms**
- **the presence of a swimming pool**
- **price range**
- **property type**

When the components of a chart do not add up to 100% it is due to the missing fraction being allocated amongst a number of 'other' selections - too small to show and, therefore, excluded for the sake of clarity.

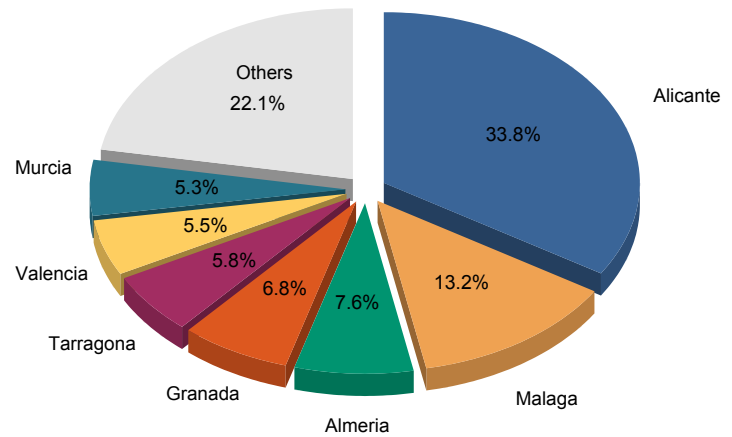
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1.	<b>Spain</b>	10.	<b>Cordoba</b>	19.	<b>Malaga</b>
2.	<b>Albacete</b>	11.	<b>Coruna</b>	20.	<b>Mallorca</b>
3.	<b>Alicante</b>	12.	<b>Fuerteventura</b>	21.	<b>Menorca</b>
4.	<b>Almeria</b>	13.	<b>Girona</b>	22.	<b>Murcia</b>
5.	<b>Badajoz</b>	14.	<b>Gran Canaria</b>	23.	<b>Pontevedra</b>
6.	<b>Barcelona</b>	15.	<b>Granada</b>	24.	<b>Sevilla</b>
7.	<b>Cacares</b>	16.	<b>Huelva</b>	25.	<b>Tarragona</b>
8.	<b>Cadiz</b>	17.	<b>Jaen</b>	26.	<b>Tenerife</b>
9.	<b>Castellon</b>	18.	<b>Lanzarote</b>	27.	<b>Valencia</b>

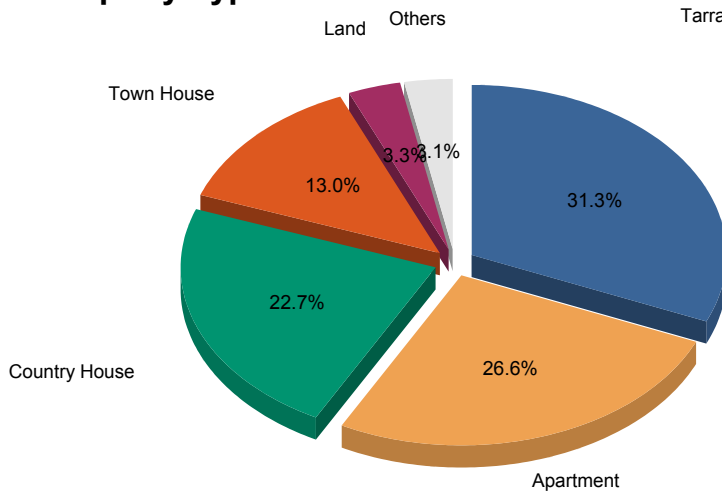
### 1. Price Range



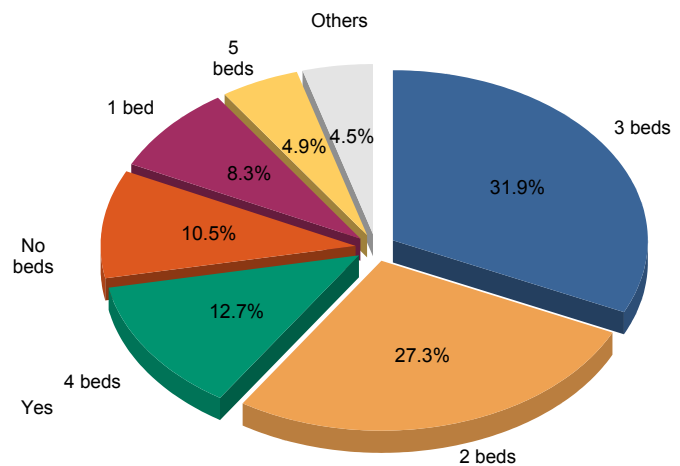
### 2. Provinces



### 3. Property Type



### 4. Size



### 5. Pool?

