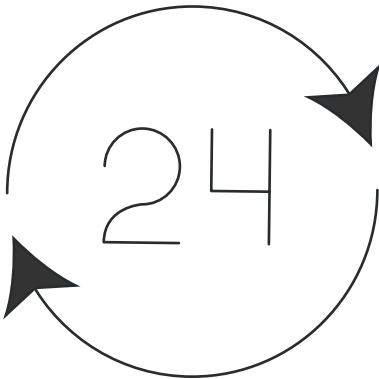


# Portal Lead Responder

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Target your portal leads to increase conversions



# Feature overview

Following a portal enquiry, BriefYourMarket.com sends an automated response to the client that includes the property they have requested details for, prompts them to book a viewing and asks them whether they're looking to sell.

All portal leads continue to be directed to your inbox ready for you to follow-up with and qualify when convenient.

I would like: ☒ More details ☐ To view a property

Name:


Your message:

Telephone\*:

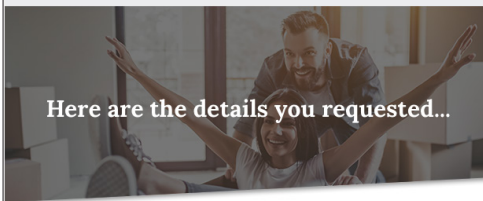
Email\*:

Country\*:

Postcode\*:

 **GOODRICH**  
ESTATE AGENTS

[Let](#) [Buy](#) [Sell](#) [Contact](#) [Valuation](#)




**Here are the details you requested...**

Dear Jacob,

Here are the details of the property that you requested!

To discuss any of the properties below or to inform us if your requirements have changed, please do not hesitate to contact a member of our team.

**Forward Green**

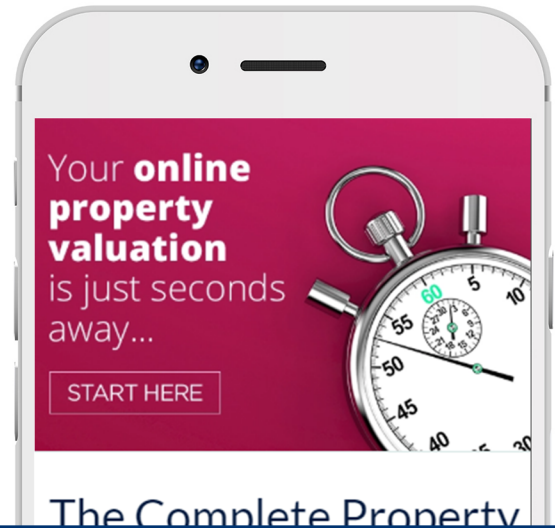


# BIGGEST PROVIDER OF WEBSITE TRAFFIC FOR ESTATE AGENTS

"BriefYourMarket.com are the biggest provider of website traffic behind Google, and contribute around 20% of our overall website traffic. We exceeded last year's traffic which is great, and we're on for a record year of website hits.

That – in part – is due to BriefYourMarket.com, because we've put different things in place over the last 12 months, like the automated property alerts.

So, if somebody makes an enquiry on a property, they then get sent other properties that are similar, and that's just going on in the background constantly, that's really helped to drive web traffic."



\*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*




# Respond to your portal leads at the optimal time

Up to 40% of portal leads are not followed-up with, meaning that many agents are missing out on further sales and lettings opportunities.

Our Portal Lead Responder ensures that 100% of your enquiries receive a personalised and on-brand response, regardless of the day or time.

Key benefits:

- Deal with all portal enquires – 24/7.
- Direct prospective clients to your website.
- Demonstrate the level of customer service and efficiency you can deliver.


 Let Buy Sell Contact Valuation

Dear Molly,

Here are the details of the property that you requested!

To discuss any of the properties below or to inform us if your requirements have changed, please do not hesitate to contact a member of our team.

**Pickercot Court**



Goodrich are pleased to offer FOR SALE this 3rd floor 1 bedroom apartment in Pickercot Court, located conveniently close to the main line railway station and town centre. Would suit owner occupier or investment buyer. Currently tenanted with 5.4% gross yield.


**£115,000**  
More

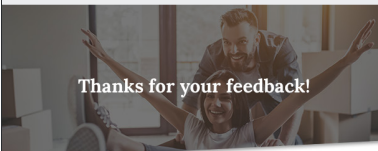
[Find out more about this property](#)

**Our Office:**  
Brindley House,  
Outram's Wharf,  
Little Eaton

**Useful Links:**  
Let a Property  
Buy a Property  
Sell a Property

**Get in Touch:**  
0344 800 8424  
Email us  
Visit Our Website

 Let Buy Sell Contact Valuation





**Thanks for your feedback!**

To end the week, we thought we'd share some great feedback for our Goodrich Estates team.

'Exceptional customer service. From the moment I enquired on Rightmove, I was instantly impressed by how prompt the agent contacted me and it kept going from there. They've been brilliant at every stage, we can't thank them enough.'




**Alice Middleton | Derby**



[Contact us](#)

**Our Office:**  
Brindley House,  
Outram's Wharf,  
Little Eaton  
DE21 1EL

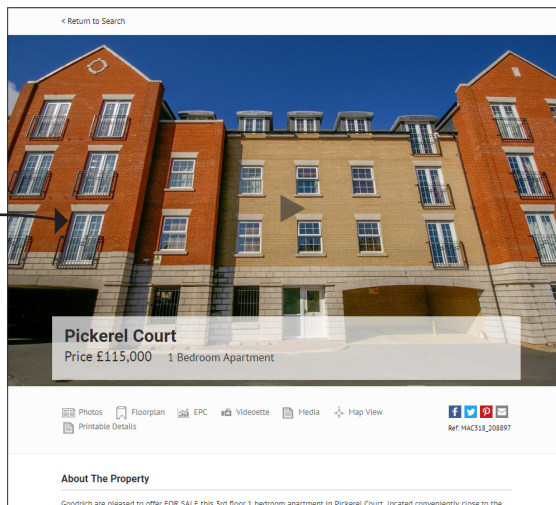
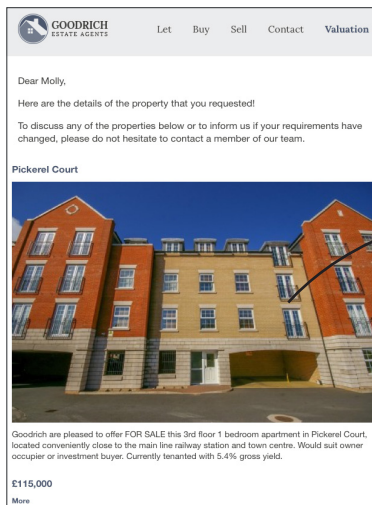
**Useful Links:**  
Let a Property  
Buy a Property  
Sell a Property  
Contact Us

**Get in Touch:**  
0344 800 8424  
Email us  
Visit Our Website  
  

# Drive more prospects to your website

Set up in the background of your day-to-day business activities, the BriefYourMarket.com Portal Lead Responder builds a rapport with your prospects, introducing them to your brand and giving them an immediate response.

- Send automated communications that will increase your website traffic.
- Provide additional touch-points that encourage warm prospects to reach out to you directly.
- Make your portal lead follow-up process more effective and increase your conversions.

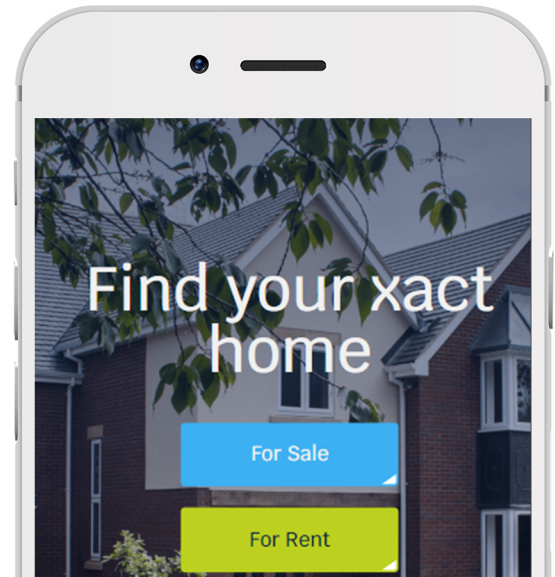


## ONE EXTRA INSTRUCTION WILL PAY FOR BRIEFYOURMARKET.COM FOR THE YEAR

"Our triggers were set up and almost left untouched, but we get a reasonable number of people – several every week – replying to them as if they're from us personally.

They're all written as if from the valuer and we get quite a few replies, people saying: 'oh, thanks for coming out, got your email' or 'thanks for this'. Occasionally when we receive an instruction people will comment: 'I did like the fact you sent me extra information about the house selling process'.

If we receive one or two extra instructions a year because emails are going out in a timely fashion, then that pays for BriefYourMarket.com."



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

### 1,200

Click-throughs from newsletter articles

### SEAMLESS

Experience

### 463

Website visits from one email





FOR **PROPERTY** PROFESSIONALS

0344 800 84 24 | [info@briefyourmarket.co.uk](mailto:info@briefyourmarket.co.uk) | [www.briefyourmarket.com](http://www.briefyourmarket.com)

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