

**December 2015**

**nidski.com, Well-Timed Launch Of Ski Property Listings And Information Website**

Brand-new and responsive website, [nidski.com](http://nidski.com), offers potential buyers of a ski apartment or chalet property an easy and user-friendly way to find their dream ski property online. With confidence returning to the ski property market, all-time low Eurozone mortgage rates and a strong pound, the timing couldn't be better for the launch of a credible ski property listings website.

For the first time, potential investors have access to a portal dedicated to the niche market of ski property. As well as listings of resale and new-build ski apartments and chalets from estate agents and developers, users will find information on ski resorts and areas, mortgages and currency exchange, buying guides and advice on tax and legal matters from expert partners. It is also possible to set up property alerts, save properties to a shortlist and “contact all” agents.

Justine Stewart, ski property market analyst explains “The ski property industry has become dominated by a few major players, who represent just a fraction of the ski property available for purchase by buyers. **nidski** will offer a better view of the current ski market from resale and renovation property to new-builds and investment opportunities.”

Justine adds “the ski property market is currently fragmented with little cohesive representation online. It is a specific product, which deserves its own marketplace, allowing agents and developers to promote to interested buyers and giving buyers a good place to start their search. Ski property is often lost or side-lined on large or country-specific portals and only given a short window for marketing each year. Our founders have over 20 years' experience in the ski property market and understand this is a year-round industry with year-round interest.”

A key aim of **nidski** is to give alpine estate agents a way to showcase their properties to an international audience at an affordable cost. Membership for agents is by subscription and at lower fees than larger portals to make the website an accessible marketing channel for all. Smaller agencies also often struggle to find the time - or do not have the resources - to reach potential buyers through social media or other marketing and advertising channels. With SEO and social media expertise **nidski** provides this marketing service for agents as part of the membership subscription, creating new leads as well as giving access to an existing extensive database of would-be ski property buyers.

Visit [www.nidski.com](http://www.nidski.com) and follow us at facebook ([nidskiproperty](https://www.facebook.com/nidskiproperty)) or twitter ([@NidskiProperty](https://twitter.com/NidskiProperty))  
For further press information please email [marketing@nidski.com](mailto:marketing@nidski.com)

Notes for Editors

1. [nidski.com](http://nidski.com) aims to be the go-to website for ski property buyers and the online showcase for alpine estate agents and developers.
2. Subscription membership is available to ski property estate agents and developers as well as holiday/seasonal lettings agents and private landlords.
3. [nidski.com](http://nidski.com) is a fully responsive website, viewable on all platforms.