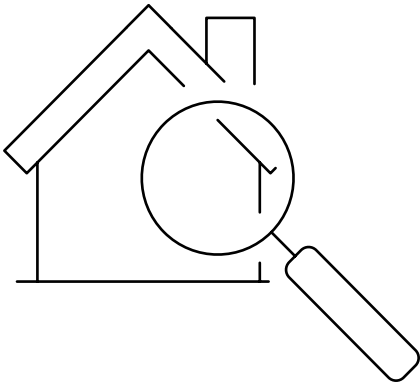


Auto 20/20

Save time and money by automating the most profitable generator of valuations



Feature overview

Auto 20/20 works by pulling your property feed directly into your BriefYourMarket.com system. It then evaluates when the status of a property has been changed to SSTC or let subject to contract, and automatically creates a direct mail order to target up to 40 of the nearest properties.

This quick and easy web-to-print solution pulls through the property's main image and street name, as well as your agency's brand colours, branch details and logo.

The campaign is then sent to print and delivered by Royal Mail as business class, which will arrive within 3-5 working days.



GENERATE INBOUND **LEADS** WITH AUTO 20/20

"Once we've sold a property, we'll send a 20/20 campaign to 20 houses either side of it.

Every month, we send out a 20/20 campaign through BriefYourMarket.com's direct mail feature.

If we sold it for over the asking price, we'll add that in, and we get inbound responses to our customer service team from those."

Dacre, Son
& Hartley

RECENTLY SOLD IN YOUR AREA
Sold for £15,350 above the original asking price in 12 weeks.



ARE YOU THINKING OF SELLING?

**Images shown are for illustration purpose only. Actual campaigns may vary.*

260

Additional valuations per quarter

21

Additional valuations per week

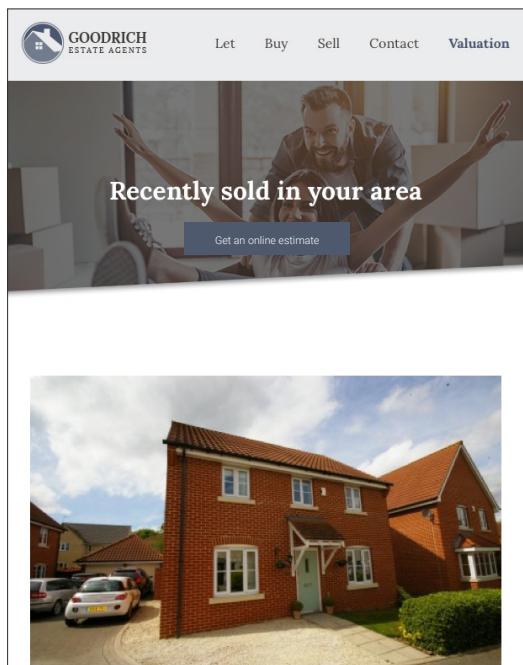
115,000

Website visits



Digital and print 20/20 campaigns

Prospected households from 20/20 campaigns are stored within BriefYourMarket.com. Following the send, when an address shows up within your CRM as a 'valuation booked', these addresses become a prospect and are then reflected in the Return on Investment report, enabling you to track business that has been generated from print.



Generate more appraisals and instructions

Save valuable time and money by automatically canvassing specific areas when you sell a property or have been recently instructed.

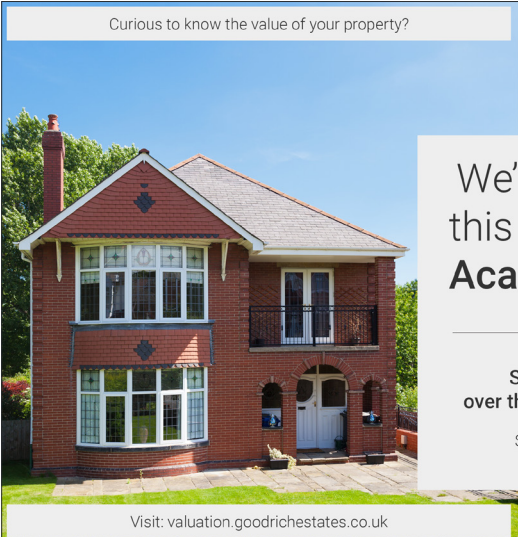
Auto 20/20 offers agents one of the most profitable, efficient and targeted ways to generate more appraisals and instructions.




Generate more leads and raise brand awareness

Auto 20/20 also provides an excellent way of showcasing great performance. Including clear call-to-actions within your print and digital campaigns helps to drive additional website traffic and increase the size of your database.

Showcase specific information on your campaigns regarding your properties, such as: viewings, sold price and length of time on the market. You can also include links to specific areas on your website. Providing an online estimation, for example, is one of the most effective ways to build your database and increase your leads.



Curious to know the value of your property?

 **GOODRICH**
ESTATE AGENTS

**We've just sold
this property on
Acacia Avenue**

**Sold for £17,500
over the initial asking price.**

Sold in just 6 weeks.

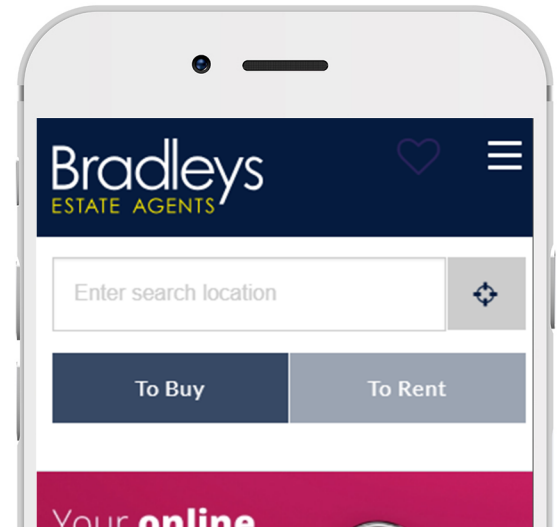
Visit: valuation.goodrichestates.co.uk

DIGI-VAL HAS GIVEN US ONE OF THE BEST RETURNS ON INVESTMENT

“Digi-Val is without a doubt one of the best returns on investment we use.

We’re starting to put it on print campaigns and advertising Digi-Val in that way, because it’s actually more likely that people will use that than they are to phone your office.

So why not put it on all your email marketing campaigns, as well as just either a little footer or a banner – or whatever it might be – and use it in different ways other than let it sit on your website.”



*Images shown are for illustration purpose only. Actual campaigns may vary.

206,361

Website visits

1,696

Additional valuations

20%

Of web traffic generated by BYM





FOR **PROPERTY** PROFESSIONALS

0344 800 84 24 | info@briefyourmarket.co.uk | www.briefyourmarket.com
