

Bus ads drive leads for international lettings firm in Hong Kong

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A leading international lettings agency is hoping advertising on the Hong Kong bus system will drive leads and help it on the road to success.

Benham & Reeves Residential Lettings is sponsoring Hong Kong's No. 10 Light Bus Route, which carry around 1.5 million people each day and the advertisements are seen by countless other motorists.

The advertising campaign has been so successful that Benham & Reeves Lettings has already been instructed by two Hong Kong landlords as a result.

Managing Director Anita Mehra, says, "We're very proud to sponsor the No. 10 PLB. It is part of our continued campaign to raising awareness of the Benham & Reeves Residential Lettings brand across Hong Kong and has already proved wildly successful.

"Already we've had two new landlords walk through our doors wishing to instruct us to manage their London properties and many other people have commented on the ads. We have had a dedicated office in Hong Kong since 1995 and this is yet another example of our continued commitment to developing strong ties to the Far East."

Public Light Buses (PLBs) are the iconic minibuses crisscrossing Hong Kong each day. There are more than 3,000 of the 16-seaters taking passengers on fixed routes across Hong Kong Island, Kowloon and the New Territories.

They typically serve areas that the standard Hong Kong bus lines are unable to reach. A kind of cross between a bus and a taxi, their fares are not fixed and although they go from one point to another, drivers have the flexibility to choose their route.

Advertisements on the buses are limited and competition to sponsor the most popular routes is fierce.

Benham & Reeves Residential Lettings previously sponsored the No. 1-3 bus route but when sponsorship of the popular No. 10 route came available, the London based lettings and property management agency pounced. The No. 10 route runs from the mid to upper levels of Hong Kong Island, passing through many of Hong Kong's most salubrious areas.

Anita Mehra and her team are in Hong Kong conducting a series of seminars focusing on investing in London up until 27 October.

Benham and Reeves Residential Lettings has 13 branches in London, UK, plus international offices in Hong Kong, Dubai, India, Malaysia and Singapore.

Established in 1956 in Hampstead London, the company offers a full letting and property management service to local landlords in London and rental investors worldwide. It also provides other services including tax accounting; snagging and handover service; refurbishment and furnishing packages for rental investment properties.