

Marketing Report Guide

A bespoke targeted marketing plan designed to maximise exposure of your property, with the goal of achieving the highest price in the shortest timeframe.



Our Marketing Material

We pride ourselves on producing the best marketing material to give your home the spotlight it deserves incorporating outstanding professional photography, video and drone technology as well as RICS compliant floorplans to ensure maximum exposure of our properties.

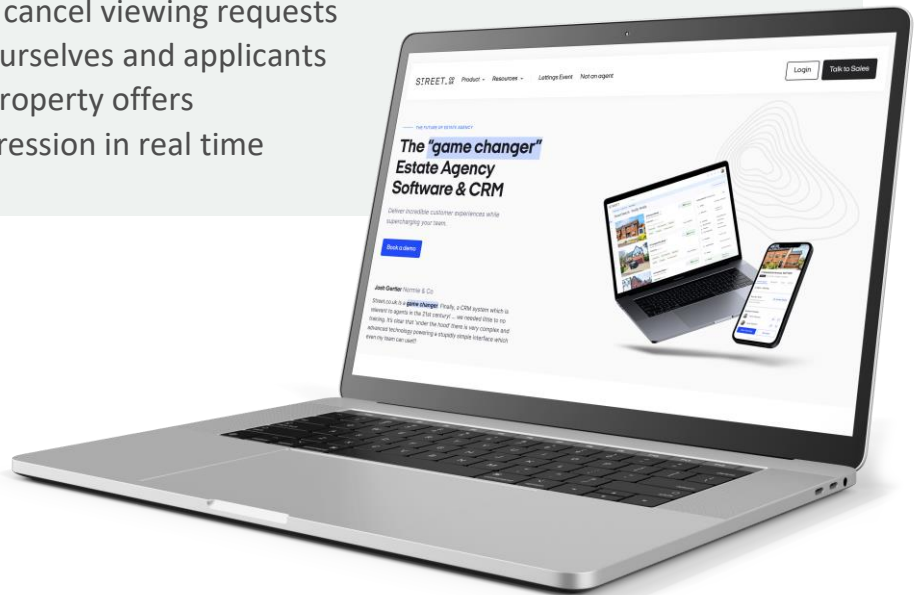
We also embrace working with market leading technology to deliver the highest level of customer service and the most fulfilling sales experience in our power.

This starts with our CRM software.

We have partnered with STREET, a state of the art software system that enables us to communicate with Buyers and Sellers seamlessly. It is well designed and easy to use by all, meticulously built with the sole purpose of making the process easier.

The Street.co.uk Seller Account gives you **24/7 access to your sale** and enables you to;

- Confirm, rearrange or cancel viewing requests
- Read feedback from ourselves and applicants
- View and act on any property offers
- Easily track sales progression in real time



We promote our listings across all leading property portals and social media platforms and include targeted advertising and discreet Black Book marketing for those clients who wish to keep their sale low profile.

We will share with you regular reports, updating you on current online activity of your home across all portals, 'at a glance' viewing lists and feedback and finally explaining market conditions and expectations as they happen.

Here is a more detailed explanation of the content of your Marketing Report Emails and its associated attachments.



Rightmove is the UK's largest property portal, ranked in the top 10 UK websites. Their reports show a breakdown of the amount of views your property has received on the portal over a set period of time. That means the number of visitors who have landed on your property's full detail page.

This report gives you an excellent guide to the level of interest your property has received, particularly when compared against the competition. Essentially, the more times your property's full detail page is viewed, the more likely we are to receive an enquiry from a buyer. When a property is first loaded to Rightmove, it is sent out in alert emails to potential buyers and tenants who are looking in your area. All Rightmove listings tend to see a fall in views after an initial spike, so it's then about us working with you to generate as many detail views as possible by keeping the advert fresh and regularly checking that its price is in line with the market.

The performance graph highlights any changes we have made to your property listing and the subsequent impact of those changes on the number of people viewing your property's detail page.

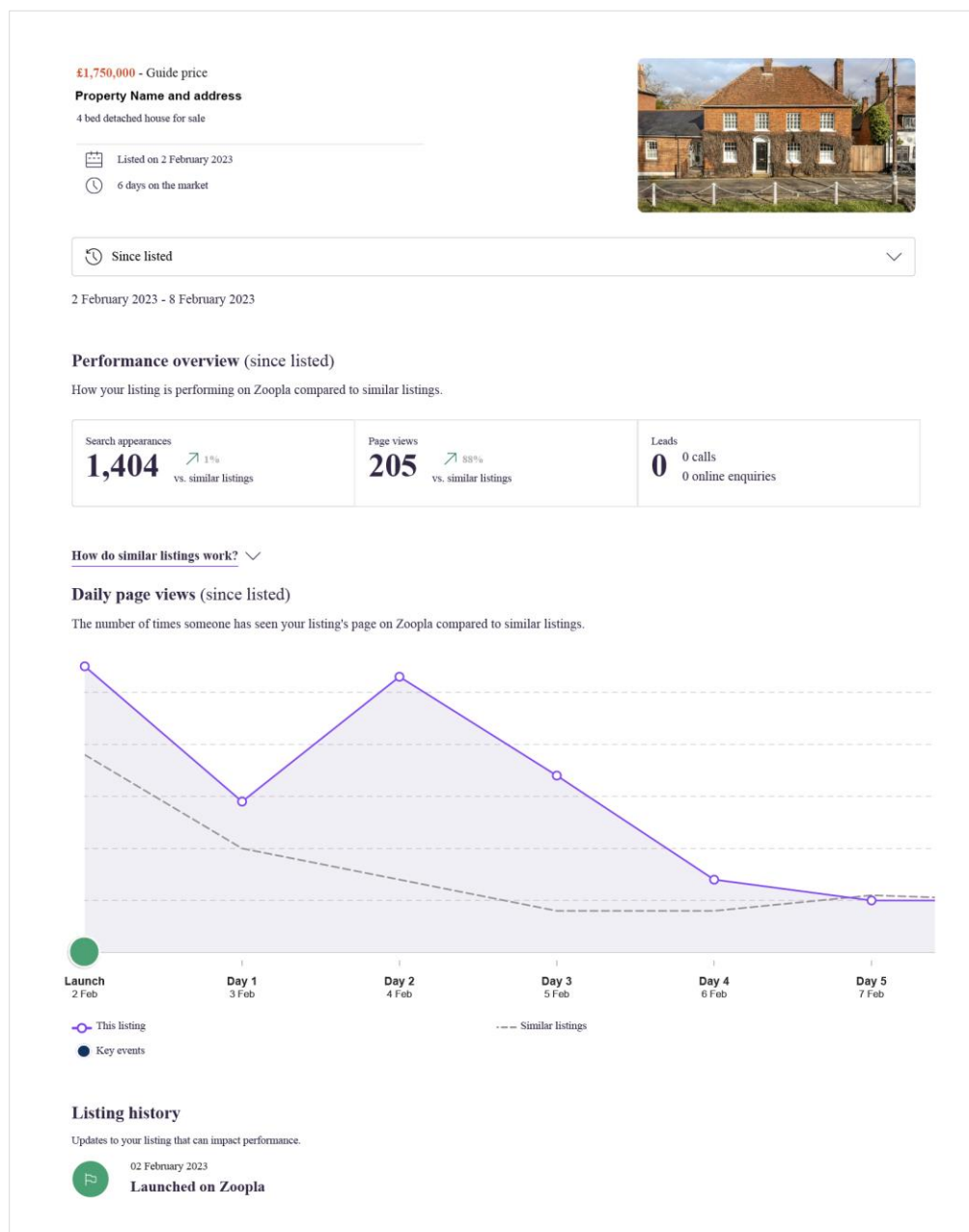




Zoopla is the second largest property website in the UK, combining property listings with market data, giving free access to information on 27,000,000 homes, up to 1,000,000 property listings and 15 years of sold prices data.

Their report works in a similar way, showing how many times your property has made an appearance in Search Results, how many Buyers have gone through to 'Page Views' (Opened up the full-page description with further images etc) and they then show the number of leads generated directly from those page views.

When a property is first listed, it is sent out in alert emails to potential buyers and tenants who are looking in your area, along with each time the price is changed.





OnTheMarket is the newest property search portal, launched in 2015. The key proposition of the business is the creation of an agent backed full scale property portal by offering a premier search experience to consumers.

Their report shows the status, details of the listing, volume of page views and daily performance of full property detail views.



Property marketing report

for Property Assistant - Wokingham

We are pleased to present your property marketing report. This report shows how many detail views the property listing identified below has received at OnTheMarket.com between the dates specified.



Property Name and address

£1,750,000 | 4 Bedroom Detached House

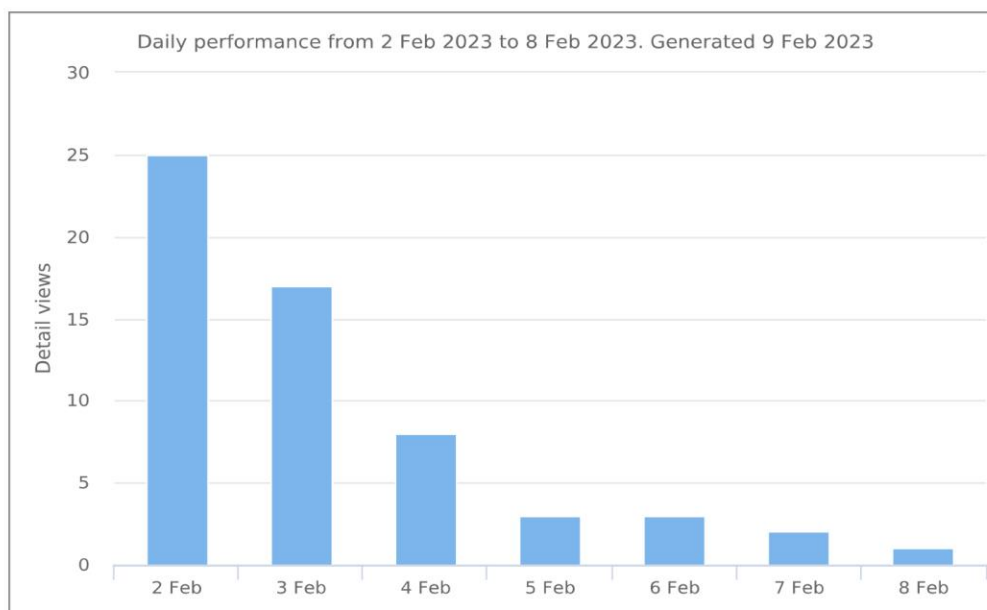
Current status: Available (since 02 Feb 2023)

Media: 26 photos | 1 floorplan

Listed: 02 Feb '23 | Last updated: 06 Feb '23

Page views: 59

Website link: www.onthemarket.com/details/12811316



What these Reports tell us

Where there is a high number of views, low level of enquiries.

This can indicate two things:

- **There is something in the details putting the viewer off.**

In this instance we would re-evaluate the details, amend any wording that was felt could be changed and alter the flow of the photos or use alternative images.

- **They are seeing other properties within their search that represent better value for money.**

If applicants are scrolling through the portals within their price bracket, they may simply have seen/viewed properties within the same area that could be considered better value for money.



Are they bigger?

Have they been modernised?

Is the garden facing a different direction?

Many things could be the difference, but it is important to keep abreast of the competition.

Where there is a low number of online views.

Both Rightmove and Zoopla gather data from similarly priced properties and produce an 'average' line on the graphs. As long as we are within or exceeding that line there should be no concern.

If the numbers are less, we need to review how to get the property to stand out online. Is it eye catching enough? Do the first two photographs do the property justice? We can also look at 'featuring' the property and in certain cases upgrade to a 'premium' listing.

Where there is high online views, high enquiries, yet no offers.

The first thing to ensure is that the property is presented perfectly whilst viewers are attending. This includes the front and back gardens.

If we have no concerns, we would continue without change until week 4 at which point we would review the feedback received, discuss market conditions, look at comparable properties and make a plan based on the information obtained in the first phase of marketing.

Viewings



Based on our 2023 figures, it takes an average of 19 viewings for a property to sell and reach completion.

If your property is valued accurately and it looks desirable, the amount of time you need to sell your property will certainly reduce. It will also increase the chances of securing your guide price (or possibly even higher) and may allow you to sell to the **strongest buyer based on their circumstances.**

Feedback



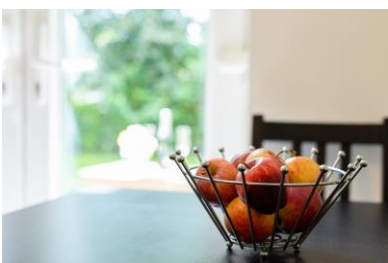
Viewing feedback is essential, as it will help us to understand what we are doing right and maybe areas which can help us improve the chances of selling.

Feedback can be frustrating especially when it involves negative things that could clearly be discovered by looking at the details. Stick with it!

That said, feedback can be incredibly constructive. If we have multiple viewers telling us the same thing, we know what to change should it become necessary, as well as a good understanding of the demographic of prospective buyers that do view, in order to target future marketing to similar parties.

We will always follow up viewings the day after they take place, giving the viewer enough time to gather their thoughts. We relay all feedback as soon as it is received, although sadly we can't guarantee that feedback is always forthcoming and positive.

Offers



There is no such thing as a 'bad' offer.

Offers come in all shapes and sizes, it is important not to take offence. People receive all sorts of advice from property websites, blogs, family and friends who think they know best.

Things to consider when reviewing an offer:

**Buyers position:**

Is there a chain involved, if so, how long is the chain?

**Finances:**

Where is the money coming from? House sale, mortgage, cash, etc.

**Timescale:**

When do they need/want to have moved by? It's no good accepting an offer from someone who needs to be moved in three weeks if you can't be out for three months.

Within the early stages of marketing we often hear 'its early days' when speaking with clients regarding offers.

It is important to note that the first two weeks of marketing will always be the hottest and it is best to take advantage of that period, the further down the line of marketing fewer offers are likely to occur, unless the marketing price is adjusted.

There is also plenty of advice online telling people to leave offers overnight to keep the buyer waiting, our advice is to strike while the iron is hot, the buyer will be excited about making an offer and delaying will dampen their mood and reduce the chances of a sale.

All offers are thoroughly researched by us to help you make an informed decision. We will share with you our extensive experience in these circumstances and are always on hand to negotiate the best possible terms on your behalf.

PropertyAssistant