

## Ariston Property Group Client Report - Friday 06 May 2016



Ariston Property Group, London  
 528-530 Hornsey Road, London, N19 3QN  
 Tel: 0208 012 5420  
 Fax: 0207 2727363  
 Email: info@aristonproperty.co.uk

For Paulina Aspris & Kyriacos Aspris, Shop, 71, Falkland Road, London, NW5 2XB



**£375 pw**

Shop

Falkland Road, Kentish Town

DESCRIPTION: Lock up shop set on the corner of the residential Falkland Road & Montpelier Grove within a Victorian building in Kentish Town. Over the previous 40 years, the premises has been trading as an established grocery/off-licence store. The shop comprises a large retail area of 757sq.

First loaded on **Wednesday 29 July 2015**. Last update: **Wednesday 04 May 2016**.

Currently displayed with: **4 photographs**.

To view your property online visit: [www.rightmove.co.uk/property/35665521](http://www.rightmove.co.uk/property/35665521).

Rightmove Performance Data	Last 7 days		Last 14 days		Last 28 days	
	Your Property	Branch Average	Your Property	Branch Average	Your Property	Branch Average
[green ↑ = above average   red ↓ = below]						
Property Advert seen in search results this many times:	952 ↓	2782	2288 ↓	3714	4849 ↓	6762
Number of times a searcher clicked through to see more details:	35 ↓	187	63 ↓	279	119 ↓	449
Click through rate*:	3.7% ↓	6.7%	2.8% ↓	7.5%	2.5% ↓	6.6%
Number of extra detail views**:	-13 ↓	0	-15 ↓	18	60 ↓	400

\* CTR - Click through rate is a key indicator of your property's advertising effectiveness on Rightmove. Measured as a percentage, it represents the number of click through's from a property summary view (e.g. the property advert) to the actual property details.

\*\* Extra detail views is the number of times your full property details get seen, outside of the normal click through from your property advert. Please visit [www.rightmove.co.uk/property-to-you](http://www.rightmove.co.uk/property-to-you) for more information.

For questions or comments, please contact Ariston Property Group on 0208 012 5420.



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**Ariston Property Group**  
 530 Hornsey Road  
 London, N19 3QN  
 T 020 7272 9988  
 F 020 7272 7363  
 E info@aristonproperty.co.uk  
 W aristonproperty.co.uk