

PROPERTY

May

MARKETING PLAN

WE'VE GOT YOUR MARKETING SORTED

Campaign Checklist

Use this as a reference point for your sends. If you haven't sent a campaign and need help, contact us to get things moving in the right direction.



Email 1: 4 things that turn off buyers

Campaign Category: Sales Tips/Information



Email 2: A seller's guide to choosing an asking price

Campaign Category: Sales Tips/Information



Email 3: Consider this before extending your home

Campaign Category: Sales Tips/Information



Email 4: How to find your dream home in 5 easy steps

Campaign Category: Sales Tips/Information



Email 5: How to spot a good estate agent

Campaign Category: Sales Tips/Information



Email 6: Keep your tenants happy

Campaign Category: Lettings Tips/Information



Email 7: Should you hire a home stager?

Campaign Category: Sales Tips/Information



Email 8: Should you rent your property furnished?

Campaign Category: Lettings Tips/Information

2024
May

Notes

Marketing Planner

Sun Mon Tue Wed Thu Fri Sat

				Send email 1		
		Send email 2		Send email 3		
		Send email 4		Send email 5		
		Send email 6		Send email 7		
		Send email 8				

to do

☐ Send email 1
☐ Schedule social post 1

☐ Send email 2
☐ Schedule social post 2

☐ Send email 3
☐ Schedule social post 3

☐ Send email 4
☐ Schedule social post 4

☐ Send email 5
☐ Schedule social post 5

☐ Send email 6
☐ Schedule social post 6

☐ Send email 7
☐ Schedule social post 7

☐ Send email 8
☐ Schedule social post 8

Email 1: 4 things that turn off buyers

Campaign Category: Sales Tips/Information

The campaign's call-to-action buttons and backgrounds will automatically populate to your brand's colours.

Various call-to-action buttons including book a valuation link.

Customisable elements within this email include the text copy and links.

WE'D RECOMMEND:
Sending this to your entire database including archived data to reach a wider audience.

For additional information on filters, refer to the back of the guide and/or seek help from our support team at support@briefyourmarket.co.uk.



4 things that turn off buyers

We all know that making a good impression on viewers is key to selling a property. On the other hand, every buyer is looking for different things, so how can you impress whoever steps through your front door?

According to buyer surveys, sellers should avoid:

1. **Grime and dirt** – pay particular attention to tiles, grout, carpets and appliances when cleaning to leave a sparkling impression.
2. **Bad smells** – cigarette smoke, stale air, food and pet odours can make your home feel oppressive. So, open windows regularly, install an air freshener plug-in and deep-clean furniture and carpets if necessary to eliminate old smells.
3. **Damp** – mould patches or damp areas can signal a significant problem that could be expensive for a buyer to fix. Address the underlying causes before selling to avoid putting off your viewers.
4. **Seller-led viewings** – no one knows your property like you, but viewers often feel uncomfortable being shown around by the owner. It's harder to be honest and ask questions, which could make buyers feel awkward.

Of course, there are some things you can't control. While one buyer may covet an immaculate showhome, someone else might jump at the chance to renovate. Likewise, some dream of a big garden, while others prefer a low-maintenance outdoor space.

That's why a good estate agent is imperative; our experts carefully guide viewers to focus on how your home works for them.

[CONTACT US](#)[BROWSE PROPERTIES](#)

Campaign Name:	4 things that turn off buyers
Category:	Sales Tips/Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	4 things that turn off buyers
Teaser Text:	Don't be that seller...here are some guidance tips!
Key Benefits:	Informative Brand awareness Increase leads

Email 2: A seller’s guide to choosing an asking price

Campaign Category: Sales Tips/Information

The campaign's call-to-action buttons will automatically populate to your brand's colours.

Various call-to-action buttons.

Customisable elements within this email include the text copy and links.

WE’D RECOMMEND:
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A seller’s guide to choosing an asking price



Setting an appropriate asking price can speed up the home-selling process. To help you get it right the first time, follow the four-step guide below:

- 1. Book a valuation:** Start by getting an appraisal from a local estate agent who understands your area's market dynamics and what local buyers want.
- 2. Conduct research:** Numerous websites offer data on recent property sales in your area, allowing you to gauge the average prices and trends. Compare your home to others in the vicinity, considering factors such as size, condition, and unique features like a conservatory or garage.
- 3. Choose a pricing strategy:** While some sellers set their asking price higher than the appraised value to leave room for negotiation, be cautious not to overprice your home, as it could deter potential buyers and prolong the selling process. Alternatively, pricing your home slightly below comparable properties may attract more interest and potentially spark a bidding war, driving up the final sale price.
- 4. Understand buyer behaviour:** Many buyers have a specific price range in mind when browsing listings, often rounded figures like £300,000. Setting your asking price just above these thresholds could cause your property to go unnoticed by potential buyers who filter their search results based on price.

[CONTACT US](#)[BOOK A VALUATION](#)



Get started today by

Campaign Name:	A seller’s guide to choosing an asking price
Category:	Sales Tips/Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	A seller’s guide to
Teaser Text:	choosing an asking price
Key Benefits:	Informative Brand awareness Encourages leads

Email 3: Consider this before extending your home

Campaign Category: Sales Tips/Information


The campaign's call-to-action buttons will automatically populate to your brand's colours.

Various call-to-action buttons.

Customisable elements within this email include the text copy and links.

WE'D RECOMMEND:
Sending this to your entire database including archived data to reach a wider audience.

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Consider this before extending your home

Home extensions offer a cost-effective alternative to moving – especially if you factor in expenses like stamp duty – or can help you maximise value before selling. But before you begin, it's crucial to follow certain steps to ensure a good return on investment.

Here are five things to consider:

- Budget:** Determine your budget, including costs for materials, labour fees, and potential problems and compare your calculation to how the extension will impact your home's value.
- Design:** Choose the type of extension and plan the layout to suit your needs, whether it's a conservatory or loft conversion. Think about access, storage, and fire safety requirements.
- Area limitations:** Check for any restrictions or planning permissions, especially if you live in a Conservation Area or an Area of Outstanding Natural Beauty.
- Regulations:** Research and comply with building regulations, including structural, electrical, and plumbing requirements. You'll need to apply for full planning permission for extensions that fall outside permitted development rights, so always check with your local authority before proceeding. Listed properties will need approval for most changes, too.
- Professional help:** Hire licensed professionals to ensure quality workmanship and avoid future problems. Ask around for recommendations and thoroughly check online reviews to separate the wheat from the chaff.

If you're planning an upgrade so you can sell for the best price, speak to our team for advice by contacting us on the details below.

Campaign Name:	Consider this before extending your home
Category:	Sales Tips and Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Looking to extend?
Teaser Text:	Consider this before extending your home
Key Benefits:	Informative Brand awareness Encourages leads

Email 4: How to find your dream home in 5 easy steps
Campaign Category: Sales Tips/Information


The campaign's call-to-action buttons will automatically populate to your brand's colours.

Various call-to-action buttons.

Customisable elements within this email include the text copy and links.

WE'D RECOMMEND:
Sending this to your entire database including archived data to reach a wider audience.

For additional information on filters seek help from our support team at support@briefyourmarket.co.uk.



It can take several months to find a home to buy. Although it's often an exciting process, it can also feel very long-winded. But if you follow our simple guide below, you may fall in love with a new property sooner than you think.

Sort your finances: Speak to a financial advisor or an independent broker to clarify how much you can afford to borrow. Based on this information, secure a Mortgage in Principal and set aside money for other fees, such as stamp duty, hiring surveyors and solicitors, and moving costs.

Decide what's non-negotiable: Create a list of features necessary for your new home, and be honest about what is just desirable. This will help you focus on your priorities when viewing potential properties.

Gather information: Go online to investigate the area the property is in – Google Maps has satellite and street view options and can show you travel times, too. You can usually find floor plans and house value information on Rightmove and Zoopla to help you refine your search.

Prepare for viewings: Plan questions you'd like to ask before viewing a property and take notes to compare your top choices at your leisure.

Speak to a local estate agent: Sharing your requirements with a trusted local agency means you'll be the first to know when a suitable property is ready to view. Contact us on <> to see if we can help.

CONTACT US

BOOK A VALUATION

Contact us to see if

Campaign Name:	How to find your dream home in 5 easy steps
Category:	Sales Tips/Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Are you looking to move?
Teaser Text:	How to find your dream home in 5 easy steps 🏠
Key Benefits:	Informative Brand awareness Encourages leads

Email 5: How to spot a good estate agent
Campaign Category: Sales Tips/Information

The campaign's call-to-action buttons will automatically populate to your brand's colours.

Various call-to-action buttons.

Customisable elements within this email include the text copy and links.

WE'D RECOMMEND:
Sending this to your entire database including archived data to reach a wider audience.

For additional information on filters seek help from our support team at support@briefyourmarket.co.uk.

How to spot a good estate agent
Contact us

Due to a lack of regulation in the past, less than 30% of people trust estate agents, according to a recent IPSOS survey. Luckily, the industry has since conformed to codes of conduct and ethical practices designed to protect consumers, but like in any sector, some providers are better than others.

So, how do you spot a trustworthy and effective estate agent? Here are some green flags:

- A strong track record - carefully read online reviews and ask local sellers for recommendations.
- Online presence - does the agent use property portals such as Rightmove? If not, why not?
- Membership to a professional body - an agency that voluntarily signs up to an industry standards regulator will be quick to respond to changes in the law.
- Realistic valuations - research before your valuation to get a rough idea of your home's value. If the agent's opinion seems far out, ask them to explain their reasoning.
- Clear information around fees - what exactly are you getting in return for agency selling fees? And what happens if you switch agents or don't sell? A good agent should make you aware of critical details.
- A solid marketing strategy - will your chosen agent use professional services to showcase your home? Are they active on social media? Do they go the extra mile in other ways?

If you're selling a home in <<AREA SERVED>>, contact us on <<NUMBER>> to talk through how we do things at <<AGENCY NAME>> or book a valuation.

CONTACT US BROWSE PROPERTIES

Campaign Name:	How to spot a good estate agent
Category:	Sales Tips and Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	How to spot a good estate agent
Teaser Text:	You've found us....<<Agent Name>>
Key Benefits:	Informative Brand awareness Encourages leads

Email 6: Keep your tenants happy

Campaign Category: Lettings Tips/Information

The campaign's call-to-action buttons will automatically populate to your brand's colours.


Various call-to-action buttons.

Customisable elements within this email include the text copy and links.

Live timer

WE'D RECOMMEND:
Sending this to your entire landlord database including archived data to reach a wider audience.

For additional information on filters seek help from our support team at support@briefyourmarket.co.uk.



Keeping your tenants happy

Managing rental properties isn't always easy, but it helps when you can develop a positive, professional relationship with your tenants. Happy, settled tenants are more likely to keep your property in good condition, pay their rent on time, and generally be more amenable to any problems that might arise.


So, maximise your investment by following these tips for being a great landlord:

- Promptly address maintenance issues to build respect and loyalty.
- Set a fair rental price based on area research to provide value for tenants.
- Offer rent reductions for advanced payments to encourage long-term stays.
- Maintain a detailed inventory to prevent disputes over damages.
- Respect tenants' privacy and make them feel at home by scheduling inspections in advance.

Beyond this, we recommend leveraging the expertise and resources of our friendly local team to streamline tenant referencing and property management tasks and enhance tenant communication. Our services can alleviate some of the workload, ensuring a consistent and professional experience for your tenants – a win-win for everyone.

Are you curious to learn how we can keep your tenants content? Simply contact us on the details below.

[CONTACT US](#)[BROWSE OUR SERVICES](#)



Are you curious to learn how we can keep your tenants content?

Campaign Name:	Keep your tenants happy
Category:	Lettings Tips and Information
Purpose:	Brand awareness / informative / Encourages leads
Subject Line:	Unsure how to keep your tenants happy 🏠
Teaser Text:	Contact <<AGENT NAME>> today
Key Benefits:	Informative Brand awareness Encourages leads

Email 7: Should you hire a home stager?

Campaign Category: Sales Tips/Information

The campaign's call-to-action buttons will automatically populate to your brand's colours.


Various call-to-action buttons.

Customisable elements within this email include the text copy and links.

WE'D RECOMMEND:
Sending this to your entire active database including archived data to reach a wider audience.

For additional information on filters seek help from our support team at support@briefyourmarket.co.uk.

Should you hire a home stager?



After house prices rose dramatically during the pandemic, they hit turbulence as the economy reacted to sharp inflation and interest rates. The result? Despite the housing market stabilising, many sellers worry about being left on the shelf now that buyers have more options.


One solution is to call in property marketing professionals who can advise on presenting your home to highlight its best features and beat the competition. Booking a consultation with a home stylist (also known as a home stager) can be eye-opening. A professional can provide an objective overview and advise you on increasing light and space and attracting the right buyer for your unique home.

If your budget doesn't extend that far, don't worry. A knowledgeable local estate agent can share key information and facts about the housing market in your town, city, and region and discuss ways to increase your property's value. Our experts will also work with you to carefully plan a sound marketing strategy, including preparing your home for a photoshoot and viewings.

Contact us today – we look forward to hearing from you.

CONTACT US

BOOK A VALUATION



We look forward to hearing from you.

Campaign Name:	Should you hire a home stager?
Category:	Sales Tips and Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Looking to sell your home?
Teaser Text:	Should you hire a home stager?
Key Benefits:	Informative Brand awareness Encourages leads

Email 8: Should you rent your property furnished?

Campaign Category: Lettings Tips/Information

The campaign's call-to-action buttons will automatically populate to your brand's colours.

Various call-to-action buttons.

Customisable elements within this email include the text copy and links.

WE'D RECOMMEND:
Sending this to your entire landlord and investors database including archived data to reach a wider audience.

For additional information on filters seek help from our support team at support@briefyourmarket.co.uk.

Should you rent your property furnished?



Void periods can be costly, so many landlords look for ways to make their property stand out to potential tenants. Depending on the type of tenant you're looking for, furnishing your rental could speed up the process or allow you to charge a slightly higher rent.

For example, students may appreciate a fully furnished home with fitted white goods. However, that doesn't mean you should spend thousands on luxury furnishings and appliances that may get damaged, broken or need replacement.

Many tenants, such as young families, looking for long-term rentals will probably prefer to bring or buy their own furniture to make the property 'home', but on the other hand, some may like to have appliances such as dishwashers or fridges already installed.

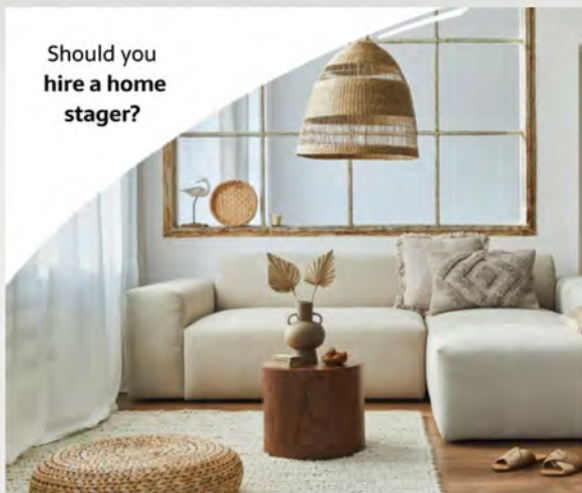
If you choose to invest in some furnishings, remember to:

- Look for good-quality second-hand items to reduce costs.
- Choose items with built-in storage to maximise space.
- Carefully select which electrical appliances to include – a tenant might not have a washing machine to bring along, but they'll probably have a television, kettle and a toaster, for example.

To discuss how to furnish your rental or whether it's best to leave it empty, speak to our lettings team on <<NUMBER>>.

[CONTACT US](#)[OUR SERVICES](#)

Campaign Name:	Should you rent your property furnished?
Category:	Lettings Tips and Information
Purpose:	Brand awareness / Informative / Encourages leads
Subject Line:	Looking to become a landlord?
Teaser Text:	Should you rent your property furnished?
Key Benefits:	Informative Brand awareness Encourages leads



Useful Hashtags



Top 10 Property Hashtags

#properties
#realestate
#property
#landlord
#tenant
#buyer
#vendor
#lettings
#tolet
#forlet
#let
#sold
#sstc
#estateagent
#realtor
#forsale
#investment
#realestateagent
#househunting
#home
#newhome
#may
#2024

Top 10 Insurance Hashtags

#insurance
#lifeinsurance
#insuranceagent
#insurancebroker
#healthinsurance
#business
#investment
#carinsurance
#homeinsurance
#covered
#newyear
#2024
#may

Creating Filters

To create your filters, simply go to **Audience > All Contacts > Filter > New**

Give your filter a friendly name, e.g.: Val not instructed (12 months). Your recipients will not see this.

Field name = valuation date

Operator = was during the previous ? Months

Value = (enter the value that you want to target, e.g. 12)

You will also need to **exclude contacts that have instructed you in the previous 12 months (as shown in the example below).** *

Build your filter* Simple Filter Advanced Filter

Name*

Category + Inclusive filtering ?

INCLUDE contacts that match

☒ All the following criteria
☐ At least one of the following criteria

Field Name	Operator	Value
+ ✗ Valuation Date	Was During The Previous ? Months	12
+ Add new expression...		

But EXCLUDE contacts that match

☒ All the following criteria
☐ At least one of the following criteria

Field Name	Operator	Value
+ ✗ Date Instructed	Was During The Previous ? Months	12
+ Add new expression...		

Create copy Save Save and close Cancel

*Filtering is subject to integration type. For more information or support with your sends, please contact our support team on 0344 800 84 24

If you require a personalised marketing plan, please get in touch with your Customer Success Manager.