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# How To Find Property Bargains

Web technology keeps throwing up new innovations to make life easier to locate Real Estate Bargains! The property market is no exception. So say you are interested in [French Properties](#) then normally you surf to your favourite French Property website and check the new properties. This can be enjoyable but time-consuming! So clever alternatives soon became available .....

Today, property websites not only have to have interesting content, large selections of property, easy navigation but a raft of tools to retain the interest of potential clients. Timely reminders will retain interest in your site and prompt surfers to return to your site. Retaining loyal visitors is very important for a successful website.

#### Property Alerts

Websites were quick to react to keep potential customers in the loop via property newsletters or property alerts sent by email. Potential clients could add their property criteria and then receive daily email alerts about properties matching their criteria. Property Alerts still remains a popular service.

#### RSS Feeds

Along came RSS feeds and the advent of newsreaders such as the online Bloglines and FeedDemon (free downloadable software). With these applications, you can add a large number of rss feeds from property sites (and other sites which you are interested in) to the "Readers". Then within your reader, you can view the latest information from a range of sites without having to visit the individual sites! Can be a great time saver!

#### What are RSS feeds?

RSS is a family of Web feed formats used to publish frequently updated content — such as blog posts, news headlines, audio, and video — in a standardized universal format. An RSS document (which is called a "feed", "web feed", or "channel") includes full or summarized text, plus information such as publishing dates and authorship.

Refinement of this approach: Many sites will provide a variety of property feeds - depending on your interest. For example, you can choose a particular region of France, locality or perhaps a type of property - say, Villas! For example, [French properties for sale](#).

#### Widgets / Gadgets

Real Estate Websites soon realised that providing content was a valuable tool to get more clients and in some cases more links! Dapper, Grazr among others allowed webmasters to create widgets using typically rss feeds. There are many ways to advertise and distribute the widgets via your own websites or via distribution websites. For example, iGoogle will used widgets to populate iGoogle home pages.

#### Twitter

Twitter has remained one of the most used microblogging and conversational tools. Twitter has become an almost an overnight sensation with rapid growth. More and more businesses have been recognising Twitter as a marketing tools. New ways of using Twitter are constantly emerging. For example, you can now elect to follow various Twitters such as <http://twitter.com/1st4FrenchProp> and your twitter account will receive a tweet whenever a new property is added to the main site database.

The choice is yours how you keep in touch with the property market!

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