



FEBRUARY



BRIEF YOUR
MARKET.COM

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Your February send plan

Provide updates on the property market and encourage brand engagement



YOUR CAMPAIGN CHECKLIST THIS FEBRUARY

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: 3 Ways to add value to your home in 2022**

Located in Sales Tips/Information

- **Email 2: What you need to know when thinking of moving in 2022**

Located in Sales Tips/Information

- **Email 3: Rental market in 2022**

Located in Lettings Tips/Information

- **Email 4: 9 Common questions buyers ask when viewing a property**

Located in Sales Tips/Information

- **Email 5: How do you know when it's time to upsize?**

Located in Sales Tips/Information

- **Email 6: Find the perfect match this Valentine's Day**

Located in Sales Seasonal Tips/Information

- **Email 7: 6 Simple tricks to make buyers fall in love with your home**

Located in Sales Tips/Information

EMAIL 1: 3 WAYS TO ADD VALUE TO YOUR HOME IN 2022

- The campaign colours will automatically populate for call-to-action buttons
- Banner with GIF animation
- Customisable elements within this email including the text copy and links.

WE'D RECOMMEND:

Sending this to a filter based on applicants and potential vendors

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


3 Ways to add value to your home in 2022

Contact our team for a valuation

Making home improvements can be time-consuming and expensive. So, before you make any major changes it's worth considering which improvements will add value to your home.

Here, we've selected 3 ways to add value to your home in 2022.

1. Give your garden a makeover



Due to the reaction to the pandemic, there has been a big shift in more people working/studying from home. As a result, people's list of priorities have changed. One is to be able to enjoy the outdoor space their homes offer.

To add value to your home, try giving your garden a makeover. You could bump up the value of your home by adding decking/patio and lighting.

2. Create a parking space

Campaign name:	3 Ways to add value to your home in 2022
Category:	Sales/Tips/Information
Purpose:	Branding campaign
Subject line:	Thinking of moving?
Teaser text:	3 Ways to add value to your home
Key benefits:	<ul style="list-style-type: none">• Tips for potential homeowners• An insight into how to add value to a home• Create brand awareness with useful content


EMAIL 2: WHAT YOU NEED TO KNOW WHEN THINKING OF MOVING IN 2022

- The campaign colours will automatically populate in your brand colours.
- Editable background colour
- Call-to-action buttons
- Customisable elements within this email including the text copy and links.

WE'D RECOMMEND:

Sending this to everyone on your database to reach your wider audience.

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



What you need to know when moving in 2022

Contact us [here](#)

Moving home can be exciting, it's a great way to start a new chapter in life. However, moving to a new house isn't always plain sailing. It comes with a lot of paperwork, expense, and sometimes, bumps in the road.

However, don't let this put you off. With some preparation and an insight into what's to come, moving home can be a lot less stressful than you think.

To help you prepare, here are some essentials you need to know when thinking about moving in 2022!

[Book a valuation](#)

Budget

Before you start your property search, it's a good idea do some research into how much everything will cost to check you can afford to move.

Besides your deposit and mortgage repayments, there are other costs involved during the moving process.

Costs involved during the moving process (some may not apply)

Campaign name:	...know when thinking of moving
Category:	Sales/Tips/Information
Purpose:	Branding campaign
Subject line:	Thinking of moving in 2022
Teaser text:	What you need to know...
Key benefits:	<ul style="list-style-type: none">• Highlight key areas for homeowners to focus on before putting a house on the market• Encourages valuations• Lists the benefits of registering for property updates

EMAIL 3: RENTAL MARKET IN 2022

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons

WE'D RECOMMEND:

Sending to a filter based on your landlords, potential landlords and investors.



The pandemic prompted a surge in market activity, with many renters deciding to change their lifestyle and seeking homes with more space inside and out.

With demand outstripping the rental homes available, last year's rents across the UK rose at the fastest pace since 2008*.

* According to Zoopla

So, what will happen to the rental market in 2022?

While rental prices rose massively in 2021, some predict the rental market will stabilise with more properties for renters to choose from.

What does this mean for rental prices? It is hard to predict. However, there is an indication that rental prices could rise further in 2022 due to continuing demand. Many renters are still looking for more space than their current residence offers.

In addition, Rightmove predicts house prices to rise by 5% this



Campaign name:	Rental market in 2022
Category:	Lettings/Tips/Information
Purpose:	Brand awareness campaign/Informative campaign
Subject line:	Rental market in 2022
Teaser text:	Looking ahead
Key benefits:	<ul style="list-style-type: none"> • Insight into the current rental market • Encourages up-to-date rental valuations • Encourages investors to register

EMAIL 4: 9 COMMON QUESTIONS BUYERS ASK WHEN VIEWING A PROPERTY

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons
- Editable background colour

WE'D RECOMMEND:

Sending this to everyone on your database to reach your wider audience.



Campaign name:	9 Common questions buyers ask
Category:	Sales/ Tips/Information
Purpose:	Brand awareness campaign/Informative
Subject line:	9 Common questions buyers ask when viewing a property
Teaser text:	Get ahead
Key benefits:	<ul style="list-style-type: none">• Insight into what buyers ask during a viewing• Encourages valuations• Encourages contact

EMAIL 5: HOW DO YOU KNOW IT'S TIME TO UPSIZE?

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons

**FOR MAXIMUM EFFECT,
WE'D RECOMMEND:**

Sending this to a filter of all sales applicants.

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



How do you know when it's time to upsize?

Book a valuation

Moving house isn't hassle-free, and to avoid expense and upheaval, many homeowners tend to make do, despite their current home being too small. However, putting off a move can have a negative impact on your lifestyle, relationships, and family life.

So, how do you know when it's time to upsize?



You have a family, but the 'little ones' are no longer little

Even in a smaller house, there are many ways you can make room for your growing brood. With your limited bedrooms, the little one's sharing is doable using small cots and bunk beds. However, as the kids grow, the space for them is going to get smaller. And what is now already a squeeze will become an issue.

Everyone is home all day

Whether you're a family, a couple, or living alone, if you at home all

Campaign name:	How do you know it's time to upsize?
Category:	Sales/ Tips/Information
Purpose:	Brand awareness campaign
Subject line:	Upsizing?
Teaser text:	How do you know it's time?
Key benefits:	<ul style="list-style-type: none">• Advice on moving house• Encourages valuations• Encourages contact

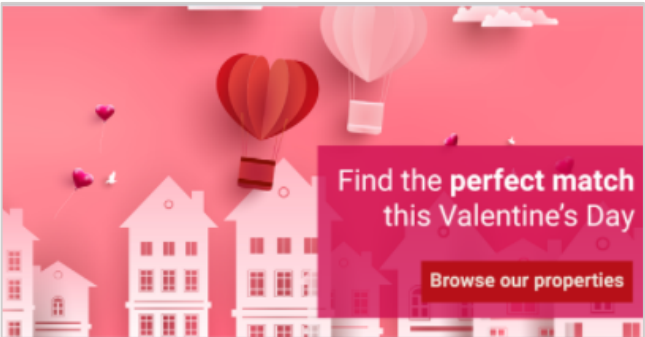
EMAIL 6: FIND THE PERFECT MATCH THIS VALENTINE'S DAY

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons

WE'D RECOMMEND:

Sending this to everyone on your database to reach your wider audience.

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




Looking for a new house is exciting; it is the start of a new adventure. However, with restraints on budgets and availability, it can be highly competitive and difficult to find the perfect match. But it's not impossible to find your perfect home, especially if you follow our top tips in this blog.

Top tips to find the perfect home this Valentine's Day

1. Get your finances ready

The key to finding your perfect home is to establish your budget and get your finances ready. If you need a mortgage, speak to a mortgage advisor to see how much you can borrow and then get an agreement in principle (sometimes called a mortgage in principle). An agreement in principle (AIP) is an indication that a lender will lend a specified amount, based on details you've provided about your income, spending, and debts. Most estate agents will expect to see your AIP when you make an offer on a property. So, rather than leaving it to the last minute, get one ready



Campaign name:	Find the perfect match
Category:	Sales/Seasonal/Tips/Information
Purpose:	Brand awareness campaign
Subject line:	Find the perfect match this Valentine's Day
Teaser text:	Is love in the air?
Key benefits:	<ul style="list-style-type: none">• Encourages property alert registrations.• Informative campaign on finding a property• Encourages valuation requests


EMAIL 7: 6 SIMPLE TRICKS TO MAKE BUYERS FALL IN LOVE WITH YOUR HOME

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons

WE'D RECOMMEND:

Sending this to a filter based on your vendors and potential vendors.

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




6 simple tricks to make buyers **fall in love with your home**

Value your home

1. Make a great first impression

Selling a house is just like dating and making a great first impression is one way into a buyer's heart.




Start by making sure your property looks great from the outside. Sweep up any debris, mow the lawn, and pull up any weeds.

Mend any broken gates, fence panels, or paving slabs. If you have the budget and time, splash out on some new plants and lighting. And don't forget the front door; a fresh lick of paint in a nice trendy shade works wonders.

2. Give a warm welcome

There's nothing better than stepping out of the cold and into a warm home. So, **give buyers a warm welcome by heating the house before their viewing.**



Campaign name:	6 Simple tricks to make buyers fall in love
Category:	Sales/Tips/Information
Purpose:	Informative sales campaign
Subject line:	6 simple tricks
Teaser text:	Make buyers fall in love with your home
Key benefits:	<ul style="list-style-type: none">• Informative campaign on presenting a property for viewings• Encourages a valuation• Encourages contact

ADDITIONAL HEADERS TO DOWNLOAD & USE



[Book a valuation](#)



What you need
to know when
moving in 2022

[View our property
portfolio](#)



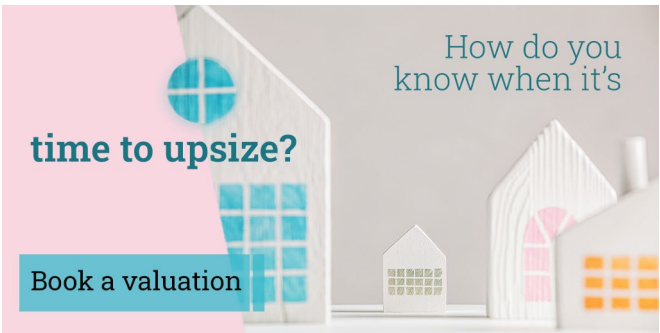
THE RENTAL
MARKET
IN 2022

[Contact us](#)



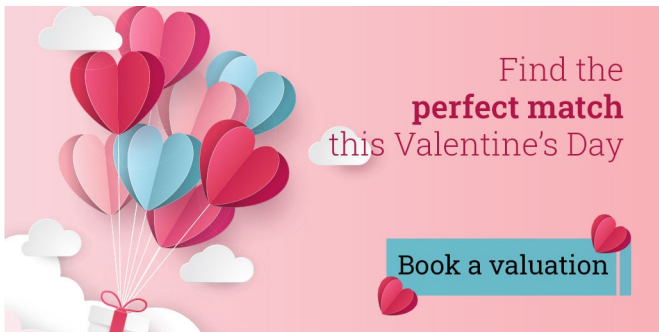
9 common questions
buyers ask when
viewing a property

[Book a valuation](#)



How do you
know when it's
time to upsize?

[Book a valuation](#)



Find the
perfect match
this Valentine's Day

[Book a valuation](#)



6 simple tricks
to make buyers
fall in love
with your home

[Book a valuation](#)

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 FilterAdvanced Filter

Name*

Val not instructed (12 mths)

Category

None

+

Inclusive filtering

?

INCLUDE contacts that match

☒ All the following criteria

☐ At least one of the following criteria

Field Name	Operator	Value
<div>+ X</div> Valuation Date	Was During The Previous ? M	12
<div>+ Add new expression...</div>		

But EXCLUDE contacts that match

☒ All the following criteria

☐ At least one of the following criteria

Field Name	Operator	Value
<div>+ X</div> Date Instructed	Was During The Previous ? M	12
<div>+ Add new expression...</div>		

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**



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