

**PROPOSAL TO BOOST/LIST  
YOUR REAL ESTATE PRODUCTS  
AND SERVICES ON:  
[WWW.LAMUDI.CO.UG](http://WWW.LAMUDI.CO.UG)**

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ZILLION TECHNOLOGIES LIMITED  
(Trading as: Real Estate Database)

## INTRODUCTION

[www.Lamudi.co.ug](http://www.Lamudi.co.ug) without doubt is currently "The Fastest Growing Real Estate Listings Portal in Uganda", thus it enjoys a top position within the real estate industry, and it always has first page presence on the Google search engine results for any location within Uganda, eg: if you search for "Houses for sale in "any location you want" Lamudi will be on page one.

It is the only local real estate website that gets up to 70,000 real estate visits per month, we expect this figure to continue growing rapidly and that will increase the number of people who see your advertised listings or real estate products and service.

## SO, WHAT CAN YOU BE ABLE TO ADVERTISE OR BOOST ON LAMUDI.CO.UG?

1. Property listings (Houses, Land, Offices, Shops, Farms, Schools, Warehouses, Hotels, etc.)
2. Construction materials and tools.
3. Construction & engineering services.
4. Mortgage financing services (Home loans).
5. Furniture and Fittings.
6. Property management services.
7. Home-security services.
8. Home Appliances.
9. Interior designers.
10. Tiles and pavers.
11. Painting products.
12. Water tanks.
13. Sanitary Items/ware.
14. Plumbing products/services.
15. Landscaping services.
16. Real estate related services and products (commercial / residential).
17. Real estate development projects (Estates).
18. Compound designers and florists.
19. Kitchen ware and equipment.
20. Movers/Transporters and relocation services.
21. Housekeepers/caretakers.
22. ... and all other home and office related products services.

## WHY ADVERTISE WITH LAMUDI?

1. Our website gets up to 70,000+ real estate hits/visits per month from local buyers/tenants and those in the diaspora who need real estate related products and services for Rent/Sale.
2. It is the only local website that has over 20,000 active properties, this has created the variety that attracts 1000s of real estate buyers daily.
3. It is the leading and most technologically advanced real estate website locally; it is fully integrated with the major social media platforms and uses AI (artificial intelligence) to boost listings.

The screenshot displays the Lamudi website interface. At the top, there is a navigation bar with the Lamudi logo, contact information, and various utility icons. Below this is a large banner image of a modern living room with the text "... where do you want to live ...". A search filter section allows users to select property category (For sale), property usage (Residential), property type (Residential Land), and property location (Kampala). Below the search filters, there are logos for partner services including Safe Property, RentWide, Real Estate Database, Topstar, Chiepa Properties, and KAMERUK. A prominent banner for "Your Campaign Message" is visible, along with a "TRENDING LISTINGS" section featuring a grid of property listings with images, descriptions, and contact information.

4. It has the largest membership of real estate agents/brokers/developers among all real estate portals in Uganda.
5. Our costs for advertising are considerably lower than our competition, we provide the most cost-effective means of real estate related advertising, ie; we have the target group/audience that you need.
6. Ads can be customized to your targeted audience or strategy.
7. Our member's websites are linked to our website hence they send us visitors/traffic and the reverse is true; this offers exposure to an even wider audience.
8. Real Estate is big business these days, and several people are looking for real estate related products/services to Rent/Buy, and this is the only website available with the biggest number of properties in one database; so, you can rest assured that they will all visit Lamudi for properties and thus notice your advert/listing.
9. We have a variety of advertising options/spaces that will suite your online boosting needs as listed below.

#### LAMUDI HAS 6 ADVERTISING/BOOSTING OPTIONS:

1. **Popup banner** = USD 1000 per month per banner (a responsive poster size/format is acceptable)
2. **Listing banner** = USD 300 per month (370 X 328 pixels)
3. **Featured (home page) listings** = USD 300 per month (visible in any relevant sections of the home page)
4. **Property listings** = USD 320 per year (unlimited active listings)
5. **Sponsored carousel (with Artificial Intelligence - AI)** = USD 300 per month (multiple listings are acceptable)
6. **Horizontal banner** = USD 300 per month per banner (900 X 111 pixel)

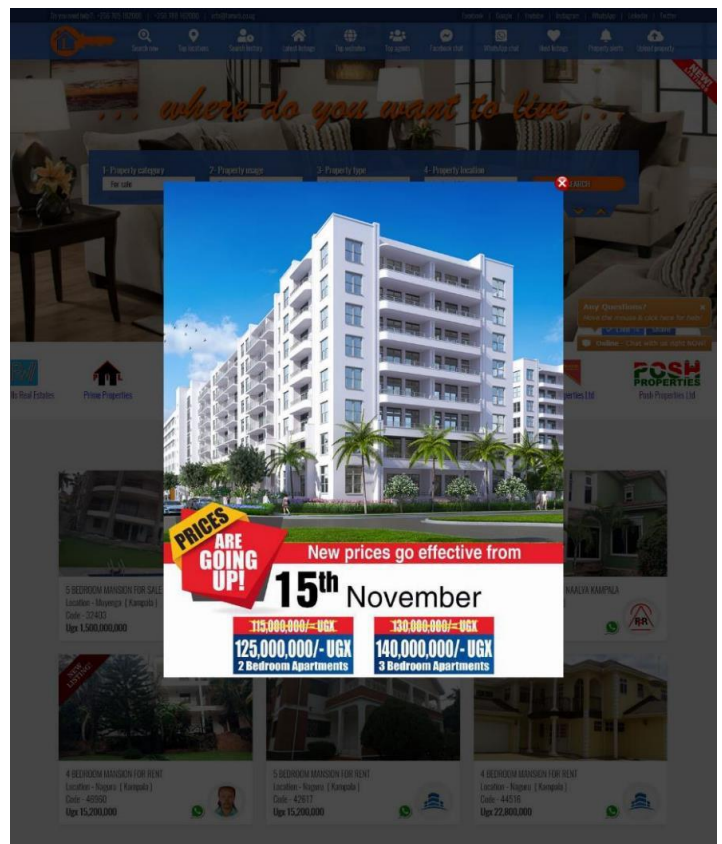
Below is a detailed explanation of the advertising options as listed above.

#### 1) POPUP BANNER:

A popup banner is a banner that appears in the foreground of the website in a clearly delimited window. The Popup banner is called this because it "pops up" on the page, thereby interrupting the user with a message. It can be used for promoting new or hot listings, but also for prompting users to click on the banner for more information on a specific listing.

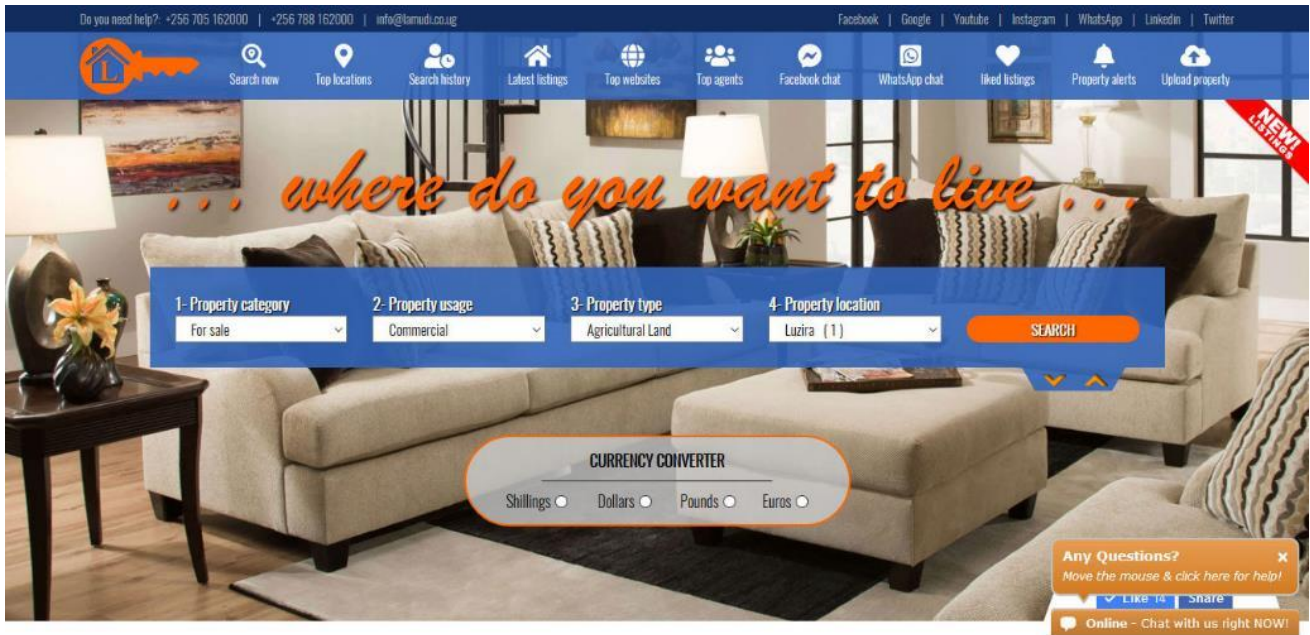
Our popup banner has been designed to jump to the front of the page based on the context of what the user is searching for, this banner is quite large (poster format) and is guaranteed to be noticed since it pops-up on top of the entire website, the visitor has an option to click on it and thus it is expected to have a clear call to action.

This banner can also be triggered by specific keywords or property categories that the visitor is viewing, which makes the banner even more relevant to the visitor's current context, for example, it can be triggered to pop up when the visitor is specifically viewing listings that are relevant to your target group or target location or target category.



## 2) LISTING BANNER (featured listing):

This is an advertising banner that appears within the property listings on every page where search results are more than 2, it's intended to blend-in (or fit-in) with the rest of the listings while at the same time looking different, if proper graphics are applied to the banner, then it will stand out among the listings in an attractive way.



### FEATURED LISTINGS

5 BEDROOM MANSION FOR SALE IN MUYENGA AT 1.5B  
Location - Muyenga (Kampala)  
Code - 32403  
Ugx 1,500,000,000

KIREKA NAMUGONGO RD 3M 7BEDROOMS 4BATHROOM  
Location - Kireka (Wakiso)  
Code - 31545  
Ugx 3,000,000

4 BEDROOM MANSION FOR RENT  
Location - Naguru (Kampala)  
Code - 46960  
Ugx 15,200,000

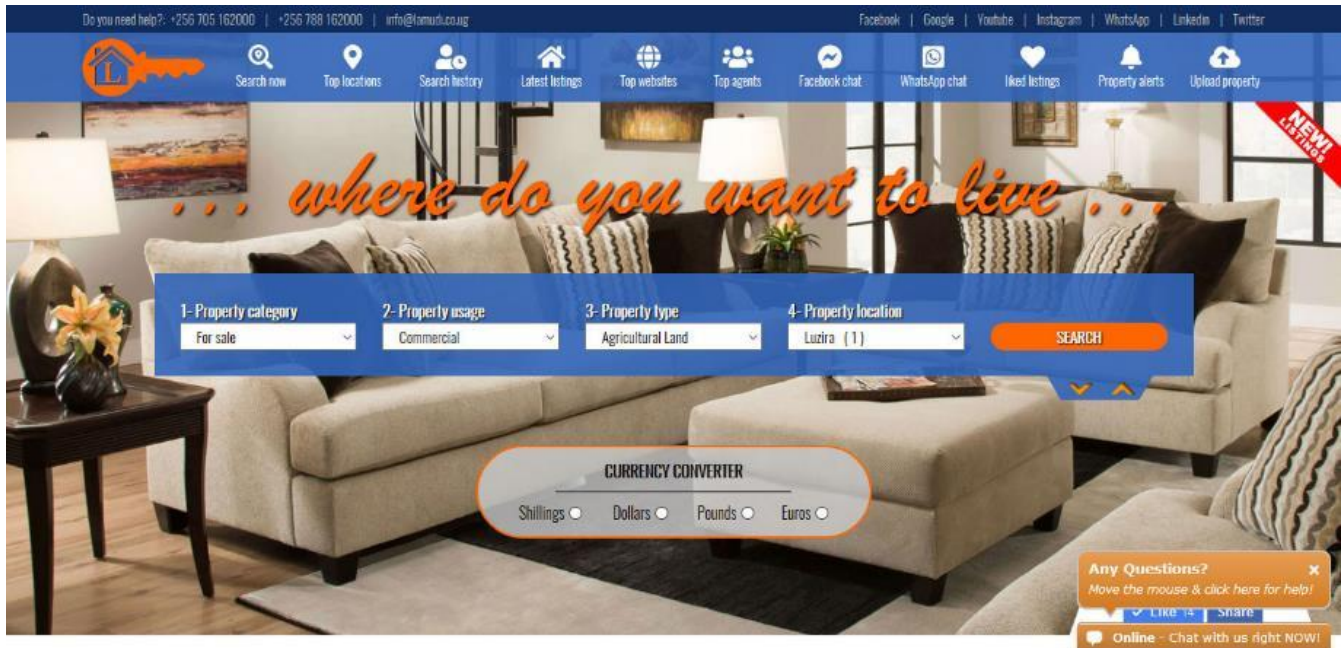
5 BEDROOM MANSION FOR RENT  
Location - Naguru (Kampala)  
Code - 42617  
Ugx 15,200,000

4 BEDROOM MANSION FOR RENT  
Location - Naguru (Kampala)  
Code - 44516  
Ugx 22,800,000

PRICES ARE GOING UP!  
New prices go effective from  
**15<sup>th</sup> November**

### 3) FEATURED LISTINGS

A featured listing is a highly visible listing that appears on the website's home page. It is one of the first listings that every visitor sees upon arrival. The home page may feature several such listings, and their positions depend on how frequently they are clicked. The last clicked listing will move to the bottom of the list, or it may disappear altogether.



### FEATURED LISTINGS

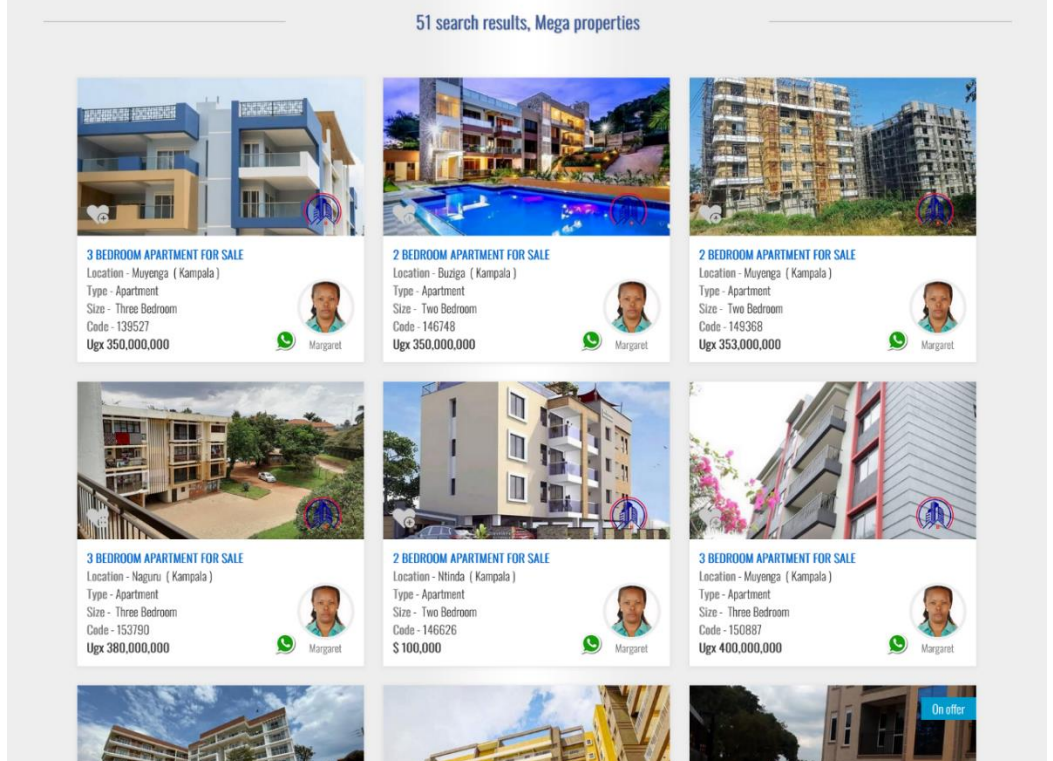
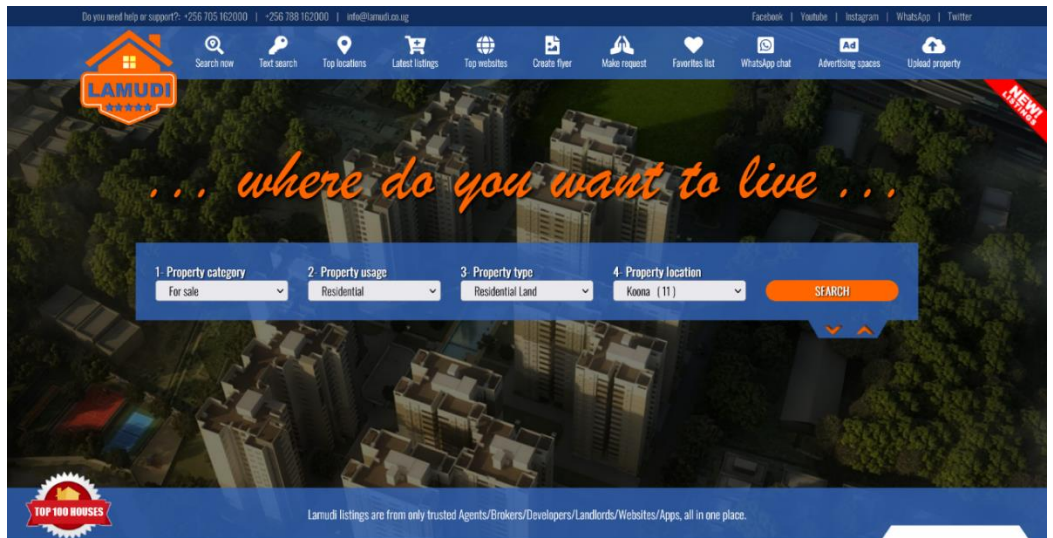
<p>5 BEDROOM MANSION FOR SALE IN MUYENGA Location - Muyenga ( Kampala ) Code - 32403 Ugx 1,500,000,000</p>	<p>KIREKA NAMUGONGO RD 3M 7BEDROOMS 4BATHROOMS Location - Kireka ( Wakiso ) Code - 31545 Ugx 3,000,000</p>	<p>STORED HOUSE FOR SALE IN NAALYA KAMPALA Location - Naalya ( Kampala ) Code - 39108 Ugx 750,000,000</p>
<p>4 BEDROOM MANSION FOR RENT Location - Naguru ( Kampala ) Code - 46960 Ugx 15,200,000</p>	<p>BEDROOM MANSION FOR RENT Location - Naguru ( Kampala ) Code - 42617 Ugx 15,200,000</p>	<p>4 BEDROOM MANSION FOR RENT Location - Naguru ( Kampala ) Code - 44516 Ugx 22,800,000</p>

#### 4) LISTINGS OF ALL YOUR PROPERTIES:

Our platform provides an effective advertising solution for those who have multiple properties for sale or rent. Your property listings will be presented to potential buyers based on their search criteria, with the results sorted in order of price from lowest to highest. Alongside your listing, other relevant properties will also be displayed.

Each of your listings will feature key specifications, which visitors can click to view more details about your property on a separate or dedicated page. To further increase customer engagement, we provide several mechanisms for potential customers to directly contact you, including enquiry forms, social media messaging on platforms such as WhatsApp and Facebook, voice calls, and more.

As part of our advertising package, your company logo will be prominently displayed in the scrolling section at the top or bottom of our website alongside other logos of companies with listings on our platform. By showcasing your brand in this manner, you can increase visibility and recognition for your company and its offerings.



Overall, our property listings advertising option provides an effective and comprehensive solution for those with multiple properties for sale or rent. With our easy-to-use platform and various engagement mechanisms, you can reach a wider audience and increase your chances of securing a successful sale or rental.

## 5) SPONSORED CAROUSEL (POWERED BY ARTIFICIAL INTELLIGENCE):

The Sponsored Carousel is an advertising feature that employs Artificial Intelligence (AI) to showcase a series of properties at the top and bottom of organic listing results. It is specifically designed to display six properties at a time.

Sponsored Carousel Ads provide a platform for businesses to target potential customers who are actively searching for similar properties in terms of type and price range. By utilizing this feature, businesses can advertise their listings to customers who are actively searching for properties that are similar to theirs.

To display sponsored properties, the Sponsored Carousel uses AI to analyze the potential buyer/tenant's search history, preferences, personality traits, and values. Based on these factors, the AI recommends properties that are most likely to match the buyer's requirements. For instance, if a buyer is searching for apartments, the Sponsored Carousel will display apartments that are most likely to meet the buyer's criteria or those that match what the buyer has previously viewed.

The Sponsored Carousel keeps updating its properties every time a buyer performs a new search to ensure that it always matches the buyer's current needs. It even matches the buyer with other popular searches of the same property type and location.

The sponsored section includes images with locations and prices and supports swiping left or right when it detects that the visitor is using a mobile device.

You can read more about AI in real estate here: <https://www.dotloop.com/blog/artificial-intelligence-in-real-estate/>

The screenshot displays the Lamudi website interface. At the top, there is a navigation bar with the Lamudi logo, search options, and social media links. Below the navigation bar is a large banner with the text "... where do you want to live ...". Underneath the banner is a search filter section with four dropdown menus: "1- Property category" (set to "For sale"), "2- Property usage" (set to "Residential"), "3- Property type" (set to "Villa"), and "4- Property location" (set to "Buziga (5)"). A "SEARCH" button is located to the right of these filters. Below the search filters is a "CURRENCY CONVERTER" section with radio buttons for "Shillings", "Dollars", "Pounds", and "Euros".

Below the search filters is a row of logos for various real estate agencies: "AL ESTATE", "Safe Property", "Alpha Homes", "SURE PROPERTY AGENCY", "Mowin Properties", "RENTWIDE", and "POSH". A "CHECK OUT" button is located to the right of these logos.

Below the logos is a banner for a "Real Estate CAMPAIGN" with the text "A PERFECT PLACE TO FIND YOUR HOME" and "CHECK OUT".

Below the banner is a section titled "5 search results, Villa for sale in Buziga". This section displays a carousel of six property listings. The first listing is circled in red. Each listing includes a thumbnail image, a price, and a location. The listings are:

- 1,448, Kampala
- 1,338, Buziga
- 2,100, Munyonyo
- 950,000, Kitanda
- 1,988, Lubowa
- 2,368, Munyonyo

Below the carousel is a section with three detailed property listings. Each listing includes a thumbnail image, a title, location, type, size, and price. The listings are:

- 6 BEDROOM VILLA FOR SALE**  
Location - Buziga (Kampala)  
Type - Villa  
Size - Six Bedroom  
Code - 23758  
Ugx 1,064,000,000
- VILLAS FOR SALE IN BUZIGA**  
Location - Buziga (Kampala)  
Type - Villa  
Size - Five Bedroom  
Code - 58794  
Ugx 1,330,000,000
- 5 BEDROOM VILLA FOR SALE**  
Location - Buziga (Kampala)  
Type - Villa  
Size - Five Bedroom  
Code - 59530  
Ugx 2,356,000,000

## 6) HORIZONTAL BANNER (LEADERBOARD)

The horizontal banner (also known as leaderboard) appears just above or below the property listings, it stretches from one side of the page to the other, it is a banner that is very popular among online advertisers worldwide.

Do you need help? +256 705 162000 | +256 788 162000 | info@lamudi.co.ug

Facebook | Google | Youtube | Instagram | WhatsApp | LinkedIn | Twitter

Search now | Top locations | Search history | Latest listings | Top websites | Top agents | Facebook chat | WhatsApp chat | Property alerts | Advertising space | Upload property

... where do you want to live ...

1- Property category: For rent  
2- Property usage: Residential  
3- Property type: Bungalow  
4- Property location: Any

SEARCH

CURRENCY CONVERTER  
Shillings  Dollars  Pounds  Euros

Any Questions? Move the mouse & click here for help!

Online - Chat with us right NOW!

ALL TOP LISTINGS IN UGANDA

Like 14 Share



PRICES ARE GOING UP!

New prices effective from 15<sup>th</sup> November

### FEATURED LISTINGS



5 BEDROOM MANSION FOR RENT  
Location - Lubowa (Wakiso)  
Code - 34364  
Ugx 11,400,000



KIREKA NAMUGONGO RD 3M 7BEDROOMS 4BATHROOMS  
Location - Kireka (Wakiso)  
Code - 31545  
Ugx 3,000,000



LAKE VIEW MANSION IN MUNYONYO  
Location - Munyonyo (Kampala)  
Code - 34454  
Ugx 1,400,000,000





**PLEASE NOTE:**

1. 2% incremental discounts (on all banners) will be offered for longer payment periods.
2. All banner spaces are shared spaces, each with a maximum of 10 slots.
3. Banners can have a link directly to your website or a link to a page showing your content on our website.
4. Once you sign up for the pop-up banner option, then you also get all the other options for free.

Also note, that your property listings will be automatically pushed from your website directly into Facebook and Google (for retargeting ads) with all their details and pictures, your properties will be linked directly to your Facebook/Google (Ad) Account using XML/CSV catalogs.

Lamudi.co.ug collaborates with other real estate portals including: [www.RealEstateDatabase.net](http://www.RealEstateDatabase.net) and [www.Realtor.ug](http://www.Realtor.ug) where your properties will be displayed and thus the same offers/rates apply.

**CONCLUSION**

[www.Lamudi.co.ug](http://www.Lamudi.co.ug) has successfully worked for several real estate related companies/products and services within Uganda, and I strongly believe that it will work for you too.

However, we are still open to any discussions on issues concerning your expectations or issues that may not be outlined in this proposal, so hold your phone right now and reach out to us (using the contacts below) with any questions/comments that are on your mind.

I look forward to discussing how we can meet your needs. In the meantime, please don't hesitate to call +256705162000 [Julius Czar] if you have any comments regarding this proposal.

Kind Regards

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