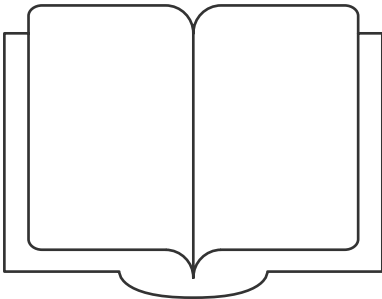


E-Zines

Interactive property magazines



Feature overview

Following your approval, E-Zines are sent out on your behalf on a fortnightly or monthly basis. Using our property feed service, your E-Zine can be populated with your listed properties and associated property details.

They can be structured to focus on specific areas, such as: your most expensive, recently added and recently reduced properties.

Additional content – such as advertorials and social media feeds – can also be included in your publication.

**GOODRICH**
ESTATE AGENTS


Property Magazine



£490,000
4 BEDROOM DETACHED HOUSE
DERBY ROAD

Your local property experts: 93 new properties in this edition

Tweets by @Goodrichestates

**Goodrich Estates**
@Goodrichestates May 28, 2019


One very happy client!


We sold this property in just two weeks for the full asking price.

Stunning four-bedroom detached property in the popular village of Elmswell.

Are you thinking of selling?

Call 0344 800 84 24 for more information.
#Sales #Happyclients

**Goodrich Estates**
@Goodrichestates May 27, 2019




We are pleased to offer FOR SALE this four-bedroom detached property in the popular village of Elmswell.

Embed


View on Twitter

Properties for sale




£490,000
Derby Road

We are pleased to offer FOR SALE this four-bedroom detached property.




£560,000
Blechnore Lane

We are pleased to offer FOR SALE this four-bedroom detached property.



£620,000
New Lane

We are pleased to offer FOR SALE this four-bedroom detached property.



£400,000
Blechnore Road

We are pleased to offer FOR SALE this four-bedroom detached property.



BRAND PROMOTION AND CLIENT CONTACT ON **AN UNPRECEDENTED SCALE**

"We have been extremely impressed with all aspects of BriefYourMarket.com, and would highly recommend their services to all agents looking to improve their marketing.

We have an extensive client database and the tools provided by BriefYourMarket.com have helped us vastly increase the quantity and quality of our marketing output, whilst also saving time and money in doing so. We have experienced a notable increase in online interaction, and products such as the E-Zine have proved popular with vendor and landlord clients.

BriefYourMarket.com provide a bespoke service which enables both brand promotion and client contact on an unprecedented scale."



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

SAVE

Time and money

HIGHLY RECOMMEND

Their services to agents

INCREASE

Client interaction



Enhance your property marketing strategy

Display an additional way to market your properties to potential sellers and landlords, with these E-Zine format options: full-page featured listings, two listings per page or four listings per page. The listed properties within your CRM system become interactive property promotions that link back to your website.

When a property is clicked on, an interactive window appears. This provides the reader with scrolling property images, full property details, floorplans, pdf media items, EPC documents and the property's location on Google Maps.



Properties for sale



£490,000
FIVE BEDROOMS
DERBY ROAD


Located on a popular road within walking distance of the local school, this period property enjoys plenty of original features, and must be viewed to appreciate the generous plot size and well-proportioned rooms.

The front reception room enjoys a bay window with a feature fireplace. To the rear, a further reception room benefits from a gas fireplace. In addition, a box bay window looks out over the stunning garden.



4

Property Details



DERBY ROAD

PRICE: £490,000

- NO UPPER CHAIN
- CHARACTER FEATURES
- TWO RECEPTION ROOMS
- FIVE BEDROOMS
- ATTRACTIVE GARDEN

Details Floorplans Media Map

Located on a popular road within walking distance of the local school, this period property enjoys plenty of original features, and must be viewed to appreciate the generous plot size and well-proportioned rooms. The front reception room enjoys a bay window with a feature fireplace. To the rear, a further reception room benefits from a gas fireplace. In addition, a box bay window looks out over the stunning garden. The kitchen has been refitted to a modern standard, with granite work surfaces, a selection of wall and base units, a sink with drainer, and space for appliances. There is a gas hob with extractor, and the kitchen also benefits from a convenient breakfast bar.

[View on Website](#) [Close](#)



Tenants Guide

what to expect





Landlords

43.2% of Lets Agreed in the area, 2018

...be part of our success!

[CLICK HERE TO ARRANGE YOUR APPRAISAL](#)

[HERE FOR YOU, WHEN YOU NEED US](#)

The information below is based on the following data: (Housing data: 2018/19, let agreed report 1/10 to 1/10, 1/10 to 1/10, 1/10 to 1/10 & 1/10 to 1/10) as it is derived from agencies such as Rightmove and Zillow and is for information only. Rightmove makes no warranty as to the data's reliability for any purpose and accepts no liability for any action or omission taken as a consequence of its use.



Love your mortgage

With access to **over 12,000 mortgages** we can help you find your **perfect mortgage match.**

Contact your expert adviser today

0344 800 84 24



GOODRICH
ESTATE AGENTS

Your home may be repossessed if you do not keep up repayments on your mortgage.

There may be a fee for mortgage advice. The actual amount you pay will depend upon your circumstances. The fee is up to 1% but a typical fee is 0.30% of the amount borrowed.

AD 03/05/12 11:11

Generate valuations and instructions



"We use an agent-owned print publication, not so much to sell properties but as a showcase and an aspirational piece – i.e. look how good our instructions are and what we can do for you.

If I was going to put the two side-by-side, then BriefYourMarket.com's proposition far outstrips that.

There isn't any other type of marketing that I could do for an hour a month that would give me the same return and at such a low cost. For example, **we know when our E-Zines have gone out because we get two to four valuations per office from it.**"

 **GOODRICH**
ESTATE AGENTS

Testimonials



"Sold in just 7 weeks. Cannot speak highly enough of the service we have received from the team at Goodrich Estates.

We were constantly updated on the selling process, offered advice and received regular viewings. Would recommend them to everyone."

H. Brown

Increase viewing activity



“We receive a substantial amount of engagement from our E-Zines, and we find that this generates a lot of viewings for us.

Working with our account manager, Emily, has helped us improve our E-Zine click-through rate by 2%. It's also helped improve our overall consistency of the open rate.

From the fact that a lot of people are engaging with our content, I definitely see the benefit and I think that it's all about that brand recognition.”

The screenshot displays the Goodrich Estate Agents website. At the top, the logo and navigation links (Let, Buy, Sell, Contact, Valuation) are visible. A large banner features a family celebrating with the text "Property marketing at its best...". Below this, a section titled "Welcome to the latest edition of our interactive property magazine." includes a call to action to "click here" to view the magazine. A "View E-Zine" button is prominently displayed. Further down, a section titled "Are you thinking of selling?" provides information about requesting a free market appraisal and encourages contact. The footer contains contact details for Brindley House, useful links, and a "Get in Touch" section with a phone number.

GOODRICH ESTATE AGENTS

Let Buy Sell Contact Valuation

Property marketing at its best...

Welcome to the latest edition of our interactive property magazine.

Please [click here](#) to view the magazine and browse a selection of our latest properties.

View E-Zine

Are you thinking of selling?

If you would like to see your property in the pages of our interactive magazine, you can request a free market appraisal [here](#).

We're always more than happy to discuss any of your property requirements. Please feel free to contact us and we'll get back to you shortly.

We hope you enjoy the magazine and we look forward to seeing you soon.

Our Office: Brindley House.

Useful Links: Let a Property

Get in Touch: 0344 800 8424



FOR **PROPERTY** PROFESSIONALS

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