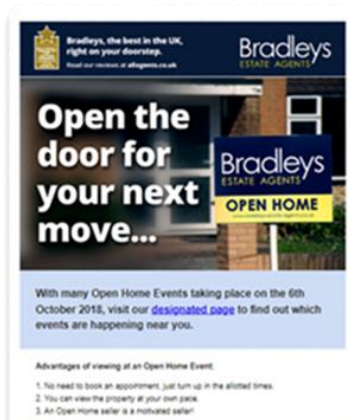


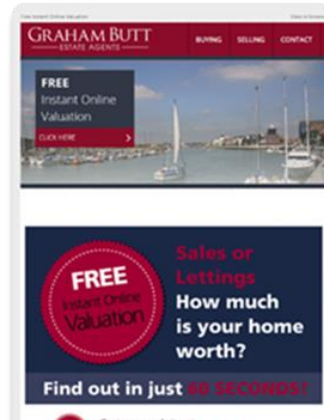


## CUSTOMER TESTIMONIALS

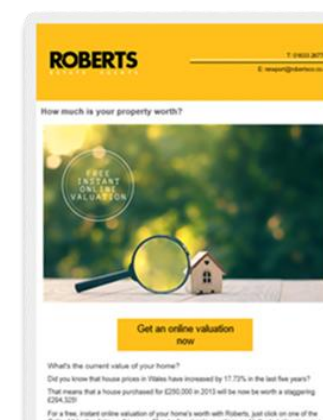
# What are you looking to achieve?



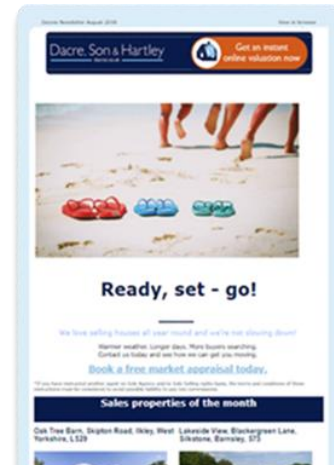
Promote your open house events.



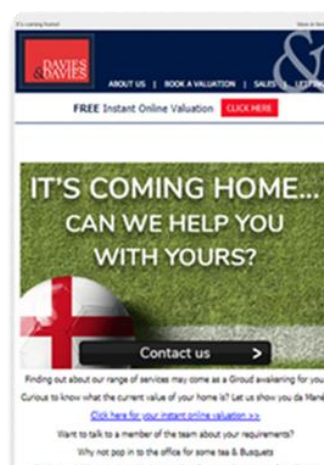
Drive online valuations.



Use topical events to raise brand awareness.



Optimise your portal spend.



Send instruction-winning campaigns.



Demonstrate local expertise.



**“More click-throughs than Rightmove.”**

Alexandra Bamford | [Julian Wadden](#)

## How does BYM raise your brand awareness?

“Our Stockport blog receives substantially more – **up to 168% more** – click-throughs from a BYM campaign than a featured agent banner on Rightmove.”



## Surveys and automation

“A lot of business owners feel they haven’t got the time to create content, or set up a survey or triggers, and they think that BriefYourMarket.com will swallow up too much time.

But what they don’t realise is that they can create their **lead-generation process** through BriefYourMarket.com and do it that way.”

## Value-adding campaigns

“Using email marketing to convert leads from the point where they register with us, to the point where they come and actually use us because of the knowledge that we’re sharing with them is really important to us.

We do a monthly newsletter that goes out via print and email, which includes local news in the area.

We’re really trying to promote that we are the local expert, and that we know what we’re talking about in terms of pricing and the market itself, so it’s something that we strive to highlight.”



**“BriefYourMarket.com is invaluable.  
I could not live without being able to  
communicate digitally with our database.”**

David Butt | [Graham Butt Estate Agents](#)

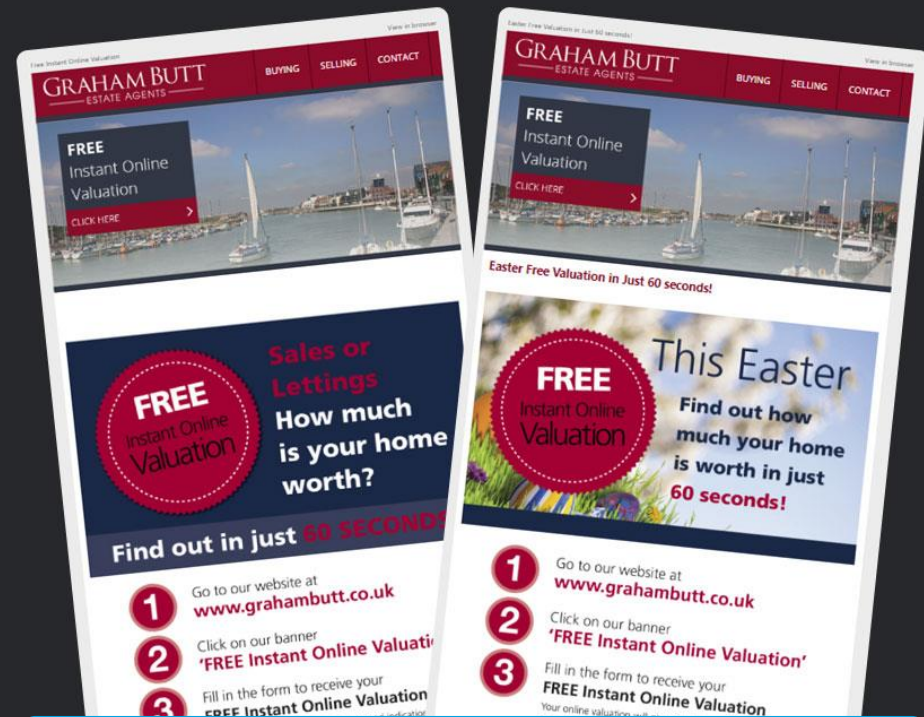


## How will BYM save you time?

“I haven’t yet scratched the surface on automation.

Then it will really come into its own, when you set up that automated flowchart of all the customer touch-points.

It will take all the hard work away from me.”



“The campaign that I sent in January was enormously successful, we had about 300 – almost 400 – enquiries.”



# E-Zines

“We send E-Zines out to our database, we stick them on our website and on Facebook, and we’re trying to link them all like that. So yeah, I quite like it, **no one else locally is doing it** so we’re going for it.”



Visit our website



**“From the return on investment we’ve seen, it’s so worth using the BYM platform.”**

Stephanie Render | [Dacre, Son & Hartley](#)

## How is BYM helping you to win more valuations?

“With BYM, it’s been really useful to be able to **follow the lead journey from start to finish**, so from the moment we send an E-shot, we can see who’s clicked on it as well as that return on investment in the form of an instruction.

When we’ve sold the property, it just adds that much more value to the work we’re doing.”

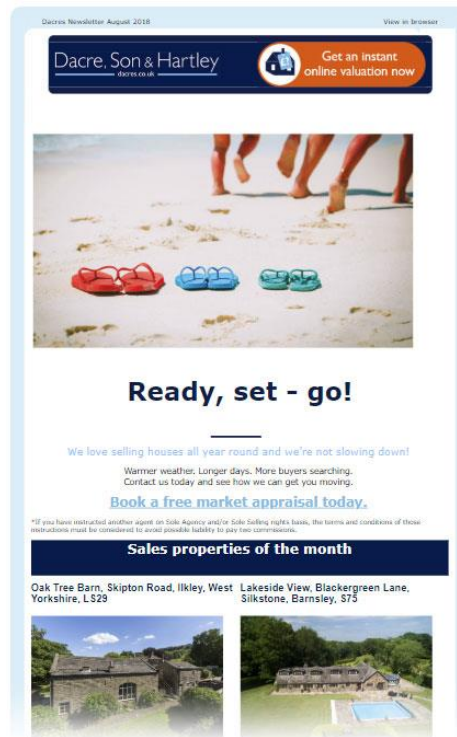
## QUARTER 1, 2018 Additional Business Generated



\*figure based upon average selling fee of £2,500.

# Emails and newsletters

“We always get a good result from every E-shot that we do. Even if it’s not a direct lead initially, it gives us a list of hot contacts to follow up with and provides structure with regards to prioritising work.”





**“With BYM, we’ve had more leads in a week than most agents have in a month.”**

Katie Darlow | [Roberts Estate Agents](#)

From one campaign,  
Roberts generated  
261 qualified leads...

“There’s a lot of online competition, so for us, it’s about trying to find the right mix of what high-street agents do while re-developing ourselves in a way that suits the customer today, because what customers want today has changed from ten years ago.”

The screenshot displays the Roberts Estate Agents website. At the top, the Roberts logo is on the left, and contact information (T: 01633 267788 and E: newport@roberts.co.uk) is on the right. The main heading asks 'How much is your property worth?'. Below this is a large image featuring a magnifying glass over a small house icon, with a circular badge that says 'FREE INSTANT ONLINE VALUATION'. A yellow button labeled 'Get an online valuation now' is positioned below the image. The text continues with a question about the current value of the home, followed by a fact about house price increases in Wales (17.73% in the last five years) and a calculation showing a house purchased for £250,000 in 2013 is now worth £294,325. It then offers a free instant online valuation and provides instructions on how to use the service. Another yellow button labeled 'Get an online valuation now' is at the bottom of the main content area. The footer includes the Roberts Estate Agents address (76 Bridge Street, Newport NP20 4AQ), social media icons for Facebook, Twitter, and Instagram, and two gold award medals.



# Hot topic campaigns

“We want to become an agent that’s useful to our customers; to become an information source as well as simply offering valuations.

It was for us just to really pose a question to people. We wanted them to phone us and say: “what is Brexit actually doing to our house prices?”

On average, somebody moves four times in a lifetime, and that means **a customer to us is worth – not just one fee – but four fees**, so we want to make sure that they come to us every time that they sell not just once.”



**ROBERTS**  
ESTATE AGENTS

T. 01633 267788  
E. newport@robertsco.co.uk

Should you exit before Brexit?

Should you exit before Brexit?  
**ROBERTS**

With Brexit looming in March 2019, many people are unsure how this will affect property prices. Parts of the country are already seeing a downturn but luckily in South Wales, we are still in the summer bubble at the moment, despite being on the run up to Christmas, and have the benefit of the upcoming abolishment of the Severn Bridge tolls.

If you're unsure what your home is worth and want to find out, contact your local branch today for a FREE valuation. We can also advise you on whether the Severn Bridge tolls will affect the value.



## Communications Managed

“With Communications Managed, we know that at least once a month, we’re having a newsletter, an email campaign and social media.

The email campaigns we’ve highlighted have been brilliant for leads and it’s a little bit of a mixture between BYM and our online valuation tool, it’s all about that immediate response.

I like the newsletter as well for the fact that we always put a headline article in there, so some of the other articles are generic, but the one at the top is always something personal about us.”

[Find out more](#)



**“Without a doubt, Digi-Val is one of the best returns on investment we use.”**

Kai Logan | [Bradleys](#)

## As a customer touchpoint, is BYM driving results?

“Absolutely. It’s a really nice tool to keep in touch with your whole database.

The fact that you can section it in different ways is part of its appeal.

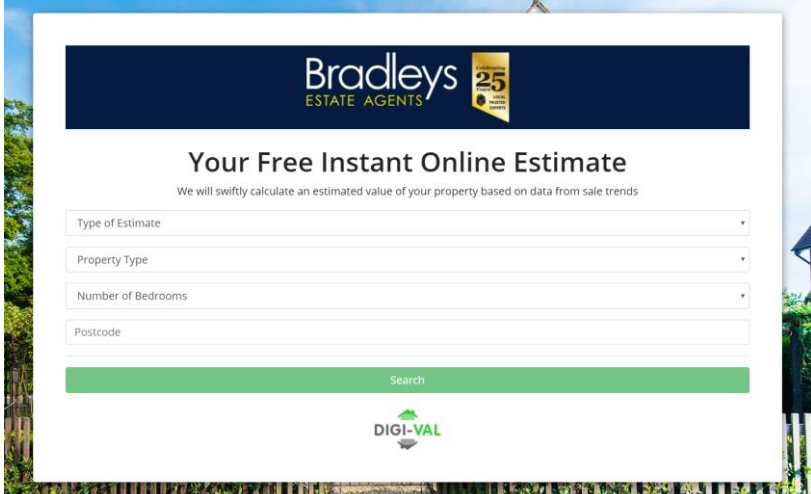
Our database is 100,000, so we can’t phone them all the time. What we can do is give market updates and show them we’ve got local expertise, helping them in their journey.”



# Digi-Val

“We’re starting to put it on flyers, so if we’re doing a print campaign, why not try advertising Digi-Val; because it’s actually more likely that they’re going to use that than they are to phone your office.

It’s just using it in different ways – and we’re still developing that – and yet, **it’s already been the best ROI** for us this year and I’m hoping it will get better.”

A screenshot of a web form titled "Your Free Instant Online Estimate" from Bradley's Estate Agents. The form includes a header with the company logo and a 25th anniversary badge. Below the title, a sub-header states: "We will swiftly calculate an estimated value of your property based on data from sale trends". The form contains four input fields: "Type of Estimate", "Property Type", "Number of Bedrooms", and "Postcode". A green "Search" button is positioned below these fields. At the bottom of the form, the "DIGI-VAL" logo is displayed. The entire form is overlaid on a background image of a house.

[Find out more](#)



**“We couldn’t have achieved this without BYM.  
Really looking forward to receiving more  
campaigns from you. Thanks to all.”**

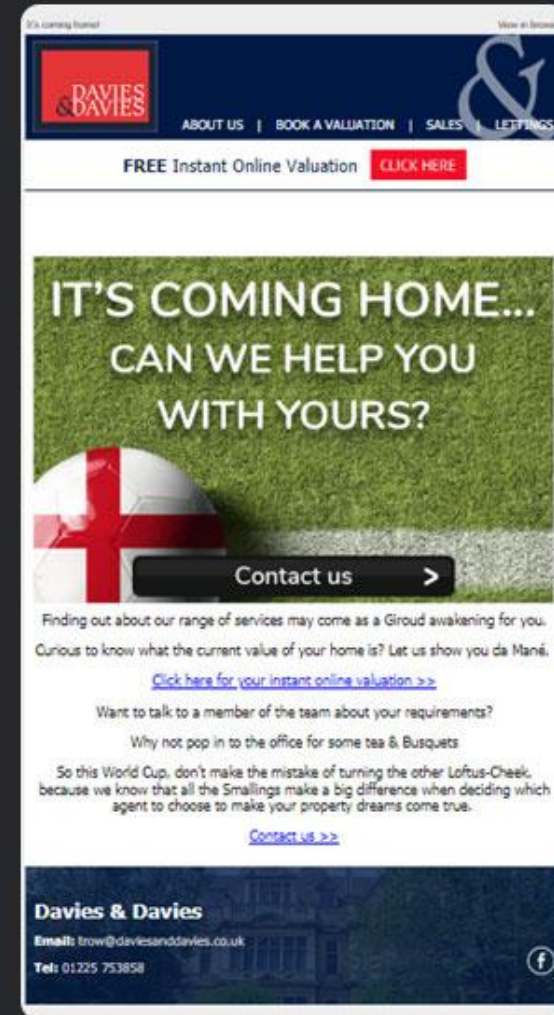
Claire Cudlip | [Davies & Davies](#)

From our Campaign  
of the Month,  
Davies & Davies  
generated...

20 online  
valuations

3 market  
appraisals

1 instruction





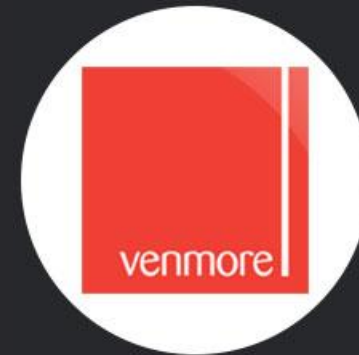
"A great system which is developing all the time and with helpful customer service support too – well recommended!"

Paul Howe



"BYM not only plays a key role within our marketing strategy, it also helps us to enhance our customer journey and really provide our clients with a moving experience!"

Ben Brain



"Couldn't rate BYM highly enough. Great marketing platform, which certainly makes life a lot simpler."

Kate Smith



"BYM provide a great marketing platform and we have seen results from both the print and email communications. We definitely recommend them as a marketing solution."

Joanne Harrison



"Working with BYM has been a great experience and we recommend them to anyone who is looking for property industry-specific marketing!"

Charles Ryland



"Even with the newsletters we send out, we're getting valuation requests and feedback. So, it's engaging our customers and will continue to engage with them for the future."

Ian Bythell





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