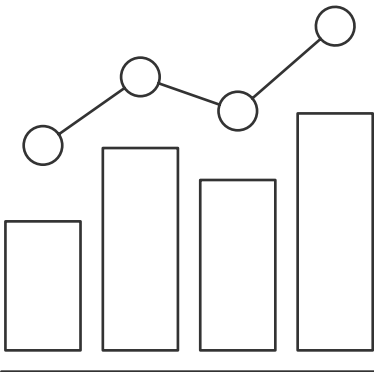


BoostYourMarket

Shorten your sales cycle with digital fingerprints that track customer interest




Feature overview

BoostYourMarket collates your clients' website interactions and campaign engagement, helping you to quickly identify the potential buyers, vendors, landlords and tenants in your database.

At a glance, see your most engaged clients, your hottest properties, and identify buyers that need a market appraisal or vendors that are looking to book viewings.

Product Report

Derby Road





Price: £200,000
Status: Available
Last Modified: 22 May 2019

[View full product](#)


233
Interactions

Engaged Contacts

D Bullimore 14 product interaction(s) - Most recent 1 day ago	
R Combellaack 14 product interaction(s) - Most recent 1 day ago	
R Hampson 4 product interaction(s) - Most recent 1 day ago	
C Lambert 3 product interaction(s) - Most recent 1 day ago	

 Tracked Contacts

4

 Anonymous Contacts


92

Total Contacts


96

HOT TIP: Track more contacts by sending an email about this product to your database...


[Send product email](#)

**GOODRICH**
ESTATE AGENTS

Let Buy Sell Contact Valuation




This week's hottest properties

The Tye, Barking



The front door opens to a tiled hallway with access to lounge, dining room or stairs to the first floor. Property available for rent. No benefits; No smokers. EPC to be provided mid-October.

£850

Pickereel Court


Goodrich are pleased to offer TO LET this 3rd floor 1 bedroom apartment in Pickereel Court, located conveniently close to the main line railway station and town centre. Call now to arrange a viewing!

£550

Sutton Heath


Goodrich are pleased to offer this attractive 2 bedroom, 2 reception room bungalow in Sutton Heath near Woodbridge. The property has recently been redecorated throughout. Call now to arrange a viewing.

BOOST IS PUTTING THE RIGHT PEOPLE IN FRONT OF US – IT'S SEAMLESS

"The real jewel in the crown with BriefYourMarket.com has been Boost. Whereby obviously we are able to identify active contacts in our system or on our website, it's the automation that Boost gives us. So, when somebody is enquiring to Bradleys, they are automatically getting further details from us about other relevant properties and that's instant.

Boost identifies people that are actually keen on mortgage information or conveyancing, and we can pick up the phone and have that conversation with them because we know that they're interested.

It just comes back to putting people that are very active and keen for more information right in front of us, and then we're able to pick up on those and deal with it – thanks to Boost."



*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



Shorten your sales cycle by seizing every opportunity

With your Boost dashboard providing you with a breakdown of your hottest properties and leads, get an unparalleled insight into your clients' next intentions.


Our Boost functionality applies a digital fingerprint to both anonymous and subscribed contacts – i.e. known in your CRM system or subscribed to your BriefYourMarket.com marketing.

This is key, as when the 'anonymous' contact signs up to the mailing list, you will be able to see all historic information pertaining to them, including: which properties they have been looking at and when, the device they used, and what communications they have opened from you.

- Apply your Boost insight to make the right calls at the right time and seize every opportunity.
- Discover which properties are getting a lot of attention and which ones need additional marketing to attract more viewers.
- Pinpoint engagement from your contacts and track their interest.

Fresh on the market
This week's featured property



Stowupland



A stunning four-bedroom detached family house. Ideal for entertaining! Comprises of a superb leisure complex, including: pool, games room, sauna, spa and gym. Set in 0.9 of an acre grounds.

Guide price £500,750

[More...](#)



Identify and target your hottest prospects

Our Boost technology utilises a lead-scoring algorithm to evaluate prospects based on their unique interactions with your agency across your email communications and website.

'Snoozing' allows you to remove a potential client out of the Boost overall dashboard for a specified period of time. This means that only relevant contacts remain in there.

Whilst you can also segment your hottest leads or properties for tailored campaigns.

Contact Report

C Lambert

Engaged Contact


Address	Brindley House, Derby	Position	Unknown	Complete
Email Address	charlottel@briefyourmarket.co.uk	Devices Used	Mobile	Snooze
Phone number	0344 800 84 24	View full contact		


Summary

Details

Snooze History

Most Engaged Contacts - Interactions

Elmswood - £200,000
11 interactions - Most recent 1 day ago

Foxglove - £195,000
7 interactions - Most recent 2 days ago




Most Engaged Contacts

[View All](#)

D Bullimore

14 product interaction(s)




Most recent 1 day ago



R Combellack

14 product interaction(s)




Most recent 1 day ago



R Hampson

4 product interaction(s)




Most recent 1 day ago



C Lambert

3 product interaction(s)

Most recent 1 day ago

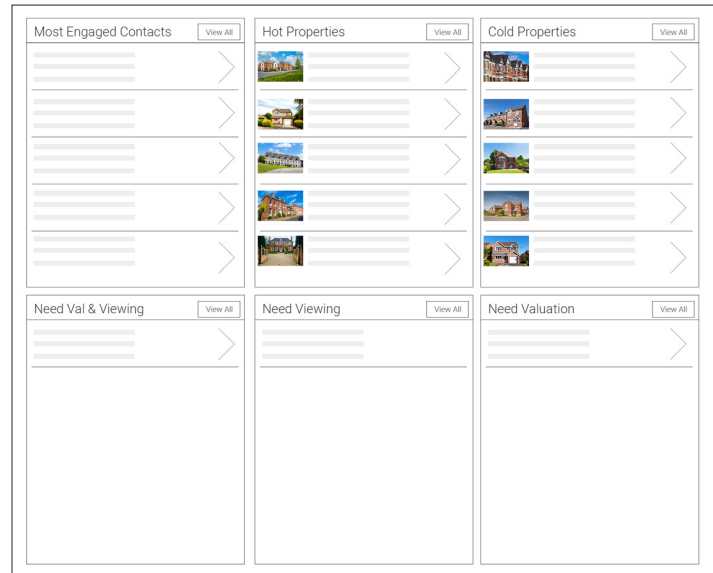


Customise your Boost dashboard

Gain full control of your Boost dashboard by deciding what metrics matter most to you.

Standard dashboards display:

- Most engaged contacts – shows which properties they've been looking at, how many times and when.
- Hot properties – properties that are being looked at the most and by the highest number of unique contacts.
- Cold properties.
- Need viewing – client has had a valuation but not viewed a property yet.
- Need valuation – client has viewed a property but not had a valuation yet.
- Need val & viewing – engaged but not had either.



Custom dashboards can be created, specific to your agency, as well as with the ability to filter by branch.



FOR **PROPERTY** PROFESSIONALS

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