

PROPERTY

September

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: The importance of understanding rental yields

Campaign Category: Lettings tips and Information



Email 2: Make not break a sale with these home staging tips

Campaign Category: Sales tips and Information



Email 3: September property market update

Campaign Category: House Price Updates



Email 4: Securing a mortgage as a first time buyer

Campaign Category: First Time Buyers



Email 5: Kick your holiday blues by moving to a better home

Campaign Category: Sales Tips/Information



Email 6: Is build to rent worth it?

Campaign Category: Lettings tips and Information



Email 7: How to avoid buying the wrong home

Campaign Category: Sales tips and Information



Email 8: Simple home upgrades without breaking the bank

Campaign Category: Sales tips and Information

2024
September

Marketing Planner

Sun Mon Tue Wed Thu Fri Sat

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| | | Send email 3 | | Send email 4 | | |
| | | Send email 5 | | Send email 6 | | |
| | | Send email 7 | | Send email 8 | | |
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Notes

to do

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| <input type="checkbox"/> Send email 1 | <input type="checkbox"/> Send email 7 |
| <input type="checkbox"/> Send email 2 | <input type="checkbox"/> Send email 8 |
| <input type="checkbox"/> Send email 3 | <input type="checkbox"/> |
| <input type="checkbox"/> Send email 4 | <input type="checkbox"/> |
| <input type="checkbox"/> Send email 5 | <input type="checkbox"/> |
| <input type="checkbox"/> Send email 6 | <input type="checkbox"/> |
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Email 1: The importance of understanding rental yields

Campaign Category: Lettings tips and Information

The campaign's call-to-action buttons and backgrounds 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, refer to the back of the guide and/or seek help from our support team at support@briefyourmarket.co.uk.



The importance of understanding rental yields

Join the letting market with confidence

Are you a potential landlord looking ready to make a large return on investment?

Well, it all starts with understanding rental yields and why they are so important. They help factor in how much return you're going to make on your investment when purchasing a buy-to-let property. So, before diving in deep as a landlord, understand the simplicity of rental yields.

What is a rental yield?

A rental yield is the difference between how much money you make from letting out the property annually and how much it costs to purchase and operate it. Typically, the rental yield is always expressed as a percentage.

How to work out your gross rental yield:

$$(\text{annual rent} / \text{property value}) \times 100 = \text{gross rental yield}$$

Why is rental yield important?

Before investing in a buy-to-let property, it is important to work out your rental yield to see if you will make enough profit on your property purchase. Investing in a buy-to-let property is a worthwhile venture if you can cover your costs and make money on top of it.

| | |
|-----------------------|---|
| Campaign Name: | The importance of understanding rental yields |
| Category: | Lettings Tips/Information |
| Purpose: | Brand awareness / Informative / Leads |
| Subject Line: | The importance of understanding rental yields |
| Teaser Text: | Join the letting market with confidence |
| Key Benefits: | Informative Brand awareness Leads |

Email 2: Make not break a sale with these home staging tips

Campaign Category: Sales tips and Information

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

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Make not break a sale with these property staging tips

When selling a property, however impressive it may be, the home staging matters, as it could potentially make or break a sale. Spending time presenting a property well is no waste of time or money, as potential buyers seek out homes using online imagery before booking a viewing.

First impressions count

If you are viewing a property with a poor choice of paint colour and a dirty kitchen, it can be challenging to envision yourself living there. Displaying a property as a blank, neutral canvas allows potential buyers to envision themselves and their belongings in the property.

Reduce clutter and your personal touch

When staging a home, there is a fine line between presenting it with a personal touch and making the property feel excessively personal. You don't want a home to feel unnatural and too sterile, but you also don't want to imprint your personal life into the property.

Design ideas to help you sell

If you're finding it difficult to properly stage your home or if it's not working, seeking the assistance of an expert agent who has successfully sold properties in the past can provide professional advice. By simply using light, neutral colours, light fittings, and soft furnishings, the property can speak for itself.

The condition and location of the property will always remain the most important considerations, but it's always important to enhance the chances of a successful property sale.

Book your free, in-person valuation today and successfully sell your home with <> by your side

| | |
|-----------------------|--|
| Campaign Name: | Make not break a sale with these home staging tips |
| Category: | Sales Tips/Information |
| Purpose: | Brand awareness / Informative / Encourages leads |
| Subject Line: | Make not break a sale with these home staging tips |
| Teaser Text: | The importance of home staging |
| Key Benefits: | Informative Brand awareness Encourages leads |

Email 3: September property market update

Campaign Category: House Price Updates

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

Various call-to-action buttons.

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September property market update

With summer coming to a swift close and autumn dawning upon us, there are still no signs of the property market slowing down, as UK property prices are still on track to be 1.5% higher over 2024. *

The sales market remains strong

75% of this year's sales are complete or in progress, and the market remains on track for the predicted 1.1 million sales in 2024. If this target is met, this is a 10% increase in property sales compared to 2023. Even though 1.1 million is lower than the past 20-year average of 1.2 million, house prices have increased massively, narrowing the pool but increasing the value of the property market.*

Join the market before property prices fall

2024 will continue to prove itself as an incredible year to join the property market, as prices are currently valued higher by 8%, and by the end of the year, house prices will reduce, supposedly returning to a 'fair value'. So, if you are hesitating whether to join the property market now or wait for a better time, the better time is now!

The highest supply of homes for sale in 8 years

Since this time last year, there has been a huge increase in the market for new homes and buyer activity. There has been a 19% increase in the stock of homes for sale since last year, and buyer demand has increased by 6% since last year. The 2024 market will continue to thrive throughout the entire year.

Ready to join the property market? Contact us for more information

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|-----------------------|---|
| Campaign Name: | September property market update |
| Category: | House price updates |
| Purpose: | Brand awareness / Informative / Encourages leads |
| Subject Line: | September property market update |
| Teaser Text: | 3 reasons to join the property market before the sun sets |
| Key Benefits: | Informative / Brand awareness / Encourages leads |

Email 4: Securing a mortgage as a first time buyer

Campaign Category: First Time Buyers

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

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Securing a mortgage as a first-time buyer

When your attempting to secure a mortgage as a first-time buyer it can be a challenging ordeal. After saving for a long time to finally get on the property ladder, beginning the process of your biggest investment can be nerve racking.

To allow yourself to feel confident when entering the property market, ask these four following questions.

Are you financially prepared?

When applying for a mortgage, you need to have a steady monthly income, so staying long-term in a job is a huge help. Save up as much as you possibly can for your home deposit, because the larger your down payment, the more equity you will have in your potential property purchase.

Most lenders expect the minimum of a 10% deposit compared to the house price, but recently there has been an uproar in lower deposit mortgages, allowing you to put as little as a 1% deposit down. Always remember to save more than the required home deposit, as there are always extra costs to buying a home.

Which type of mortgage suits you?

Compare different lenders and rates they could offer as some lenders will have better deals for first-time buyers. If you're a first-time buyer, secure a fixed rate mortgage; this will allow you to repay the same amount per month for the next five years.

Have you prepared all your relevant documentation?

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| Category: | First Time Buyers |
| Purpose: | Brand awareness / Informative / Encourages leads |
| Subject Line: | Securing a mortgage as a first time buyer |
| Teaser Text: | 4 crucial questions to ask yourself when entering the property market |
| Key Benefits: | Informative / Brand awareness / Encourages leads |

Email 5: Kick your holiday blues by moving to a better home

Campaign Category: Sales Tips/Information

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Kick your **holiday blues** by moving to a **better home**

Got the September summer blues? Well, why not find that perfect home you have always wanted? We are going to discuss the benefits of moving home and why you should act now. There's no better time than the present.

The perfect time for change
September is the beginning of the academic year and the perfect time for change. By involving yourself in securing a new home this month, you would have moved in time for the perfect wintry Christmas.

A fresh new start
Moving home creates a new home, new neighbours, new surroundings, and numerous new opportunities. Perhaps you're bored of the city scene and yearning for a slice of country living, so expand your social circle and enjoy a different lifestyle.

Helping you declutter
When you move home, you have the opportunity to declutter your property and belongings and discover what you truly want and need. This will lead to your new home being less cluttered and more relaxing to live in.

Potential to gain profit
By moving locations and selling up, your property could be worth more than you imagined, as the UK property market increases in value every year. You're also opening yourself up to the possibility of getting more for your money on your next property.

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| Campaign Name: | Kick your holiday blues by moving to a better home |
| Category: | Sales Tips/Information |
| Purpose: | Brand awareness / Informative \ Encourages Leads |
| Subject Line: | Kick your holiday blues by moving to a better home |
| Teaser Text: | Reasons why you should move home |
| Key Benefits: | Informative / Brand awareness / Encourages Leads |

Email 6: Is build to rent worth it? Campaign Category: Lettings tips and Information

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

Various call-to-action buttons.

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Finding the right property for you, whether you're renting or buying, there are plenty of options available. One of these options is a build-to-rent property, which offers a new-build home to rent.

What is build-to-rent?

Build-to-rent properties are specifically designed and built for renting rather than selling. By renting a new-build, you will face fewer problems with the structure of the property than with an older property.

Build-to-Rent specifically aims to eradicate the problems that tenants encounter with traditional private renting. They provide longer tenancies, a dedicated on-site manager, and purpose-built communal spaces.

What are the benefits of build-to-rent?

By accommodating a build-to-rent property, you are able to live in a building that offers a more luxurious lifestyle. So, in addition to offering exceptional accommodation, these homes usually come with communal gyms and common areas included in the price.

Build-to-rent properties also provide you with longer tenancy options and clear communication for addressing problems, potential rent increases, etc.

What does the future look like for build-to-rent?

Build-to-rent is growing in popularity, with a projected value of 102 billion by 2028. ** A study was completed, identifying that 40% of the respondents would appreciate renting directly from a responsible company rather than privately.*

Contact us today to find your perfect rental home this September

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| Campaign Name: | Is build to rent worth it? |
| Category: | Lettings Tips/Information |
| Purpose: | Brand awareness / informative / Encourages leads |
| Subject Line: | Is build to rent worth it? |
| Teaser Text: | Understand the meaning and purpose of build-to-rent properties |
| Key Benefits: | Informative / Brand awareness / Encourages leads |

Email 7: How to avoid buying the wrong home

Campaign Category: Sales tips and Information

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

Various call-to-action buttons.

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How to avoid buying the wrong home

Buying a new home is an emotional decision, as you leave the only one you know for a new adventure. To ensure you don't buy the wrong home, we are going to discuss five top tips that could make or break you from buying the right home.

Tip 1 - Know your budget

Being realistic and recognising how much you can afford is crucial to choosing the right home. Don't stretch your mortgage and bills too thin. Encounter the realisation that your new home may require costly improvements.

Tip 2 - Double check the location

You may have found the perfect home, but have you really done your full research on the location? Ensure that you visit the property at different times throughout the week and that it's not on a flight path or near a busy road. You may secure a short journey to the airport, but is it really worth it?

Tip 3 - Speak to your future neighbours

Neighbours are an essential part of enjoying your home. Having undesirable neighbours can make your life extremely difficult, as your whole experience can change. Have a brief conversation with your potential neighbours to understand their ways and mannerisms.

Tip 4 - Think about the future

Always consider the potential home's resale value, as you may overlook minor issues that overshadow the property's positive aspects. However, these small issues could make the future resale process more challenging and time-consuming.

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|-----------------------|--|
| Campaign Name: | How to avoid buying the wrong home |
| Category: | Sales Tips/Information |
| Purpose: | Informative / Encourages leads |
| Subject Line: | How to avoid buying the wrong home |
| Teaser Text: | Follow these 5 top tips to ensure you don't end up with the wrong home |
| Key Benefits: | Informative Encourages leads |

Email 8: Simple home upgrades without breaking the bank

Campaign Category: Sales tips and Information

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

Various call-to-action buttons.

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Simple
home upgrades
without breaking
the bank

When you consider selling your home, you start to question your property's value. We're here to ensure you maximise your home's value when placing it on the market. So, you want to know how to add value to your home without breaking the bank? Search no more. Here are 3 ways to add value to your home on a budget.

Freshen up your paintwork by decorating

A fresh coat of paint can work wonders when it comes to adding value. Whether it's on the walls, creating a fresh blank canvas, or a vibrantly coloured front door, making it stand out in the market.

When trying to add value to a property, many individuals opt to upgrade the kitchen and bathrooms, but this can come at a costly expense. Decorate your bathrooms and kitchen by simply re-painting cupboards, creating an updated look at minimal cost and effort.

Increase your kerb appeal

First impressions of a property are a key part of attempting to grab potential buyers' attention. Kerb appeal is when you create the look of an attractive, beautiful home before they've even stepped inside.

Having this increased kerb appeal allows the property to gain attention from all sorts of potential buyers. Add character and personality to a property with blooming flowers, a decorative doorknob, or a fancy letter box.

Upgrade your outdoor space

Mow the lawn, pick the weeds, tidy up the lawn edges, and create a look of care in your garden. This is one of the most cost-effective ways to add value to your home. If you have a garden or outdoor space, build an entire new room and extend your

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| Campaign Name: | Simple home upgrades without breaking the bank |
| Category: | Sales Tips & Information |
| Purpose: | Brand awareness / Informative / Encourages leads |
| Subject Line: | Simple home upgrades without breaking the bank |
| Teaser Text: | 3 cost-effective ways to increase the value of your home |
| 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
#september
#2024
#upgradegarden
#mostexpensive
#energypricecap
#mortgage
#firsttimebuyers
#cities
#buytolet
#studentrenting

Top 10 Insurance Hashtags

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

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). *

The screenshot shows the 'Build your filter*' interface with two tabs: 'Simple Filter' (selected) and 'Advanced Filter'. The filter name is 'Val not instructed (12 mths)'. The category is 'None'. There is a '+ Inclusive filtering' option. The filter is configured to include contacts that match 'All the following criteria'. The criteria are: 'Valuation Date' operator 'Was During The Previous ? M' with value '12'. Below this, there is an 'Add new expression...' button. The filter is also configured to exclude contacts that match 'All the following criteria'. The criteria are: 'Date Instructed' operator 'Was During The Previous ? M' with value '12'. Below this, there is an 'Add new expression...' button. At the bottom, there are four buttons: 'Create copy', 'Save', 'Save and close', and '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.