

An Xmas Day treat as house sold through Purplebricks

A family celebrated Christmas by giving themselves a present to remember by buying a five bed house, estate agent Purplebricks reported.

An offer was made on the large detached property in Southport, Merseyside, and accepted by the vendor as the country settled down to a festive dinner.

Purplebricks revealed that thousands spent the day house hunting. Visits to the agent's website soared steadily as the day progressed with online traffic soaring at noon once gifts had been opened.

By late-afternoon, instead of the traditional slump in front of the TV, many went online and started looking for a new home. Visitors to the Purplebricks website again rose sharply around 9pm and even at midnight there were still people viewing houses.

Michael Bruce, CEO, Purplebricks said: "We were not surprised to see so many people looking at houses because this time of year is very popular with people deciding to move.

"We are always open, so people can interact with us whenever they like and make things happen. We are well-prepared for the surge in instructions post-Christmas and beyond."

A new ad campaign by Purplebricks launched yesterday (Mon 25th Dec) highlights the commission householders have been paying to traditional estate agents when moving home. Purplebricks charges a flat fixed rate of £849, or £1199 in London and surrounding areas for its full estate agency service. Traditional agents' charges can be as high as 2.5% but a typical fee is 1.5%.