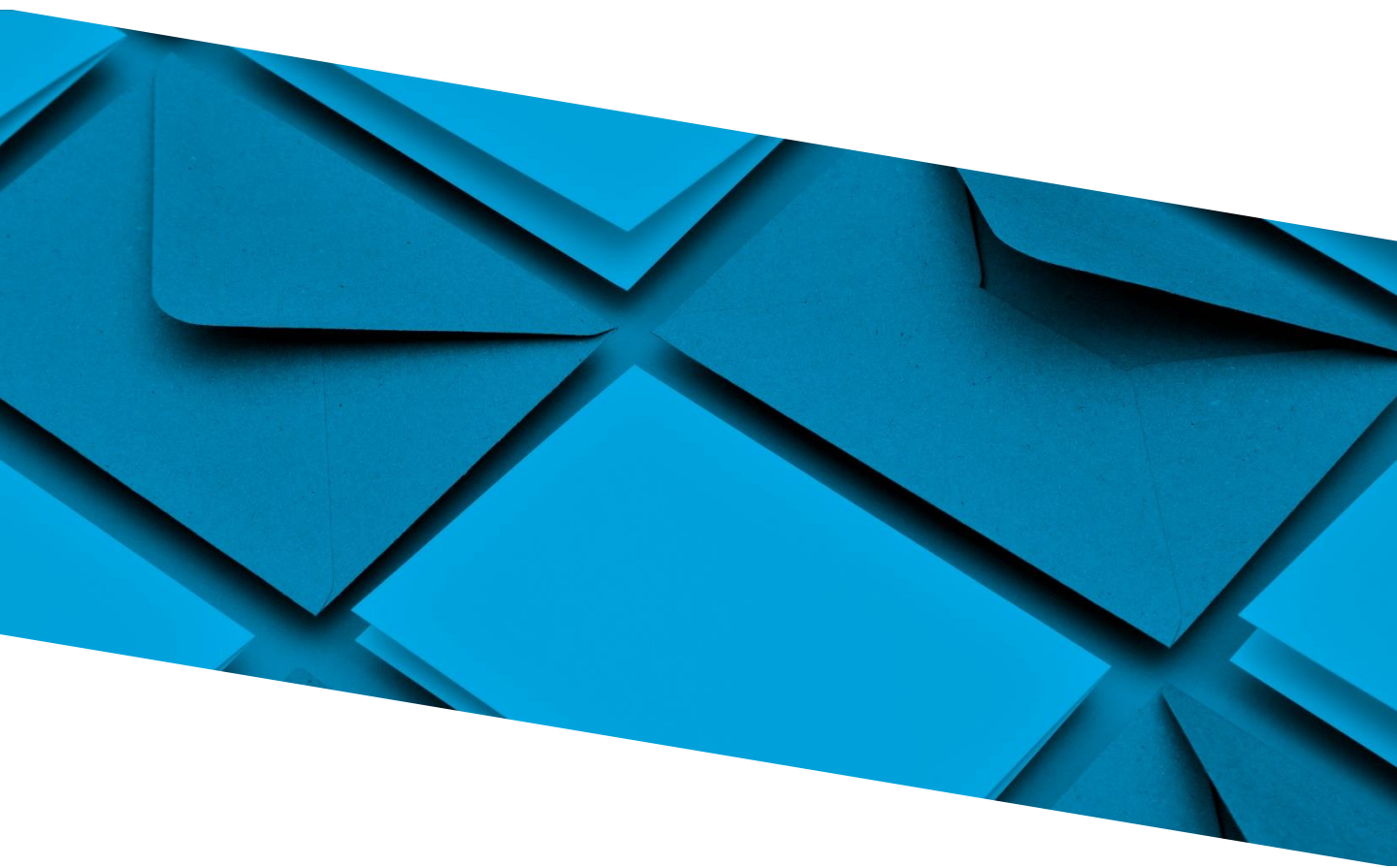




RATED EXCELLENT FOR MARKETING & PR

RATED EXCELLENT FOR SOFTWARE & TECHNOLOGY



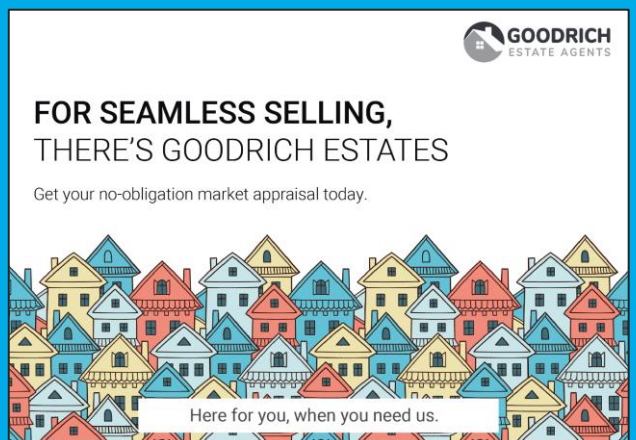
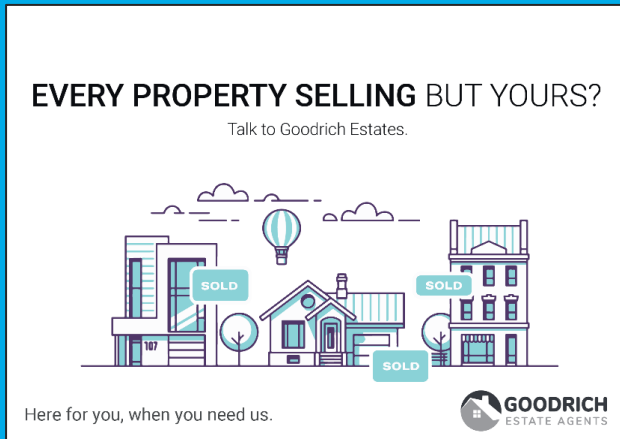
BuildYourMarket

Letters and direct mail print examples for your agency

Direct Mail designs

The following four designs are available for you to choose from and can be branded to your agency.

Please select one design to be included in your system.



Four weeks – option one



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info@briefyourmarket.co.uk



www.briefyourmarket.com



BRIEF YOUR
MARKET.COM

COMMUNICATE. RESONATE. GENERATE.

Dear homeowner,

It has been four weeks since you brought your property to market. We would expect that your property would have had plenty of viewings by this stage. You may have even received offers on your property.

If not, you might be starting to feel that something is not quite right. If your property is not receiving the level of interest that you feel is appropriate, there are several key factors that you need to consider right now.

Is your property priced correctly? Is your property getting the exposure it needs to sell?

Remember, your choice of estate agent directly impacts the marketing price, the stress you experience and the time it takes to sell.

Our advice – if you are feeling uneasy about the way things are going – is to re-establish what matters to you and the way your property is being handled. As ever, we would be delighted to talk through your current experience and provide you with some helpful and impartial advice on how to make sure you are getting the service you deserve.

Your local property advisor is available on [[trackable number](#)].

If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.



Four weeks – option two



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BRIEF YOUR
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COMMUNICATE. RESONATE. **GENERATE.**

Dear homeowner,

Over the last [x] years, we've seen an increase of interest in properties in the [postcode, e.g. DE1] area, with an exceptional number selling at or above asking price.

We have accumulated a large database of registered buyers looking for properties in this area.

As your property has recently been brought to market, we wondered if we could put you in touch with these potential buyers?

Selling a property – whether it's your first time or you're an experienced homeowner – can seem daunting, with lots to consider before you reach completion.


That's why we do everything we can to put you at ease.

Your local property advisor is available on [trackable number], call us today for more information.

If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.

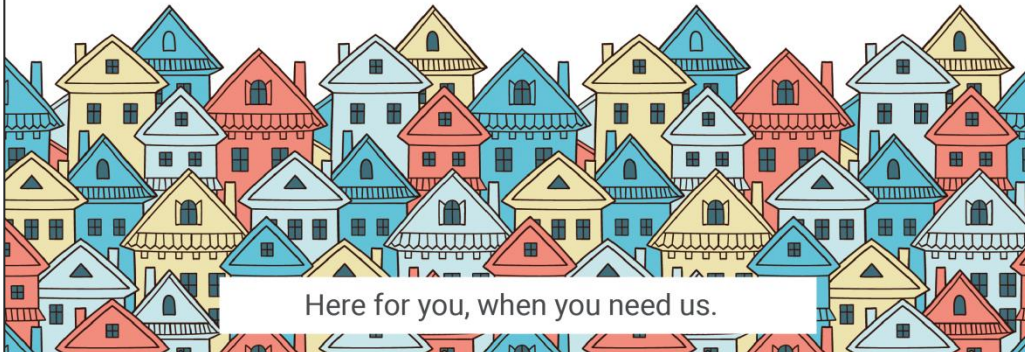


Four weeks – DM card



FOR SEAMLESS SELLING, THERE'S GOODRICH ESTATES

Get your no-obligation market appraisal today.



Here for you, when you need us.


Get a second opinion and regain confidence in your sale journey


Bringing your property to market isn't an easy decision. It takes time, thought and planning.

We appreciate that the longer it takes to receive genuine offers, the more you'll doubt whether your property will ever sell.

From our extensive experience selling in [area], we're attuned to our clients' needs, as well as the market conditions.

Call us to organise your appraisal on [\[trackable number\]](#).





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Six weeks – option one



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BRIEF YOUR
MARKET.COM

COMMUNICATE. RESONATE. **GENERATE.**

Dear homeowner,

As your property has been on the market for six weeks now, we thought that you might take some comfort from knowing that most properties that struggle to sell at this stage are directly related to the agency responsible for selling them.

We are working with several sellers in the local area that have made the unfortunate mistake of selecting their agent based on overinflated market values, empty promises of high service levels, and ill-advised market advice.

If your property is not the issue, your agent might be.

We would be delighted to assist you with your sale moving forward.


We believe that accurate pricing leads to immediate interest, pre-qualification of buyers speeds up the process for you, and that you should be expertly guided towards a quick and totally hassle-free sale from the moment you instruct your estate agent.

To speak with your local property advisor, please call [[trackable number](#)].

If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.



Six weeks – option two

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Dear homeowner,

Bringing your property to market isn't an easy decision. It takes time, thought and planning – not to mention that you're having to keep your property viewer-ready 24/7.

So, by week six, we appreciate that the longer it takes to receive genuine offers, the more you'll begin to doubt the likelihood of your property selling at full asking price.

Before you press the panic button and agree to a price reduction or lose heart altogether, we want to give you a second opinion.

From our extensive experience selling in [[area, e.g. Derbyshire](#)], we're attuned to our clients' needs, as well as the market conditions.

We've developed a market-leading approach to selling that keeps you in the loop, drives buyer interest to your property and looks at the end result – not just short-term fixes.

Get a second opinion from our trusted agents, book your valuation today and regain confidence in your sale journey.

Simply call us on [[trackable number](#)] to get started.

If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.



Six weeks – DM card

ARE YOU SELLING YOUR PROPERTY?

Can our local experts offer you a free, no-obligation valuation?



Here for you, when you need us.



Even though we're not your agent, we're here to help

As the local, trusted agent in [area], we wanted to personally reach out to you about your property sale now that you've reached six weeks on the market.

Buying and selling can be an incredibly rewarding – and at times, overwhelming – experience, which is why we do everything we can to pave the way to your new home.

To take us up on our offer of impartial advice on your selling journey, call us on [number].



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Eight weeks – option one



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BRIEF YOUR
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COMMUNICATE. RESONATE. GENERATE.

Dear homeowner,

Most people selling their property would reasonably expect to receive an offer within eight weeks.

Market conditions obviously play a major part in the speed of a sale, but a failure from your agent to secure an offer within a 60-day period is a strong indication that your property may have been overvalued or that your agent is not matching your property with suitable buyers.

Working with an agent that has experience in selling properties like yours plays a substantial role in achieving a successful sale. It is a fact that some agents are simply less well suited to generating appropriate buyers for certain properties.

Right now, the best advice we can give you is to research who is the most effective agent in the local area for selling properties that share the same characteristics as your own.

You may also need to start seriously considering the possibility of switching agents before you make a hasty decision to reduce or tweak your asking price, as pricing may not be the only fundamental issue.

We would be happy to discuss assisting you with your property. For more information regarding how we can help, please contact your local property advisor on [[trackable number](#)].

If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.



Eight weeks – option two



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BRIEF YOUR
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COMMUNICATE. RESONATE. **GENERATE.**

Dear homeowner,

As your property has been listed on the market for over eight weeks, I wanted to personally reach out as I believe that we can help you.

When homes don't sell, the assumption is often that the price was wrong to begin with. However, from our years of selling in [area], we know that that's not always the case.

A poor marketing strategy may mean that you are receiving less and less attention from otherwise interested applicants, with your property paying for the mistake.

We have sold [x] houses [timeframe, e.g. this year] – on average – taking [x] days.

From our local market experience, we have several ideas on how to better position your property to reach its full potential and sale value.

If you'd be interested to discuss this further, call us on [trackable number].

Many thanks,

[Sign off from an agent]

If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.



Eight weeks – DM card

EVERY PROPERTY SELLING BUT YOURS?

Talk to Goodrich Estates.



Here for you, when you need us.



Don't get left on the market

After eight weeks on the market, it can feel like you're being overlooked by buyers, so what are you doing to take control of your selling experience?

With our local agents, you can expect:

- Full marketing exposure to a wide database of serious applicants.
- Viewings that capture your property's value.
- Expert advice at every stage.

Book your valuation from our website or call us for a chat – [\[trackable number\]](#).



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12 weeks – option one



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BRIEF YOUR
MARKET.COM

COMMUNICATE. RESONATE. GENERATE.

Dear homeowner,

As your property has reached twelve weeks on the market, we thought it might be interesting for you to understand a little more about why your property may not be currently receiving interest that is progressing to the under offer stage.

Accurate market knowledge, correct pricing, and the ability to connect your property with qualified buyers are three fundamental things that need to be in place to sell fast and achieve the best possible price.

We are now extremely concerned that these fundamentals are missing from your marketing strategy and would seriously recommend that you consider switching estate agents to ensure your sale progresses.

Due to the amount of properties and buyers that we deal with daily, we have an unrivalled understanding of demand and affordability levels within the local market.

We believe that we are the only agent in the area that can offer you and your property a greater potential to secure a sale at a premium price.

For more information, please contact your local property advisor on [\[trackable number\]](#).

If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.



12 weeks – option two



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**BRIEF YOUR
MARKET.COM**

COMMUNICATE. RESONATE. **GENERATE.**

Dear homeowner,

Taking longer to sell than you'd anticipated?

We speak to a lot of homeowners in your position.

You've been on the market for a while and things haven't turned out as you'd expected. Over time, you've had fewer viewings, heard from your agent less and less, and a price reduction may be the next step they want to take with you.

If this sounds familiar, we want to offer our market-leading advice.

At [[agency name](#)], we commit to giving your property maximum market exposure from start to finish, keeping you in the loop and always confident in our abilities to achieve the highest price possible.

From taking your feedback onboard, to communicating your property's value to an extensive database of registered buyers, we have an action plan that's geared towards generating serious interest and offers for [[postcode](#)] properties.

To find out why we're the best fit for you, talk to us on [[trackable number](#)] or visit our website for more information.


If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.



12 weeks – DM card

UNLOCK THE FULL VALUE FROM YOUR PROPERTY

Talk to Goodrich Estates.



When your property slips from your agent's mind, it fades in the minds of any potential buyers too.

We see that this is your third month on the market. Here's why we think we're the right fit for you as leading agents in [\[area\]](#):

- You will benefit from our comprehensive marketing approach
- We accurately value your property to attract serious buyers
- You'll receive regular updates


Talk to us on [\[trackable number\]](#).



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15 weeks – option one

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Dear homeowner,

As your property has reached fifteen weeks on the market, we thought it might be interesting for you to understand a little more about why your property may not be currently receiving interest that is progressing to the under offer stage.

Sometimes it just does not work with an agency and you need a fresh approach from a proactive independent estate agent with a proven history in turning sale boards to sold boards

Don't just take our word for it, here are some reviews from our customers:
[\[insert website link\]](#)

With experienced staff, knowledgeable in all aspects of the property market, we believe that we are the only agent in the area that can offer you and your property a greater potential to secure a sale at a premium price.

For more information, please contact your local property advisor on [\[trackable number\]](#).

If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.



15 weeks – option two



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**BRIEF YOUR
MARKET.COM**

COMMUNICATE. RESONATE. **GENERATE.**

Dear homeowner,

Lost confidence in your property's value? You still have options.

If your property was overvalued or undermarketed, it's likely that your listing has become stale, with a significant drop in viewings and offers leading to a drop in price.

A price reduction can act as a deterrent to many buyers. Rather than create a second wave of interest, home hunters may question the reason for the reduction.

We can offer you a second opinion.


Take control of your sale experience – get a second opinion from our [\[area\]](#) property experts.

We can help you to generate genuine offers with our unparalleled market insight and winning property marketing strategy.

If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.

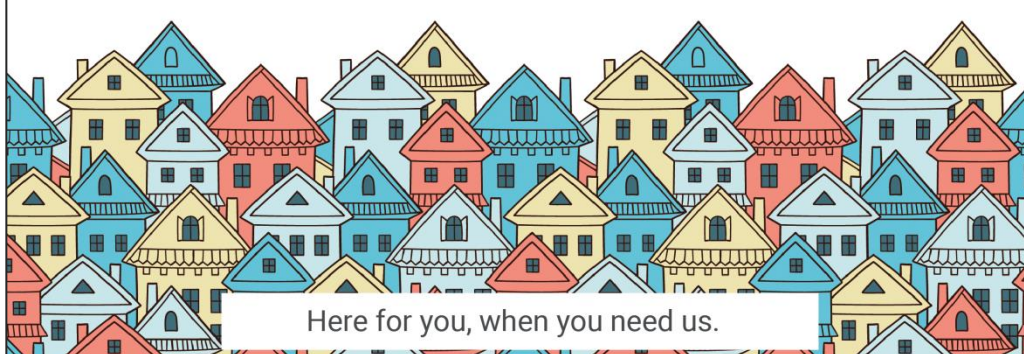


15 weeks – DM card



FOR SEAMLESS SELLING, THERE'S GOODRICH ESTATES

Get your no-obligation market appraisal today.



Here for you, when you need us.

Could it be time for a re-evaluation of your property marketing strategy?

You came onto the market over 15 weeks ago and you're starting to feel forgotten about.

When your property slips from your agent's mind, it fades in the minds of any potential buyers too.

We have a comprehensive marketing strategy for homes in your area that we'd like to share with you. To discuss this personally, call me on [[trackable number](#)].



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Price reduction – option one



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BRIEF YOUR
MARKET.COM

COMMUNICATE. RESONATE. **GENERATE.**

Dear homeowner,

We noticed that your property has recently had a reduction in asking price. We wanted to offer you an insight into how you can make the most of this situation and explain why this can happen when selling.

You may feel that your property has not received the attention you expected. Often, this is the fault of the agent conducting your sale.

In most cases, this indicates that your agency may have exhausted their capabilities of effectively marketing your property, lost motivation in selling for you, and become less confident in their own initial pricing.

It is true that – for some properties – reducing the asking price can generate new interest from buyers. Also, the speed and need for sale often informs the decision to reduce the price.

However, for a quality property, the decision from your agent to ask you to reduce your price can damage your potential to sell and could cost you £1,000s upon completion.

If you have felt pressure from your agent to reduce your price and you would like to know how your marketing plan could be improved right now, we would be delighted to provide you with a free and impartial property consultation.

Please contact your local property advisor on [[trackable number](#)].

If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.



Price reduction – option two



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BRIEF YOUR
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COMMUNICATE. RESONATE. GENERATE.

Dear homeowner,

Following your recent price reduction, we wanted to see if you'd like a second opinion on the value of your property.

It's easy to lose confidence in the selling process when you hit a set back, but with over [x] years' market experience in [area], you will get a competitive, comprehensive appraisal from [agent name] – guaranteed.

Last year, we helped 100s of homeowners take their next step on the ladder.

If your property was overvalued or undermarketed, we can help you to correct your sale journey and get back on track, generating genuine interest and offers.

For some of our recent success stories, visit our website.

If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.



Price reduction – DM card

ARE YOU SELLING YOUR PROPERTY?

Can our local experts offer you a free, no-obligation valuation?



Here for you, when you need us.



Quick sale, maximum price, hassle-free selling

Across the UK property market, a third of sellers (35%) will be faced with a price reduction.

At **[agent name]**, that drops **[to less than x% / significantly]**, which we put down to:

- Our extensive database of local buyers.
- Our proactive marketing strategy.
- Our comprehensive and competitive valuations.

For an accurate appraisal of your home, talk to our team of professionals on **[number]**.



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Fallen-through – option one



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BRIEF YOUR
MARKET.COM

COMMUNICATE. RESONATE. **GENERATE.**

Dear homeowner,

We believe that there has been an issue with you achieving a successful sale of your property.

If your property has recently fallen through, we wanted to take the opportunity to provide you with some insights into why this happens and make you aware that we can help you with your sale moving forward.

Mortgage problems can be rectified by your agent thoroughly vetting prospective buyers and qualifying that they can proceed financially from the outset. If the property chain has broken down, it is the role of your agent to ensure that your chain is regularly chased and moved forward.

Problems that arise due to a home survey can be rectified by your agent encouraging you to have a survey done in advance.

If you have suffered from conveyancing delays, again it is the responsibility of your agent to encourage you to instruct a trusted conveyancer as early as possible.

Right now, if you are still committed to selling, we would sincerely appreciate the opportunity to talk to you about your experience, and objectively offer you advice on what we can do get your property back on the market quickly and in front of qualified buyers.

To talk to a member of our team, please call us on [[trackable number](#)].

If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.



Fallen-through – option two



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BRIEF YOUR
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COMMUNICATE. RESONATE. **GENERATE.**

Dear homeowner,

We're genuinely sorry to hear about your fallen-through property sale.

From our experience, we have found that the majority of unsuccessful transactions are actually preventable, with 69% originating from the buyer getting cold feet or not having their finances in order.

To prevent this from happening to you again, we'd like to offer our services.

At [[agency name](#)], we qualify every buyer to minimise the chances of a fallen-through sale, taking precautions to ensure that they are financially-viable and committed. We're also on hand for any other difficulty that might arise, like a negative survey, so you have someone in your corner to safeguard your property's value.

To hear what we propose for your property marketing strategy, call us on [[trackable number](#)].

If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.



Fallen-through – DM card

EVERY PROPERTY SELLING BUT YOURS?

Talk to Goodrich Estates.



Here for you, when you need us.



Two-thirds of fallen-through sales are preventable, what could your agent have done differently?

At [[agency name](#)], we have measures in place that could prevent this from happening to you again.

If you're still interested in selling, we'd like to discuss a marketing strategy that we find effective for properties in the [[postcode, e.g. DE1](#)] area.

Just call [[trackable number](#)].



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Withdrawn – option one



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www.briefyourmarket.com



BRIEF YOUR
MARKET.COM

COMMUNICATE. RESONATE. **GENERATE.**

Dear homeowner,

We recently noticed that your property has had a change in status.

As your circumstances change, your estate agent should be supporting every property-related decision you make.

You may have decided that it is not the right time to sell your property, or that you are unhappy with the number of viewings and subsequent offers you have received so far.

Maybe you are concerned that your agent overpriced your property from the outset, and it has been sat on the market for too long. You might even have made the decision to temporarily withdraw it from the market and re-launch it in the future to generate new interest.

You may just be looking for some helpful advice on how to add more value to your property to increase its asking price, or maybe you just need a break from everything property-related right now.

We understand that selling your property can seem overwhelming at times. So, if you need assistance from an agency that can offer you more support when things are not going to plan, we would be delighted to help.

To discuss your next move, call your local property advisor on [[trackable number](#)].

If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.



Withdrawn – option two



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BRIEF YOUR
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COMMUNICATE. RESONATE. GENERATE.

Dear homeowner,

We've seen that your property was withdrawn from the market, which could mean one of two things.

Your agent has temporarily altered your listing. Or you've had some difficulties or concerns selling your property and would like new representation.

If so, could we be of any assistance?

Given the interest we're seeing from our registered buyers for properties in the [postcode] area, I am confident that a renewed approach to the market with [agent name] will result in a sale at maximum return.

Sometimes it can be as simple as listing at the wrong time in the year or targeting the wrong audience.

We have the marketing strategy to connect your home with buyers who are ready and able to make serious offers.

If you are not considering selling your property or changing your estate agent at this time, we would like to extend our apologies for any inconvenience this communication has caused. Please note: if you have already instructed another agent to sell your property, we would advise you to verify the terms of the agreement you have before taking any further steps to appoint another estate agent.



Withdrawn – DM card

UNLOCK THE FULL VALUE FROM YOUR PROPERTY

Talk to Goodrich Estates.





How has your sale journey been?

Your property was withdrawn from the market, which could mean that your agent temporarily altered your listing, or that you've had some difficulties selling and want a change.

If you are looking for new representation, look no further.

We're connected with 100s of buyers interested in [\[postcode\]](#) properties, talk to us for an accurate valuation.



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COMMUNICATE. RESONATE. **GENERATE.**