



JANUARY



COMMUNICATE. RESONATE. [GENERATE.](#)

Your January send plan

Provide updates on the property market for 2022 and encourage brand engagement.



YOUR CAMPAIGN CHECKLIST THIS JANUARY

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: Happy New Year**
Located in Sales Seasonal Tips/Information
- **Email 2: New Year, new home**
Located in Sales Seasonal Tips/Information
- **Email 3: Your winter home checklist**
Located in Sales Seasonal Tips/Information
- **Email 4: What are people looking for in 2022?**
Located in Sales Tips/Information
- **Email 5: Lettings services**
Located in Lettings Tips/Information
- **Email 6: Are you mortgage ready?**
Located in Mortgages
- **Email 7: How to manage your property chain**
Located in Sales Tips/Information

EMAIL 1: HAPPY NEW YEAR

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

WE'D RECOMMEND:

Sending this to your entire database to wish them Happy New Year and a look back on 2021.



Click [here](#) to book your free valuation

The UK property market has had a 'hectic' 18 months with the **start of the year still proving busy**, with **strong buyer demand** and a rebound in the number of homeowners apparently **getting ready to sell in 2022**.

Looking back over 2021, there have been a lot of positive changes to the property market to fuel a boom and push up prices.

The property market started off with a bang with the **number of new-build homes increasing**, despite the knock the pandemic caused to construction.

In May, rental growth hit a **four and a half-year high!** with **rents rising as much as 3%** year on year outside the capital. Tenant demand and a lack of rental properties saw unprecedented figures for the rental sector.

By June house prices had **jumped by £10,000 in just a year**, and the market was moving at a breakneck pace. This house price growth pushed **1.8 million properties** into a higher stamp duty bracket.

When did you last have your **property valued?**

Over the past few months, property prices have continued to rise. In September, the value of an average home increased by **£44,000**.

Campaign name:	Happy New Year
Category:	Sales/Seasonal Tips/Information
Purpose:	Seasonal campaign wishing a Happy New Year and look back on 2021
Subject line:	Happy New Year
Teaser text:	What does 2022 hold for the property market?
Key benefits:	<ul style="list-style-type: none"> • Look back on 2021 and how the property market has performed • An insight into the property market in 2022 • Create brand awareness with a positive new year message


EMAIL 2: NEW YEAR, NEW HOME

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

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.



**New Year,
New Home?**

[Book a valuation](#)

With 2021 becoming a record-breaking year for the property market, 2022 is set to carry on breaking records as the desire for a new property continues

Following high demand for homes, low mortgage rates and more tenants eager to become homeowners, it isn't looking like the property market will slow down.

[Browse our latest properties](#)

Why is now a good time to sell?

1. The New Year property market usually consists of two types of keen applicants, first-time buyers and those re-entering the market after the previous year.
2. Get ahead of the competition by listing your property in January, before the market becomes busy in Spring.
3. With many people putting off plans to move until the New Year, getting your property on the market now, means your property gets seen.

Still considering whether to put your property on the market? Discover how much your home could be worth be Goodrich Estates today.

[Value your property](#)

Campaign name:	New Year, New Home
Category:	Sales/Seasonal Tips/Information
Purpose:	Seasonal sales campaign
Subject line:	Ready for a new home this year?
Teaser text:	Now is the ideal time to put your home on the market
Key benefits:	<ul style="list-style-type: none"> • Highlights why January is one of the best times to get your property on the market • Encourages valuations • Lists why now is a good time to sell

EMAIL 3: YOUR WINTER HOME CHECKLIST

- Customisable elements within this email include the text copy and links.
- The campaign colours will automatically populate for call-to-action buttons
- Interactive Giff header
- Drag-and-drop your featured properties.

WE'D RECOMMEND:

Sending this to your entire database to increase brand awareness.



Campaign name:	Your Winter home checklist
Category:	Sales/Seasonal Tips/Information
Purpose:	Brand awareness campaign
Subject line:	Get your home winter ready
Teaser text:	Protect your property from the elements with these helpful tips
Key benefits:	<ul style="list-style-type: none">• Increases brand awareness• Showcase your available properties• Encourages valuations


EMAIL 4: WHAT ARE PEOPLE LOOKING FOR IN 2022?

- Customisable elements within this email include the text copy and links.
- The campaign colours will automatically populate for call-to-action buttons
- Interactive Giff header

WE'D RECOMMEND:

Sending this to your whole database as it features both sales and lettings advice.

Do you know what buyers are **looking for in 2022?**



Search our **properties**

Homebuyer preferences have changed dramatically over the past year. But what is most desirable for 2022?

Recent reports revealed that two-thirds of homebuyers would prefer a single-family detached home over a townhouse in 2022.

Larger homes with access to desired amenities such as outdoor living space have proved increasingly desirable among buyers.

It is very clear that **these priorities have had a massive shift** as people's preferences and needs have dramatically changed since the COVID-19 pandemic. **People are living their lives differently** so they need to adapt accordingly.

Book your market appraisal

So what were the top 4 most desired features in a home?

1) Laundry room - A laundry room was rated the top feature by property buyers for 2022.

2) Exterior lighting - Energy-efficient outdoor lighting is sought out by 87% of buyers.

3) Energy star-rated windows - This is desirable with 83% of buyers are looking for this when moving.

Campaign name:	What are people looking for in 2022?
Category:	Sales/ Tips/Information
Purpose:	Brand awareness campaign
Subject line:	Do you know what people are looking for in 2022?
Teaser text:	Find out what features add the most value to your home
Key benefits:	<ul style="list-style-type: none">• Insight into what potential buyers are looking for when browsing the market• Encourages valuations• Targets both sales and letting markets

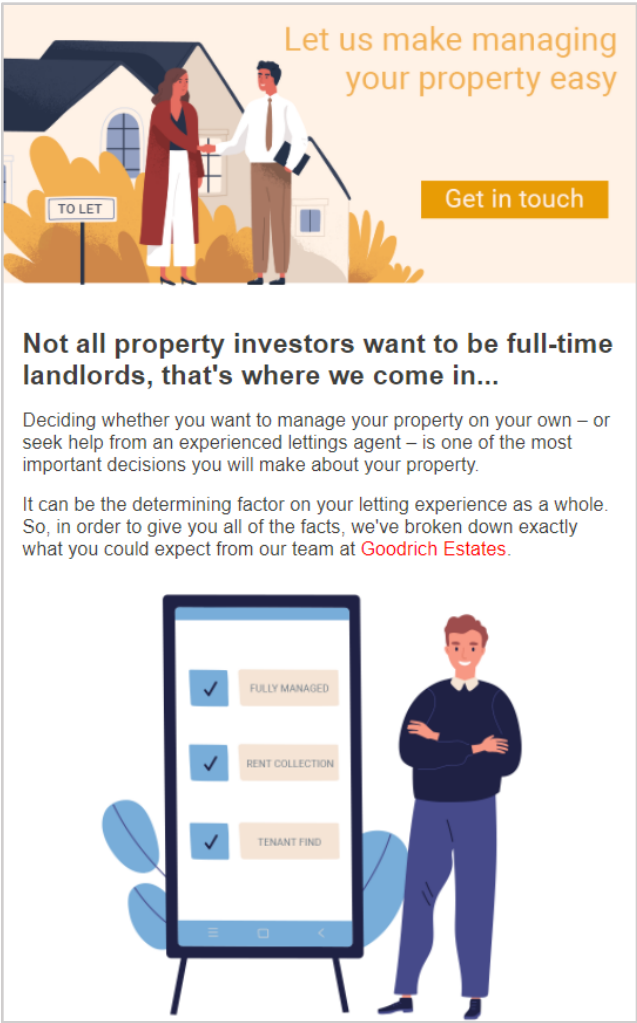
EMAIL 5: LETTINGS SERVICES

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

**FOR MAXIMUM EFFECT,
WE'D RECOMMEND:**

Sending this to a filter including your 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:	Lettings Services
Category:	Lettings/ Tips/Information
Purpose:	Promote lettings services
Subject line:	Take the stress out of your property investment
Teaser text:	Did you know we offer a fully managed service for your property?
Key benefits:	<ul style="list-style-type: none">• Showcases your lettings services.• Upgrade your landlords to a fully managed service• Targets the lettings market

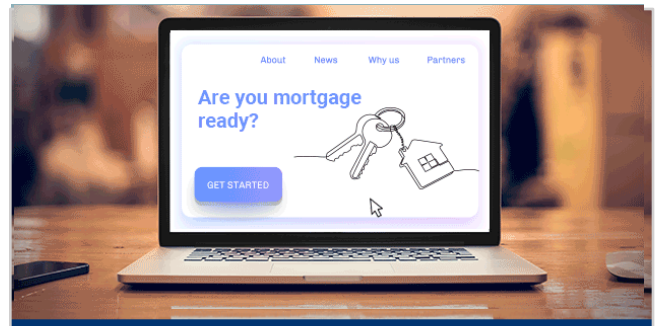
EMAIL 6: ARE YOU MORTGAGE READY?

- Customisable elements within this email include the text copy and links.
- The campaign colours will automatically populate for call-to-action buttons
- Interactive Giff header

WE'D RECOMMEND:

Sending this to a filter including your vendors and sales applicants.

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



Our five steps to becoming mortgage-ready in 2022!

Getting a mortgage can sometimes feel like an uphill struggle. With the surge in homeowners and first-time buyers looking to move, how do you know if you're ready?

Here are a number of things you need to consider before applying for a mortgage in 2022.

Looking to move? Book a valuation



Have you reviewed your finances?

At least six months before you look at applying for a mortgage, you need to ensure all of your finances are in order.

- Avoid applying for too many credit cards or other loans.

- Don't miss any payments on outstanding debts.

Campaign name:	Are you mortgage ready?
Category:	Mortgages
Purpose:	Promote financial services
Subject line:	How you can get mortgage ready in 2022!
Teaser text:	Find out if you're ready to start your property journey.
Key benefits:	<ul style="list-style-type: none"> • Showcases your financial services. • Informative campaign on the mortgage process. • Targets the sales market

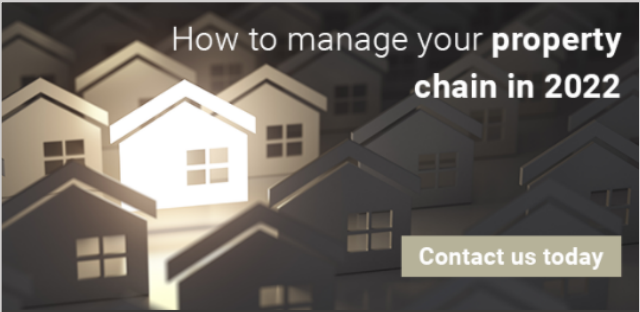
EMAIL 7: HOW TO MANAGE YOUR PROPERTY CHAIN

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

WE'D RECOMMEND:

Sending this to a filter based on your vendors / potential vendors and sales applicants.

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



How to manage your **property chain** in 2022

Contact us today

So you have found your perfect home, **what happens if there is a break in the chain?**

Here is our advice on how you can keep things on track...

A property chain is a **link of equal dependency between buyers and sellers.**

The pace of the chain is unfortunately with the **slowest link.** If one transaction falls through then the chain will break, affecting everyone within that chain.

With the recent **surge in demand**, many people are planning to move as soon as possible, adding more pressure on all involved parties to ensure a smooth process.

We can offer our impartial advice and support, call us on **0344 800 84 24** today.

Book a valuation

How can you avoid a property chain?

If you are a homeowner already, then you could consider selling your

Campaign name:	How to manage your property chain
Category:	Sales/ Tips/Information
Purpose:	Informative sales campaign
Subject line:	Worried about being part of a chain?
Teaser text:	Here's how to manage your property chain successfully
Key benefits:	<div><ul style="list-style-type: none">• Informative campaign on the home-moving process.• Reassure your vendors and buyers about the stages of progression and how you can support them• Drive website traffic to generate leads.</div>

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).

Build your filter*

Simple Filter

Advanced Filter

Name*

Val not instructed (12 mths)

Category

None

+

Inclusive filtering

?

INCLUDE contacts that match

☒ All the following criteria
 ☐ At least one of the following criteria

Field Name	Operator	Value
+ × Valuation Date	Was During The Previous ? M	12
+ Add new expression...		

But EXCLUDE contacts that match

☒ All the following criteria
 ☐ At least one of the following criteria

Field Name	Operator	Value
+ × Date Instructed	Was During The Previous ? M	12
+ Add new expression...		

Create copy

Save

Save and close

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**



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