Your December Send Plan

A mix of stats based, lettings and seasonal campaigns to help generate you ROI from your customers

BRIEF YOUR MARKET.COM

YOUR CAMPAIGN CHECKLIST FOR DECEMBER

Use this as your reference point for your sends.

If you haven't sent a campaign and you need help, contact us to get things moving in the right direction.

Email 1: **WHAT ARE TENANTS LOOKING FOR**

Email 2: **RENTAL DEMAND RUNNING AHEAD OF SUPPLY**

Email 3: **NEW HOME THIS CHRISTMAS**

Email 4: **TIPS TO SELL OVER CHRISTMAS**

Email 5: **MERRY CHRISTMAS**

Email 6: **HAPPY NEW YEAR**

All emails are located in your Campaign Library - Please see the following pages for the location of each campaign.

EMAIL 1: WHAT ARE TENANTS LOOKING FOR

- **Email 1 features a BANNER** – the text, colours and images cannot be edited but you can delete it from the campaign

- Customisable elements within this email include the text copy and links.

- The campaign colours will automatically populate for call-to-action buttons.

WE'D RECOMMEND:

Sending this to a filter based on landlords.

For additional information on filters, refer to the back of the guide and / or seek help from our Customer Success Managers.

CAMPAIGN LIBRARY LOCATION:

Lettings – Tips/Information

What are **prospective tenants** looking for in **2022**?

Are you looking for a new rental property?

The private rental market has performed consistently throughout the pandemic to meet tenant demand, but do you know what is next in store for the rental market?

Whether you are just starting out on your journey as a landlord or adding to your current portfolio of properties, it's important to focus on what tenants are looking for in their next rental home, and where they are looking.

The last year alone has shown that tenant priorities can change in such a short matter of time, so being able to adapt to changing tenant demands can put you in a much better position to not only find the perfect tenant for your rental property, but also get the best rental yield for it too.

Browse our latest buy-to-let properties

So what are prospective tenants looking for as we head into the new year?

Location
With the majority of the population returning to more normal working

Campaign name:	What are tenants looking for
Purpose:	Informative lettings campaign
Subject line:	Do you know what tenants are looking for in 2022?
Teaser text:	Find your next investment property with us today
Key benefits:	• Encourage existing or potential landlords to browse your latest or featured buy-to-let properties • Provides up to date information for the lettings market on what prospective tenants are looking for in their rental properties • Targets new and existing landlords and also encourages landlords to expand their portfolios.

EMAIL 2: RENTAL DEMAND RUNNING AHEAD OF SUPPLY

- **Email 2 features a BANNER** – the text, colours and images cannot be edited but you can delete it from the campaign

- Customisable elements within this email include the text copy, featured properties and links.

- The campaign colours will automatically populate for call-to-action buttons.

WE'D RECOMMEND:

Sending this to a filter based on landlords.

For additional information on filters, refer to the back of the guide and / or seek help from our Customer Success Managers.

CAMPAIGN LIBRARY LOCATION:

Rental market/price updates

Rents across the UK **increase by 4.6%** compared to **last year**

Contact us

Rental demand continues to run well **ahead of supply**

According to the latest research, **rents across the UK are up 4.6% compared to this time last year**, and up 6% excluding London which is a **14 year high for the rental market.***

This increased level of demand for rental properties in recent months is down to supply remaining low, down 43% compared to the five-year average, putting increasing upward pressure on rents.*

We expect demand levels to remain higher than usual in the coming months, most notably in city centres where pent-up demand is being released as we see a resumption of 'normal activity'.

Value your lettings property in less than 60 seconds

Are you **looking** for your next **investment opportunity?**

INSERT BUY-TO-LET PROPERTY ONE | INSERT BUY-TO-LET PROPERTY TWO

Campaign name:	Rental demand running ahead of supply
Purpose:	Informative landlord stats campaign
Subject line:	Are you looking for your next investment opportunity?
Teaser text:	Take advantage of increased demand and rental growth
Key benefits:	• Provides up to date statistics on rental growth for the lettings market due to pent up tenant demand. • Targets new and existing landlords and also encourages landlords to expand their portfolios. • Encourages landlords to get an up-to-date valuation of their lettings portfolio. • Featured buy-to-let properties towards the bottom of the campaign to encourage landlords to expand their portfolios.

EMAIL 3: NEW HOME THIS CHRISTMAS

- **Email 3 features a GIF** – the text, colours and images cannot be edited but you can delete it from the campaign

- Customisable elements within this email include the text copy, featured properties and links.

- The campaign colours will automatically populate for call-to-action buttons.

WE'D RECOMMEND:

Sending this to your entire sales database.

CAMPAIGN LIBRARY LOCATION:

Sales – Seasonal Tips/Information

Zoopla sees **163%** more website traffic after **Christmas Day**

Value your home

Could you be looking to sell your home this Christmas?

December is here, and the festivities of Christmas and New Year are on the way.

Whilst it may be a busy time in people's lives, it is also a busy time in the property market with property portal Zoopla seeing an **increase of 163%** after **Christmas Day** last year.

This means that your home could be seen by more prospective buyers.

Value your home today

Discover your next home with Goodrich Estates

While present buying might be more on your mind right now, if a move is in your plans for 2022, now is the time to start your move.

With a range of properties on offer, **why not search and find your next home** with Goodrich Estates today?

Campaign name:	New home this Christmas
Purpose:	Seasonal sales campaign
Subject line:	Why not take advantage of increased market activity this Christmas?
Teaser text:	Put your home on the market during the festive period
Key benefits:	• Interactive gif to capture brand engagement. • Provides seasonal statistics for the sales market based on portal activity. • Encourages potential vendors to value their property. • Encourage potential buyers to browse your latest or featured properties.

# EMAIL 4: TIPS TO SELL OVER CHRISTMAS

- **Email 4 features a BANNER** – the text, colours and images cannot be edited but you can delete it from the campaign

- Customisable elements within this email include the text copy and links.

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WE'D RECOMMEND:

Sending this to your entire sales database.

CAMPAIGN LIBRARY LOCATION:

Sales – Seasonal Tips/Information

Sell your home during the festive season

Get in touch to find out how
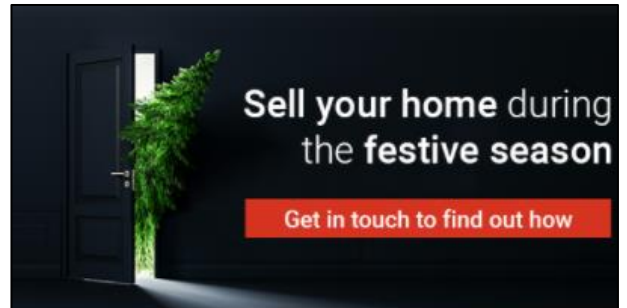
The **festive season** means a big spike in the **number of potential buyers** hunting for their **next property**

With demand for homes currently 35% up on the five-year average, this festive season could be the perfect time to sell your home.*

And as searches on property portals **increase by 163% after Christmas Day**, having your home on the market this December will put it in front of a lot of potential buyers keen to snap up your property.*

Here at Goodrich Estates, we've put together some essential tips to help you sell your home over the festive season.

Value your home today

Get an up-to-date valuation of your home
If securing a buyer is top of your list this Christmas, we'd highly recommend bringing your property to market now in order to beat the post-Christmas rush.
So if you are keen to find a buyer for your home this Christmas, why

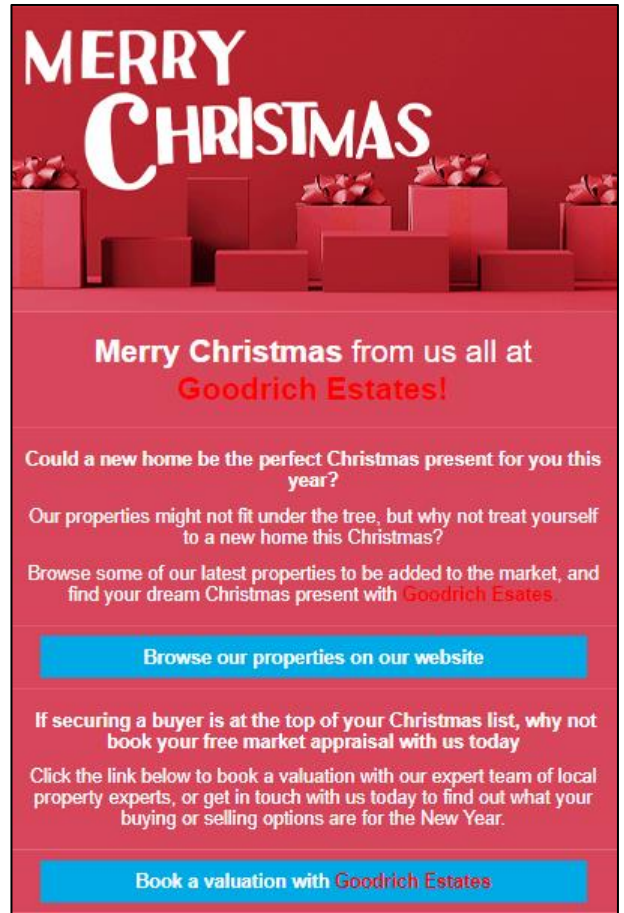| Campaign name:	Tips to sell over Christmas
Purpose:	Seasonal sales campaign
Subject line:	The festive period means a spike in buyer demand
Teaser text:	Find out how to sell your home this festive season
Key benefits:	• Shares three tips on how to maximise the chances of selling your home over the festive period • Provides up-to-date statistics and seasonal statistics for the sales market based on portal activity. • Encourages potential vendors to value their property

EMAIL 5: MERRY CHRISTMAS

- **Email 5 features a GIF** – the text, colours and images cannot be edited but you can delete it from the campaign

- Customisable elements within this email include the text copy and links.

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WE'D RECOMMEND:

Sending this to your entire database.

CAMPAIGN LIBRARY LOCATION:

Sales – Seasonal Tips/information

MERRY CHRISTMAS

Merry Christmas from us all at
Goodrich Estates!

Could a new home be the perfect Christmas present for you this year?

Our properties might not fit under the tree, but why not treat yourself to a new home this Christmas?

Browse some of our latest properties to be added to the market, and find your dream Christmas present with Goodrich Esates.

Browse our properties on our website

If securing a buyer is at the top of your Christmas list, why not book your free market appraisal with us today

Click the link below to book a valuation with our expert team of local property experts, or get in touch with us today to find out what your buying or selling options are for the New Year.

Book a valuation with Goodrich Estates

Campaign name:	Merry Christmas
Purpose:	Seasonal campaign
Subject line:	Merry Christmas from all of us at [Estate Agent Name]!
Teaser text:	Could a new home be under your Christmas tree this year?
Key benefits:	• Seasonal interactive gif and content to capture brand engagement • Encourage potential buyers to browse your latest or featured properties and find their next property this Christmas. • Encourages potential vendors to book a valuation of their property ahead of the New Year.

EMAIL 6: HAPPY NEW YEAR

WE'D RECOMMEND:

Sending this to your entire database.

CAMPAIGN LIBRARY LOCATION:

Sales – Seasonal Tips/information

Campaign name:	Happy New Year
Purpose:	Seasonal campaign
Subject line:	We would like to wish you a Happy New Year!
Teaser text:	Is a home move your New Year's resolution for 2022?
Key benefits:	• Seasonal banners and content to capture brand engagement and thank your customers for their custom this year • Encourages potential vendors to book a valuation of their property for the New Year. • Encourage potential buyers to browse your latest or featured properties to be in a new home for 2022.

ALTERNATIVE BANNERS

A selection of complimentary alternative banners for your sends – **download here.**
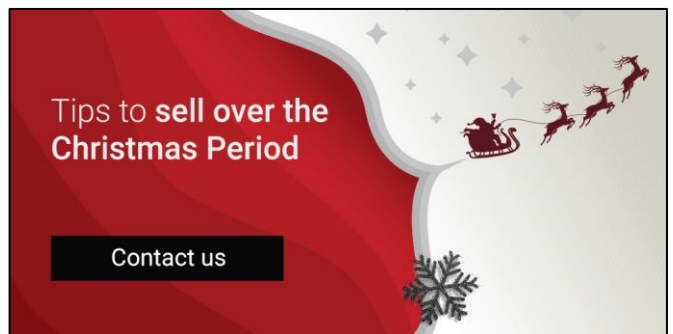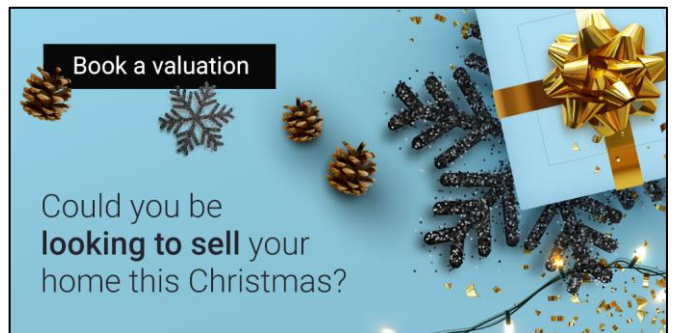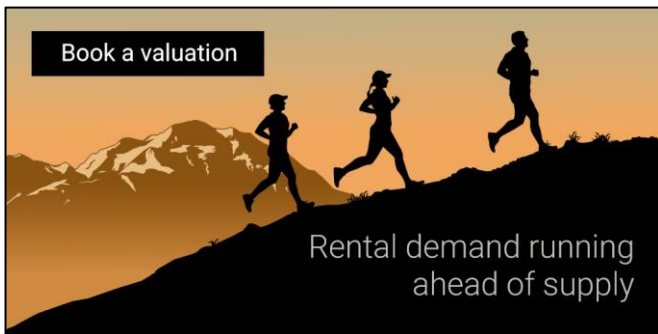
ALTERNATIVE BANNERS - CONTINUED

A selection of complimentary alternative banners for your sends – **download here.**

CREATING FILTERS

To create your filters, simply go to Audience > All Contacts > Filter > New

Give your filter an easy to remember name, e.g.: Val not instructed (12 months). Your recipients will not see this.

Field name = Valuation Date

Operator = Was During The Previous ? Months

Value = (enter the value that you want to target, e.g. 12)

You will also need to exclude contacts that have instructed you in the previous 12 months (as shown in the example below).

*Filtering is subject to integration type. For more information or support with your sends, please contact our Customer Success team.