



 **BRIEF YOUR
MARKET.COM**
FOR PROPERTY PROFESSIONALS



 **BUILDYOURMARKET**



PROSPECT | CROSS-SELL | UPSELL | REPEAT BUSINESS

**YOUR SOLUTION FOR
STRATOSPHERIC GROWTH**



BUILDYOURMARKET – PROSPECTING SIMPLIFIED

Identify new leads the moment they arrive on the market and stratospherically increase your conversions. BuildYourMarket – the industry's first integrated prospecting solution.

	188 All Properties Click to View Data
	46 New Properties Click to View Data
	29 Price Movement Click to View Data
	19 SSTC Click to View Data
	40 Fallen Through Click to View Data
	38 Withdrawn Click to View Data

SEE EVERY LISTING IN YOUR AREA FROM ONE DASHBOARD

View all agent activity and property movement in your area. Contact clients in your database that are currently on the market and introduce your services to new clients at key moments in their selling journey to win more business.

GOODRICHESTATES.COM

ARE YOU SELLING YOUR PROPERTY?

Here for you, when you need us.

- Our extensive database of local buyers.
- Our proactive marketing strategy.
- Our comprehensive and competitive valuations.

For an accurate appraisal of your home, talk to our team of professionals on 0344 800 84 24.

Brindley House, Outram Wharf, Little Eaton, Derbyshire, DE21 5EL.
0344 800 84 24
www.goodrichstates.com

If contacted, please refer to: Brindley House, Outram Wharf, Little Eaton, Derbyshire, DE21 5EL.

GOODRICH
ESTATE AGENTS

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

AUTOMATE YOUR PROSPECTING

Win new and lost instructions, and grow your market share.

Send automated digital and print prospecting communications that are integrated with your property management software to all active vendors in your area.



SEE YOUR RETURN ON INVESTMENT

Know exactly what you are converting from your emails, SMS and print to inbound leads, valuations and instructions.



STAY AHEAD OF YOUR COMPETITORS

From: Yesterday

To: Today

New Properties

New Properties91

Full Address55

Partial Address36

From Portal91

From CRM49

3,784

91

112

83

71

51

1,567

Select All

Select None

Search by Address

List

Map

Send Selected

Cease X

Status	Date Changed	House Details	Price (s)	Agents (s)	Online	Portals	Customer	Last Contacted	Valuation Done	Mail Status	Email & Tel.	Send	
<input type="checkbox"/> For Sale	27/09/19	22 ACACIA AVENUE, DE21 5EL 3-bed semi-detached	£230,000	Bond Estates	No	Zoopla	Paul Davies	16/09/19 13:00	12/09/19	Emailed 16/09/19	@		
<input type="checkbox"/> For Sale	27/09/19	22 ACACIA AVENUE, DE21 5EL 3-bed semi-detached	£230,000	Fellow Homes	No	RM	Nicole Swain	9/09/19 13:00	09/09/19	Emailed 09/09/19	@		
<input type="checkbox"/> For Sale	27/09/19	22 ACACIA AVENUE, DE21 5EL 3-bed semi-detached	£230,000 £240,000	Fellow Homes Bond Estates	No	Zoopla	Jax De Beer	9/09/19 13:00	09/09/19	No contact	@		
Incomplete	27/09/19	Missing address, DE21 5EL Missing property details	£230,000	Bond Estates	Yes	RM	Unavailable	No contact	Unavailable	No contact	@		
<input type="checkbox"/> For Sale	27/09/19	22 ACACIA AVENUE, DE21 5EL 3-bed semi-detached	£230,000	Bond Estates	Yes	RM	Molly Middleton	No contact	Unavailable	No contact	@		

mollym@briefyourmarket.co.uk
Email Address | [Click to copy](#)



Integrated with your CRM, BuildYourMarket enables you to prospect to past clients in your database across email, SMS or print.



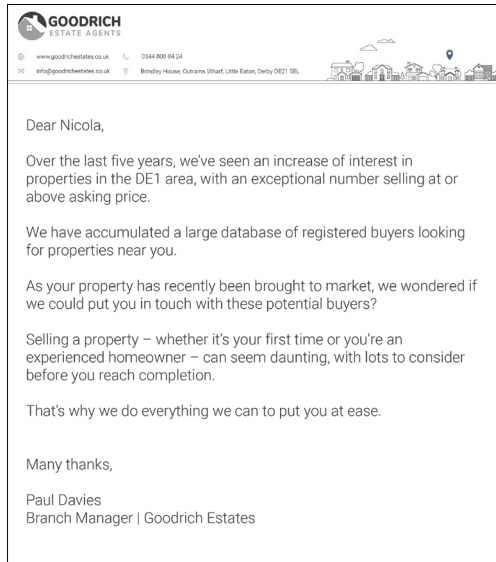
Gain visibility on contacts within your database who have had an appraisal with you but instructed another agent, meaning that you can then trigger specific nurture-marketing journeys based on their current activity.



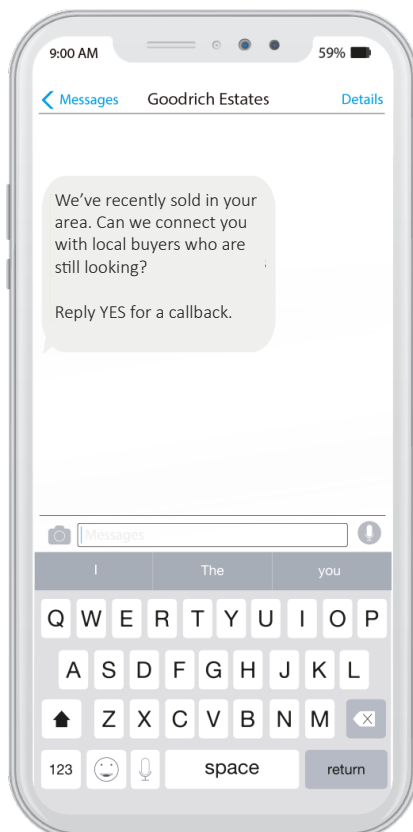
BuildYourMarket automatically assigns trackable telephone numbers to your print campaigns, which gives you the ability to identify Return on Investment – regardless of where that inbound lead has come from.



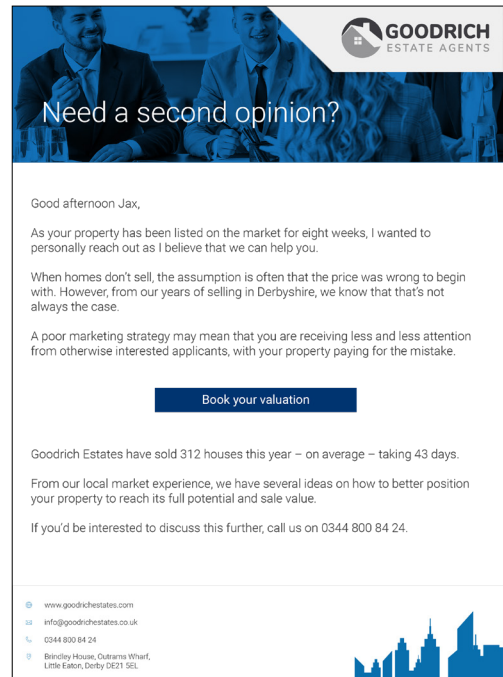
AUTOMATE YOUR PROSPECTING



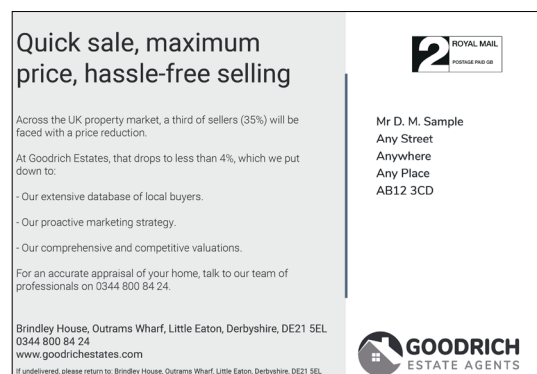
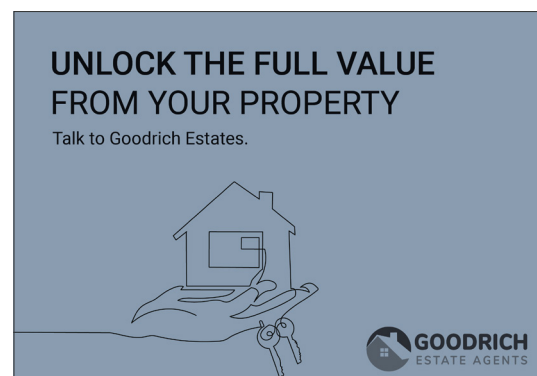
NEW LISTING



AUTO 20/20



8 WEEKS ON THE MARKET



PRICE REDUCTION



NEVER MISS AN OPPORTUNITY

Make your next move

GOODRICH ESTATE AGENTS

Private and confidential
The Homeowner
42 Acacia Avenue
DE21 5EL

28 August 2019

Dear Homeowner,

I am pleased to report that last year was an exceptional year for property transactions. We helped our clients successfully sell their property **47% quicker** than the national average – on average – **98% of the initial asking price**.

A number of our registered buyers are searching for their next home, and as your property has recently been brought to market, we wondered if we could offer you any assistance or advice with suitable applicants.

If you would like to discuss how our market-leading service can help, please contact me on **0344 800 84 24**.

Yours faithfully,
Charlotte Lambert
Branch Manager

Need a second opinion?

GOODRICH ESTATE AGENTS

After being on the market for eight weeks, I wanted to know if we can help you.

It is often that the price was wrong to begin with. In Derbyshire, we know that that's not the case.

That you are receiving less and less attention with your property paying for the mistake.

your valuation

Over the last year – on average – taking 43 days.

We have several ideas on how to better position your property and sale value.

Further, call us on 0344 800 84 24.

9:00 AM 59%

< Messages Goodrich Estates Details

Congratulations! You're on the market. If you need any assistance, services or advice, we'd love to help. For more info call us on 0344 800 84 24.

EVERY PROPERTY SELLING BUT YOURS?

Talk to Goodrich Estates.

Here for you, when you need us.

GOODRICH ESTATE AGENTS

Brindley House, Outrams Wharf, Little Eaton, Derbyshire, DE21 5EL
0344 800 84 24
www.goodrichestates.com
If undelivered, please return to: Brindley House, Outrams Wharf, Little Eaton, Derbyshire, DE21 5EL

Maximum return on selling

2 ROYAL MAIL POSTAGE FREE

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

GOODRICH ESTATE AGENTS



Updated every 24 hours, BuildYourMarket gives you complete visibility of all property and agent movement. Collate actionable data in one dashboard, saving you valuable time and resources.



Track your Return on Investment from email, telephone and print marketing, and receive automated ROI reports that display monetary value from your platform.

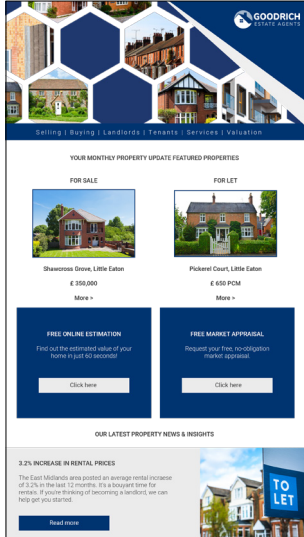


Send quality pre-designed digital and print campaigns to maximise your returns straight away.



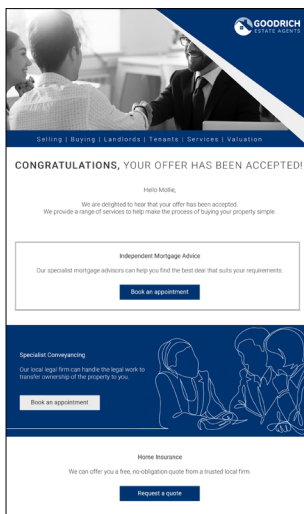
BRIEFYOURMARKET.COM – THE ONLY MARKETING PLATFORM YOUR AGENCY WILL EVER NEED

Generate more valuations, instructions, and additional revenue from your database.



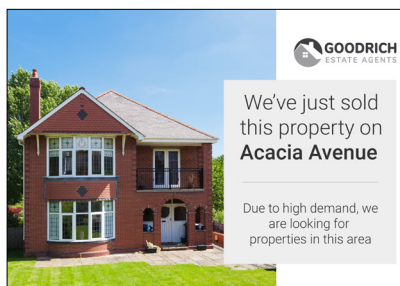
GENERATE REPEAT BUSINESS

Be the first agent that your past clients think of when making their next move. Send stunning, informative and engaging property communications to nurture your database. Identify, contact and service each client before your competitors.



CROSS & UPSELL

Generate additional revenue by promoting your third-party and financial services at the right time using automated communications that are integrated with your property management software.



GROW YOUR MARKET SHARE

Differentiate your approach to marketing and stand out from your competitors. Promote your success stories using automated print and digital campaigns, increase website traffic, grow your database, and attract more vendors, landlords, buyers and tenants in your area.

PROSPECT | CROSS-SELL | UPSELL | REPEAT BUSINESS



Maximise the promotion of your properties, services and local property knowledge with the most comprehensive offering of promotional marketing tools in the industry – all in one integrated marketing platform.

Track your Return on Investment from your marketing activity. See how many valuations and instructions your campaigns are generating, how much additional website traffic you're receiving, and how these metrics translate to tangible revenue for your agency.

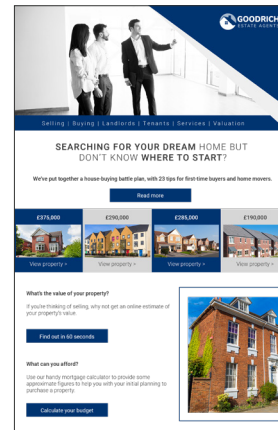
MAXIMISE THE VALUE OF EVERY CLIENT

MAXIMISE REVENUE AT EVERY STAGE OF THE CUSTOMER JOURNEY



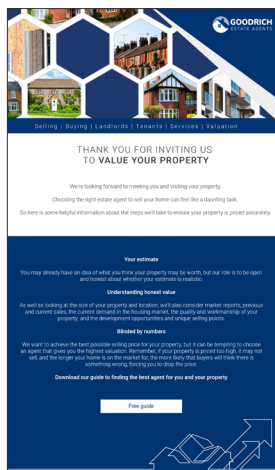
PORTAL LEAD

Drive traffic to properties and services



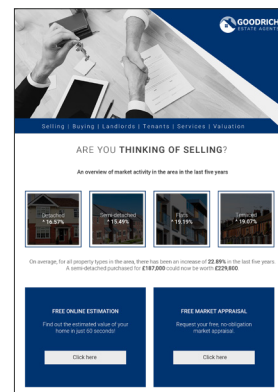
BUYING APPLICANT

Identify property needs



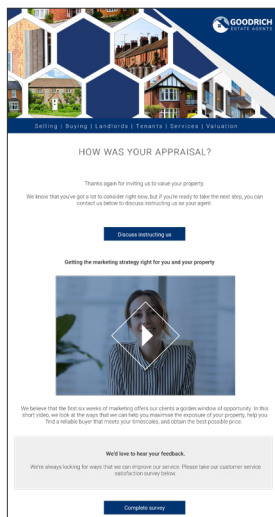
PRE-APPRAISAL

Differentiate your approach



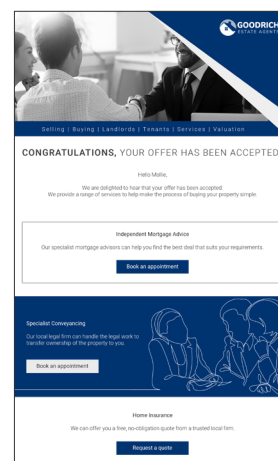
POTENTIAL VENDOR

Offer a competitive valuation



POST-APPRAISAL

Showcase your expertise



ACTIVE BUYER AND VENDOR

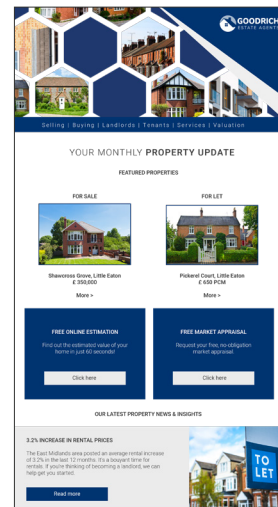
Sale agreed! Cross-sell financial services

CAPITALISE ON EVERY OPPORTUNITY



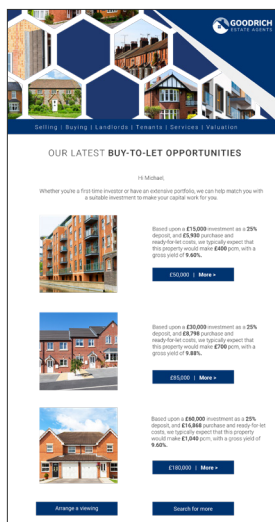
POST-SALE

Generate reviews



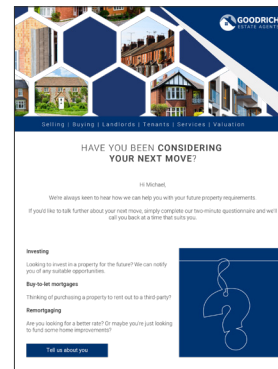
NURTURE MARKET

Provide market updates and local insights



HOT PROPERTY CAMPAIGNS

Showcase your properties



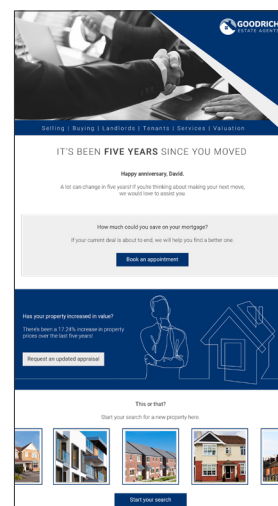
PROPERTY SURVEY

Identify new requirements



BUYER BECOMES LANDLORD

Upsell fully-managed services



ANNIVERSARY OF EXCHANGE

Offer an updated valuation

PROPERTY MARKETING SIMPLIFIED

ACTIVATE

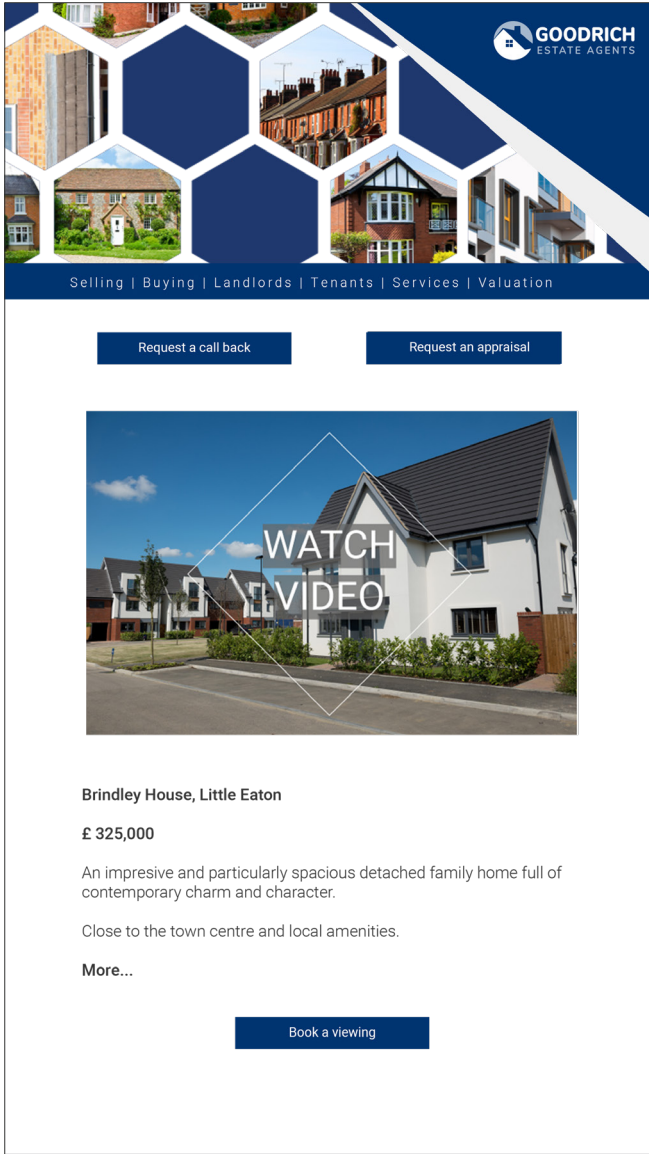
Start marketing your properties and services straight away. Activate provides your agency with an initial marketing send strategy. Implement the Portal Lead Responder, send your welcome campaign to rejuvenate your archive data, and start generating additional online estimations and market appraisals from your database.

SUCCEED

Implement a fully-automated customer journey from online estimation through to completion. Differentiate your agency with bespoke pre and post-appraisal campaigns, and capitalise on key moments to cross and upsell your additional services to increase revenue. Ramp up the regular promotion of your properties using interactive campaigns such as Prop Swipe and E-Zines, and segment your database to send targeted campaigns. Introduce Auto 20/20 print campaigns to promote your recent successes, and utilise SMS for appointment reminders, price movement and recently listed campaigns.

ENHANCE

Take your prospecting and property promotion to the next level. Start tracking your Return on Investment from video using our video engine to upload and send market updates and property video tours in your digital campaigns.



The screenshot displays the Goodrich Estate Agents website. The header features a navigation bar with links: Selling | Buying | Landlords | Tenants | Services | Valuation. Below the navigation bar are two buttons: "Request a call back" and "Request an appraisal". The main content area shows a large image of a modern house with the text "WATCH VIDEO" overlaid. Below the image, the property is listed as "Brindley House, Little Eaton" with a price of "£ 325,000". A description follows: "An impressive and particularly spacious detached family home full of contemporary charm and character. Close to the town centre and local amenities." A "More..." link is provided. At the bottom of the listing is a "Book a viewing" button.

GOODRICH
ESTATE AGENTS

Selling | Buying | Landlords | Tenants | Services | Valuation

Request a call back Request an appraisal

WATCH
VIDEO

Brindley House, Little Eaton

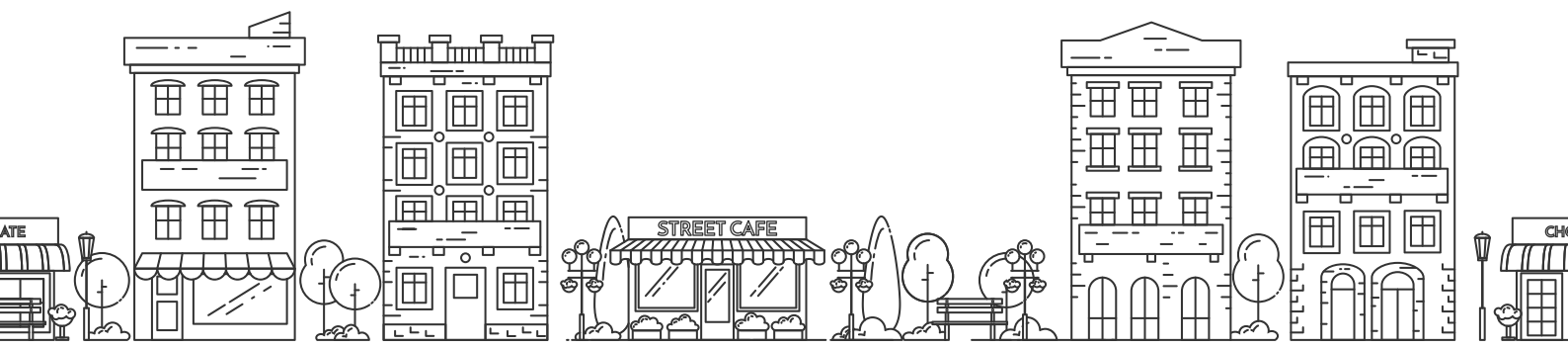
£ 325,000

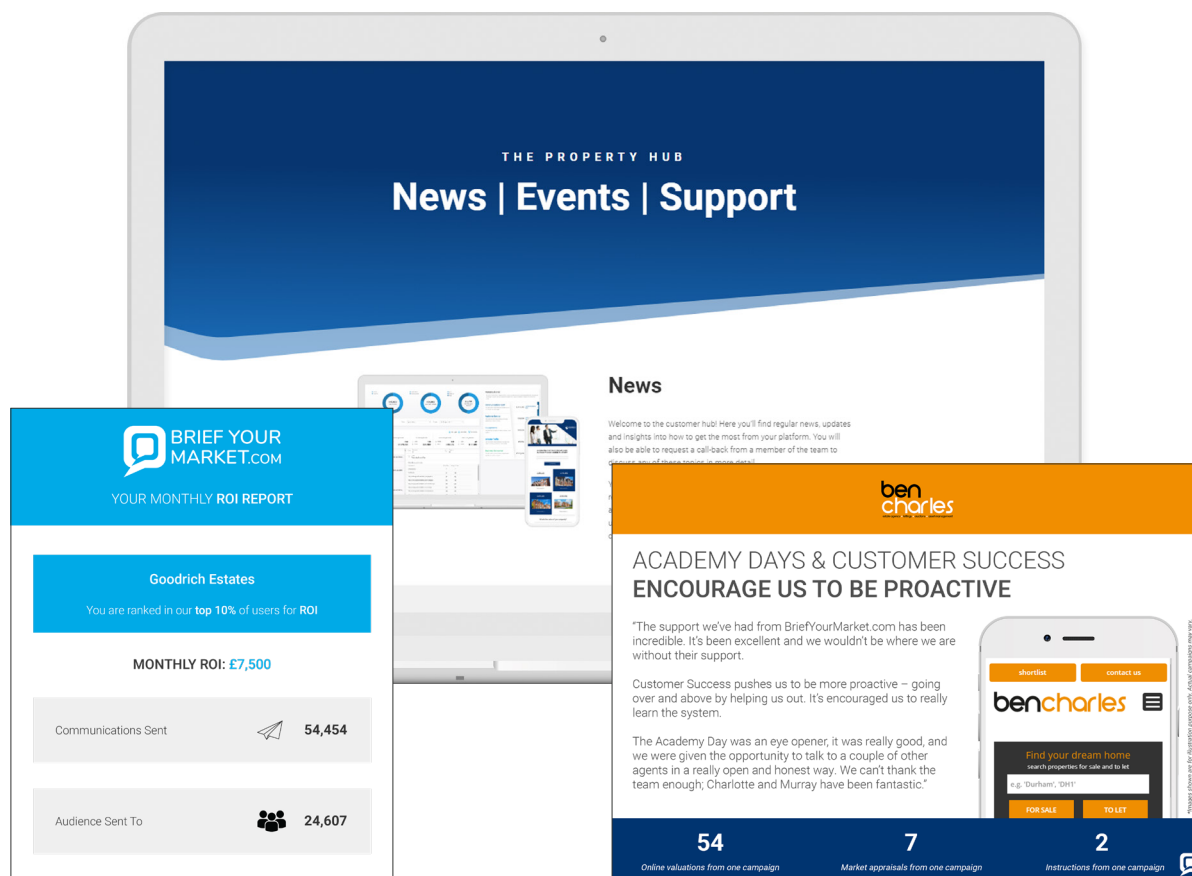
An impressive and particularly spacious detached family home full of contemporary charm and character.

Close to the town centre and local amenities.

More...

Book a viewing





CUSTOMER SUCCESS

Our experienced consultancy team are dedicated to helping you get the most from your platform. From discussing your monthly Return on Investment report, to offering helpful insights and guidance on how to further improve your marketing strategy, we'll advise you on the enhancements you can make for continued growth.

SUPPORT AND RESOURCES

The Property Hub provides you with exclusive access to our latest features and platform developments. At a glance, see the latest news, events and marketing trends.

TRAINING AND DEVELOPMENT

With regular on-site visits from our Customer Relationship Managers, you'll benefit from continued face-to-face support. You'll also be invited to attend our Academy Day events. These free, interactive learning events provide platform training and insight on how to effectively plan and execute a profitable multi-channel marketing strategy.



FOR **PROPERTY** PROFESSIONALS

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



BUILDYOURMARKET

0344 800 84 24 | info@buildyourmarket.co.uk | www.buildyourmarket.co.uk
