



APRIL



**BRIEF YOUR
MARKET.COM**

COMMUNICATE. RESONATE. [GENERATE.](#)



Your April send plan

Provide updates on the property market and encourage brand engagement



YOUR CAMPAIGN CHECKLIST THIS APRIL

Use this as a reference point for your sends. If you haven't sent a campaign and need help, contact us to get things moving in the right direction.

- **Email 1: The benefits of independent mortgage advice**
Located in Mortgages
- **Email 2: Reduce wear and tear in your rental property**
Located in Lettings Tips/Information
- **Email 3: How to improve your relationship with your tenants**
Located in Lettings Tips/Information
- **Email 4: Check list for new landlords**
Located in Lettings Tips/Information
- **Email 5: Start the hunt today for your new home**
Located in Sales Tips/Information
- **Email 6: The checklist every first-time buyers needs**
Located in Sales Tips/Information
- **Email 7: Tips to make your home more appealing to buyers**
Located in Sales Tips/Information

EMAIL 1: THE BENEFITS OF INDEPENDENT MORTGAGE ADVICE

- The campaign colours will automatically populate for call-to-action buttons
- Call-to-action buttons
- Customisable elements within this email including the text copy and links.



Buying a home is a big step, and a mortgage is likely to be one of the biggest financial commitments you can make. Therefore, it is worth taking the time to get the right advice before you commit to a mortgage deal.

We have helped many people move home over the years and **would always recommend seeking independent mortgage advice for the following reasons:**

Saves you valuable time

Independent mortgage advisors have knowledge of all the current mortgage options available. Instead of having to spend time shopping around for the best deals yourself, a mortgage advisor does this for you. Not only will they save you time, they will find you the most suitable mortgage and figure out how much you can borrow.



WE'D RECOMMEND:

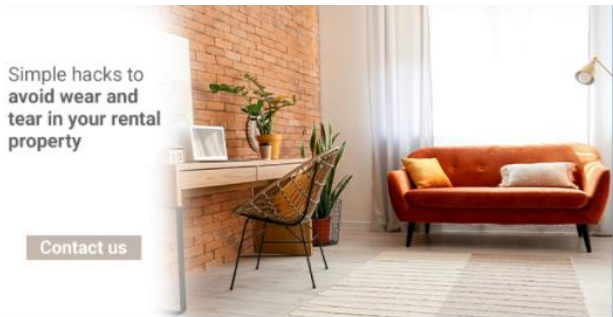
Sending this to a filter based on **applicants and potential vendors**

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

Campaign name:	Benefits of independent mortgage advice
Category:	Mortgages
Purpose:	Branding campaign
Subject line:	Mortgage advice
Teaser text:	The benefits of independent mortgage advice
Key benefits:	<ul style="list-style-type: none"> • Tips for potential homeowners • An insight into the world of mortgages • Create brand awareness with useful content

EMAIL 2: REDUCE WEAR AND TEAR IN YOUR RENTAL PROPERTY

- The campaign colours will automatically populate in your brand colours.
- Call-to-action buttons
- Customisable elements within this email including the text copy and links.



There are steps you can take to protect your rental property from excessive wear and tear (and costs of it) and without ever involving the tenant.

So, if you want to reduce wear and tear, **here are four ways to do it:**

1. Install more durable flooring

Some floor materials are just more durable than others, so think hard about which ones you put in your properties. Hardwood is beautiful and can help achieve higher rent, but it's also hard to care for and prone to scratches.

Opt for quality vinyl's or laminate flooring instead. These are hard wearing and can be easily replaced.

2. Stick to glossy paints

Repainting the walls isn't just expensive, it's a hassle. Although spot-correcting is technically an option, too much cover-up could leave potential tenants worried about what lies beneath. So what's a better option?

Invest in a high-gloss paint from the beginning. These paints are easier to clean than normal ones, and they stand up to smudges and scuffs better too!

WE'D RECOMMEND:

Sending this to **landlords and potential landlords.**

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

Campaign name:	Reduce wear and tear
Category:	Lettings/Tips/Information
Purpose:	Branding campaign
Subject line:	Reduce wear and tear in your rental property
Teaser text:	Reduce wear and tear
Key benefits:	<ul style="list-style-type: none"> • Highlight key areas for landlords to focus on • Encourages easy but effective fixes

EMAIL 3: HOW TO IMPROVE YOUR RELATIONSHIP WITH YOUR TENANTS

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons



WE'D RECOMMEND:

Sending to a filter based on your **landlords and potential landlords.**

One of the main ways to establish a successful letting is to keep your tenants happy. By keeping your tenants happy they are less likely to want to move out. Content tenants are more likely to take care of your property too.

As a result, you save time and money finding new tenants whilst also reducing the risk of any void periods. Therefore, it's vital to have great relationship with your tenants.

For tips on how to improve your relationship with your tenants, keep reading!

1. Be super responsive

As consumers, when we have an issue with a service/product we get in touch with the provider and expect things to be resolved straightaway. So why would we expect tenants to wait for any issues they have flagged up.

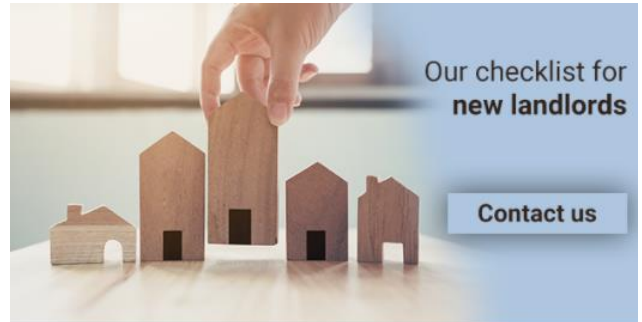
To maintain a great relationship with your tenant, it's important to respond and resolve repair



Campaign name:	Improve your relationship with your tenants
Category:	Lettings/Tips/Information
Purpose:	Brand awareness campaign/Informative campaign
Subject line:	Improve relationship with tenants
Teaser text:	Tenant/landlord relationships
Key benefits:	<ul style="list-style-type: none"> • Insight into the communication between landlord/tenant • Encourages regular communication • Encourages call to actions

EMAIL 4: CHECKLIST FOR NEW LANDLORDS

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons
- Editable background colour



Becoming a landlord can be a daunting process, but it doesn't have to be. With our 4 must haves on being a successful landlord, you are guaranteed for a smooth tenure every time!

Here are 4 top tips to get you started as a landlord:

1. Safety first

- Fire exits should be clear and fire alarms and carbon monoxide detectors need to be installed on every floor.
- We recommend that a gas safety engineer and an electrician come in to do any checks and produce any necessary documents.
- Locks could be changed between tenancies if there's any doubt that not all keys were handed in by the previous occupants.

2. Landlord insurance

From burst pipes to broken boilers, maintenance complications can be a

WE'D RECOMMEND:

Sending this to **landlords and potential landlords.**

Campaign name:	Checklist for new landlords
Category:	Lettings/ Tips/Information
Purpose:	Brand awareness campaign/Informative
Subject line:	Our checklist for new landlords
Teaser text:	Four top tips to get you started as a landlord
Key benefits:	<ul style="list-style-type: none"> • Insight into what landlords have to look out for • Encourages valuations • Encourages contact

EMAIL 5: START THE HUNT TODAY FOR YOUR NEW HOME

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons



Finding the perfect home can take some time, so don't be hesitant to start your house hunt early.

Here are our 3 suggestions on **how to start the hunt for your new home:**

Internet

It's no surprise that many house hunters start their search online. As it is one of the easiest and most convenient ways to find a home.

Any local estate agent should usually have a user-friendly website with a list of your area's for sale and to let homes. Check these sites frequently, as new listings can pop up at any time.

Find an Estate Agent

If you'd rather have personal guidance right away, consider taking on the market with an estate agent by your side.

Agents can be immensely helpful during your house hunt. Knowledgeable agents can direct you to good schools, lovely areas and perfect properties. Estate agents can also be expert negotiators who can help you get the most for your money.

[Contact your local branch today](#)

FOR MAXIMUM EFFECT, WE'D RECOMMEND:

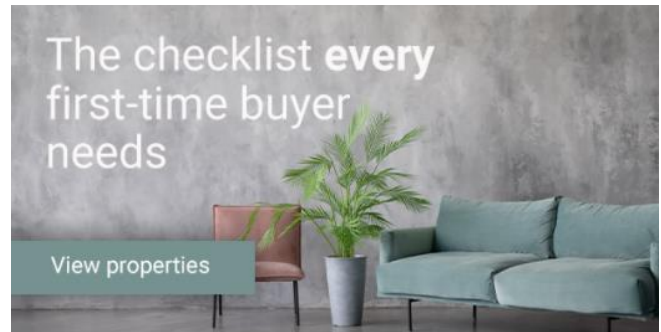
Sending this to **everyone so it reaches a wider audience.**

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

Campaign name:	How to start the hunt for your new home
Category:	Sales/ Tips/Information
Purpose:	Brand awareness campaign
Subject line:	Thinking of moving?
Teaser text:	How do you know it's time?
Key benefits:	<ul style="list-style-type: none"> • Advice on how to find a new home • Encourages valuations • Encourages contact

EMAIL 6: THE CHECKLIST EVERY FIRST-TIME BUYER NEEDS

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons



WE'D RECOMMEND:

Sending this to **everyone on your database to reach your wider audience.**

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

Your first-time buyer checklist

Timescales

Set some timescales focusing on whether it is the time to buy. Things to consider include:

- Can you afford to move?
- Conditions of the housing market
- Do you know enough about the area you want to buy?
- Other factors that could affect the move e.g. job, schooling

Deposit

Campaign name:	The first-time buyer checklist
Category:	Sales//Tips/Information
Purpose:	Brand awareness campaign
Subject line:	The checklist every first-time buyer needs
Teaser text:	Your first-time buyer checklist
Key benefits:	<ul style="list-style-type: none"> • Encourages interaction to check off list as you go • Informative tips on what you need when buying your first home • Encourages to view properties

EMAIL 7: TIPS TO MAKE YOUR HOME MORE APPEALING TO BUYERS

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons



Most buyers want to envision themselves in the space when they view a home.

To make your home more appealing to buyers, check out our top tips below!

WE'D RECOMMEND:

Sending this to a filter based on your **vendors and potential vendors.**

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

1. Brighten up your home with a fresh lick of paint

Giving your walls a fresh lick of neutral paint will make your home seem lighter and bigger. Keeping a neutral colour scheme helps buyers imagine how they can adapt rooms to their own needs.

It also means they can move in straight away without the urgent need to decorate.



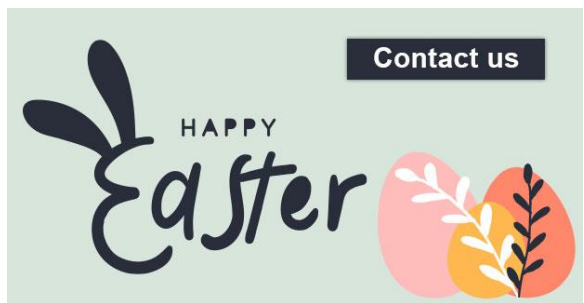
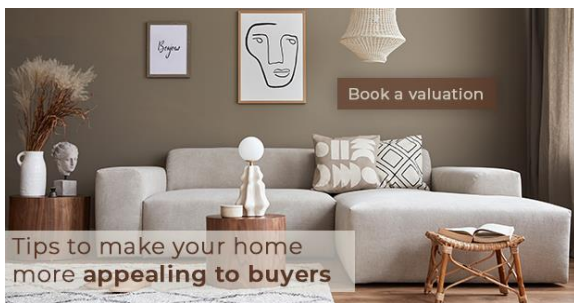
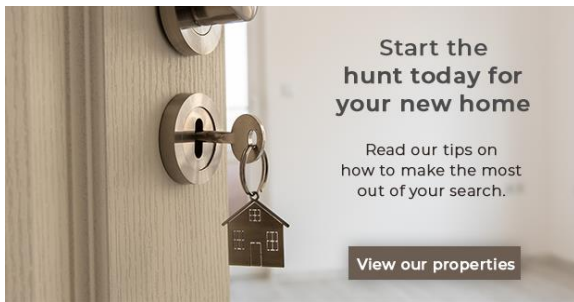
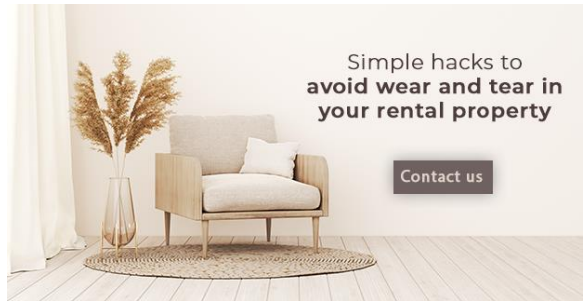
2. Fix and clean

Make any minor repairs, for example holes in walls, cracked tiles or threadbare carpets. Most



Campaign name:	Tips to make your home more appealing
Category:	Sales/Tips/Information
Purpose:	Informative sales campaign
Subject line:	How to make your home more appealing to buyers
Teaser text:	Make buyers fall in love with your home
Key benefits:	<ul style="list-style-type: none"> • Informative campaign on presenting a property for viewings • Encourages a valuation • Encourages contact

ADDITIONAL HEADERS TO DOWNLOAD & USE



CREATING FILTERS

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

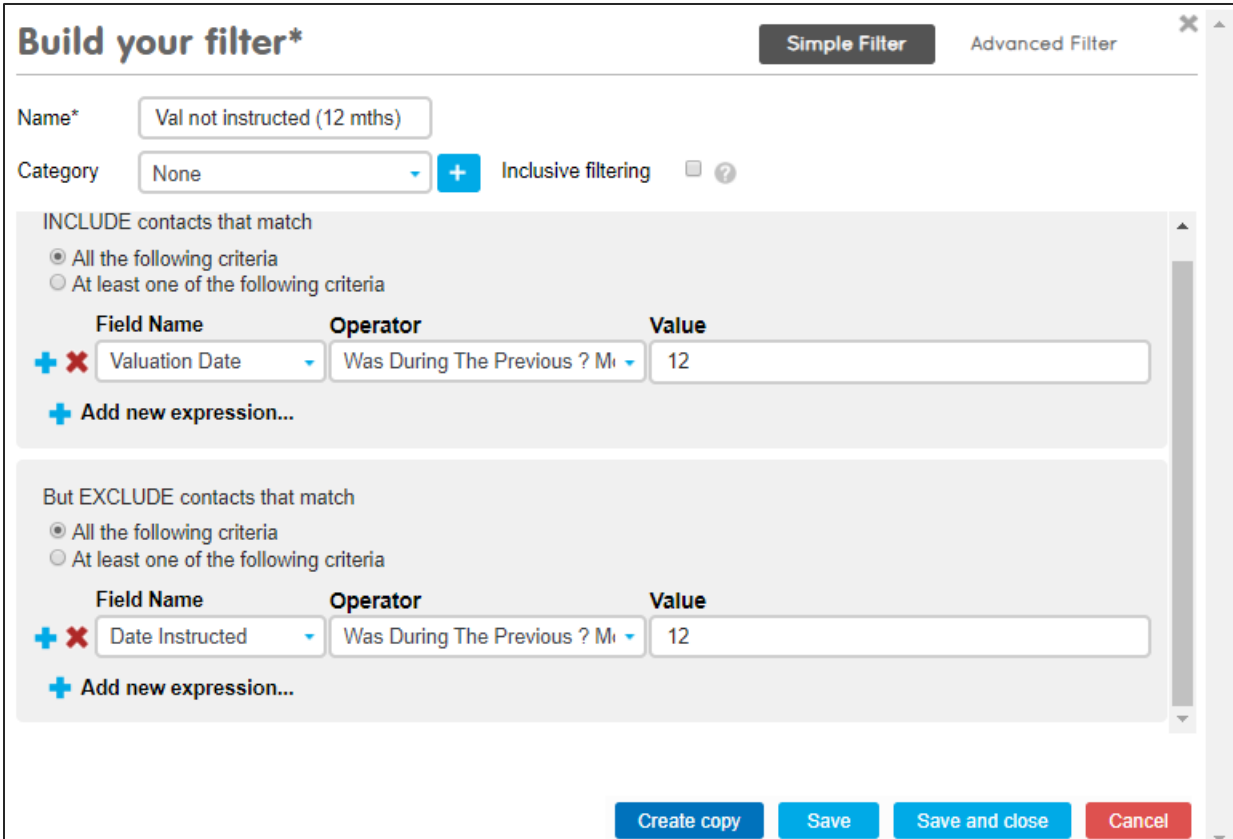
Give your filter a friendly name, e.g.: Val not instructed (12 months). Your recipients will not see this.

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).



The screenshot shows a 'Build your filter*' dialog box with two tabs: 'Simple Filter' (selected) and 'Advanced Filter'. The 'Name*' field contains 'Val not instructed (12 mths)'. The 'Category' is set to 'None'. There is a '+ Inclusive filtering' checkbox. Below this, there are two sections: 'INCLUDE contacts that match' and 'But EXCLUDE contacts that match'. Each section has radio buttons for 'All the following criteria' (selected) and 'At least one of the following criteria'. The 'INCLUDE' section has a table with columns 'Field Name', 'Operator', and 'Value'. The first row contains 'Valuation Date', 'Was During The Previous ? Months', and '12'. Below the table is a '+ Add new expression...' button. The 'EXCLUDE' section has a similar table with 'Date Instructed', 'Was During The Previous ? Months', and '12', and another '+ Add new expression...' button. At the bottom right, there are four buttons: 'Create copy', 'Save', 'Save and close', and 'Cancel'.

***Filtering is subject to integration type. For more information or support with your sends, please contact our support team on 0344 800 84 24**

