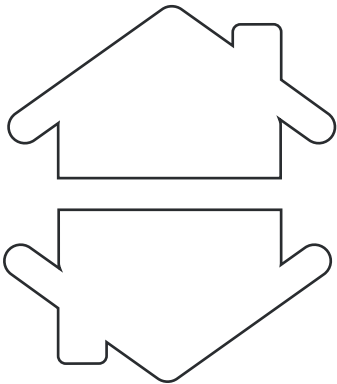


Digi-Val

The integrated online estimation tool



Feature overview

Digi-Val provides your website visitors with an estimated value of their property based on Land Registry data and recent sale prices of nearby properties in the local area.

With a two-stage data capture process, clients are encouraged to provide their details in order to view their online estimation, enabling you to further increase your database.

Fully-integrated with the BriefYourMarket.com system, these clients can then be sent on a nurture-marketing journey to generate more market appraisals.

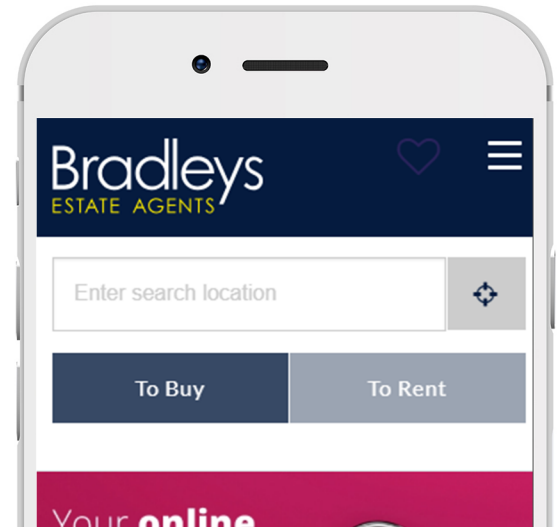


DIGI-VAL HAS GIVEN US ONE OF THE BEST RETURNS ON INVESTMENT

“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



Provide an online estimate and generate more leads from your website



GOODRICH
ESTATE AGENTS

Your Free Instant Online Estimate
We will quickly calculate an estimated value of your property based on data from sale events

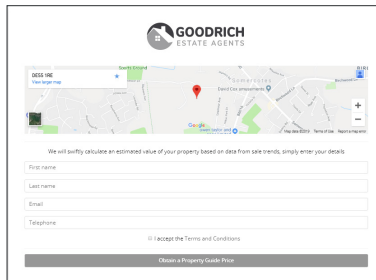
Type of Estimate

Property Type

Number of Bedrooms

Postcode

1. Offer your clients a sales or lettings estimate using property type, number of bedrooms and postcode.



GOODRICH
ESTATE AGENTS

BOOK ME
View Agent Map

We will quickly calculate an estimated value of your property based on data from sale trends, simply enter your details

First name

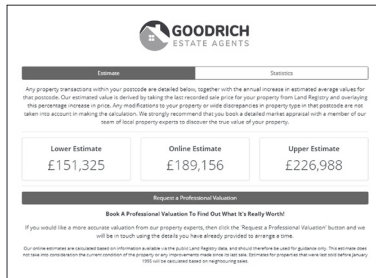
Last name

Email

Telephone

☐ I Accept the Terms and Conditions

2. Capture their first name, last name, email address and telephone number.



GOODRICH
ESTATE AGENTS

Estimate Statistics

Any property transactions within your postcode are detailed below, together with the annual increase in estimated average value for that postcode. Our estimated value is derived by taking the last recorded sale price for your property from Land Registry and overlaying this percentage increase in price. Any small differences to your property or wide discrepancies to property type in this postcode are not taken into account in making the calculation. We strongly recommend that you book a detailed market appraisal with a member of our team of local property experts to discover the true value of your property.

Lower Estimate	Online Estimate	Upper Estimate
£151,325	£189,156	£226,988

Book A Professional Valuation To Find Out What It's Really Worth!

If you would like a more accurate valuation from our property experts, then click the 'Request a Professional Valuation' button and we will be in touch using the details you have already provided to arrange a time.


Our online estimates are calculated based on information available in the public Land Registry data, and should not be used as a guide for guidance only. This estimate does not take into consideration the current condition of the property or any improvements made since the sale. Estimates for properties that were last sold before January 1995 will be calculated based on neighbouring sales.

3. Provide consumers with a lower and upper estimate, as well as the statistics that show where that estimate has come from. From here, they can also request a full market appraisal with you.

Prompt more market appraisals using automation


Following an online estimate, our automated online estimate to market appraisal journey can keep your business at the forefront of your clients' minds, prompting them to book an appraisal up to three months after the initial interaction.

Sent 24 hours after estimate

GOODRICH
ESTATE AGENTS

Let Buy Sell Contact Valuation

Thank you for getting an estimate with us.




What now?

Whilst your online estimation offers you a useful guide to your property's potential value, we recommend booking a market appraisal to obtain a detailed assessment of its value.


Why book a market appraisal with us?

As local property-marketing experts, we can advise you on what your property is worth. We'll take into consideration any improvements or renovations that you've made, as well as what promotional marketing strategy would work best for your property in

Sent 3 days after estimate

GOODRICH
ESTATE AGENTS

Let Buy Sell Contact Valuation




Can we help you to sell or let?

Choosing the right agent to sell or let your property quickly – and for the best price – can be complicated.


So, here are our top tips to think about...

1. Choose an agent that is experienced selling or letting a property like yours.
2. Ask whether they conduct viewings – and when.
3. Ask them to explain how they proactively market their properties.
4. Ask them if they have registered buyers or tenants on their books.
5. Do they advertise on the major property portals, and are there

Sent 3 months after estimate

GOODRICH
ESTATE AGENTS

Let Buy Sell Contact Valuation



Market appraisals explained

If you're still thinking of selling or letting, a great place to start is by getting an online estimate of your property, as it will give you an indication its potential value.

Get an updated online estimate in just 60 seconds!

[Get an online estimation](#)

Your property is one of your most valuable assets, so it's important to choose an agent that has your best interests at heart. To obtain a detailed insight into what your property is worth, we would recommend booking a free, no-obligation market appraisal with a member of our team.

[Book a market appraisal](#)

Rejuvenate your archive database

Providing an online estimation to your archive database is one of the most effective ways to keep in touch with your past clients. Digi-Val can help your agency to get an insight into what motivates people to buy or sell.

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ESTATE AGENTS

LetBuySellContactValuation

Recently sold
in your area

Get an online estimate



Did you know?

It's been three years since you purchased a property with us. During that time, there's been significant changes in property prices in the area, meaning that your home could be worth much more.

Get an online estimate

Recently sold in the area...



42 Acacia Avenue


Price: £330,000



104 Acacia Avenue

Price: £360,000

Here for you, when you need us.


ROYAL MAIL
POSTAGE PAID GB

Our tailored approach to selling and letting in Derbyshire ensures that our customers receive the full potential from their property investment.

So, whether you're looking to sell or let, we're inviting you to find out how much you stand to gain from choosing Goodrich Estates.

Call us on 0344 800 84 24. Or for an online estimation, visit: goodrichestates.co.uk

Mr D. M. Sample
Any Street
Anywhere
Any Place
AB12 3CD

GOODRICH
ESTATE AGENTS

You're invited

...to find out how much your property is worth.

goodrichestates.co.uk

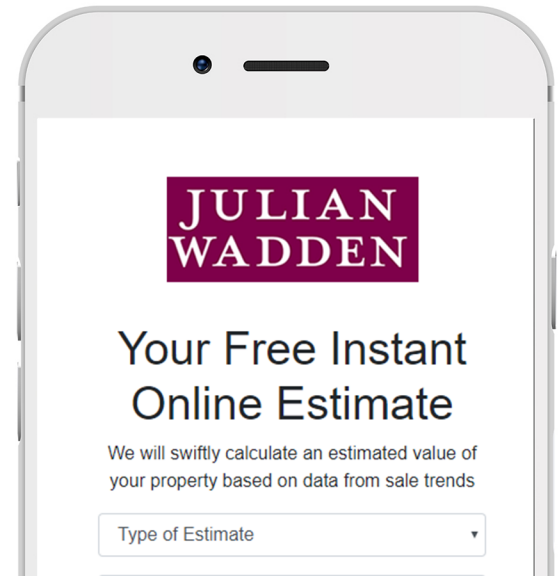


WIN MORE VALUATIONS WITH DIGI-VAL

"Since we started using Digi-Val in November 2018, 11% of people who have enquired have requested an in-person valuation.

These are valuations that we potentially may not have been invited to, which is a fantastic result for us.

Digi-Val provides a great insight into our clients and helps us to build our client base."



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

INCREASE

Valuation requests

GENERATE

More opportunities

BUILD

Client base





FOR **PROPERTY** PROFESSIONALS

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