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information, insight, ideas & inspiration for property people

September 2014

THE TOP 20

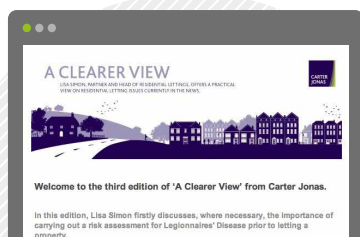
Twenty great ideas
and innovations
for your estate and
lettings agency

01

Carter Jonas // A Clearer View

'Clearer View' provides landlords with a regular, bespoke and personal briefing from the Head of Lettings – delivered via e-newsletters and webinars. It highlights changes in legislation, advises on how landlords can conform and offers practical advice on how to avoid some of the lesser known risks associated with letting a property. Over 22% of landlords that read the campaign recommend it to a friend or colleague.

View the article online at <http://bit.ly/1Lz2Uto>



02

Foxtons // Be Approachable

In addition to picking up the phone or emailing, Foxtons have a live chat facility on their website, which is particularly helpful for clients browsing at work. Within one year of launch, the chat service generated 3,852 conversations with Landlords, Tenants, Buyers and Sellers, 890 valuations and £572,000 worth of fees.

03

Virgin Media // Broadband Connection for Tenants

The Virgin Media Connect Partnership Program provides agents with an easy way to add value to their clients by connecting them to Virgin Media services at a discount rate, whilst generating additional income. Since joining the Virgin Media Connect Partnership, Leicester-based Estate and Lettings Agency, Keywest have added over £6,500 to their bottom line. Visit <http://www.virginmediaconnect.co.uk/> for more information.



£6,500
extra profit
from 100 lets

Each year at Lettings LIVE and EA LIVE,
The Property Academy presents...

THE TOP 20

It covers ideas & innovations from agents and suppliers in the UK and overseas that we feel are truly inspired and worthy of consideration within your own business. Nicky Stevenson, Director at the Property Academy is delighted to share with you The Top 20 ideas in sales and lettings over the last 12 months.

04

Lenwell Estate and Letting Agents // Instant Response

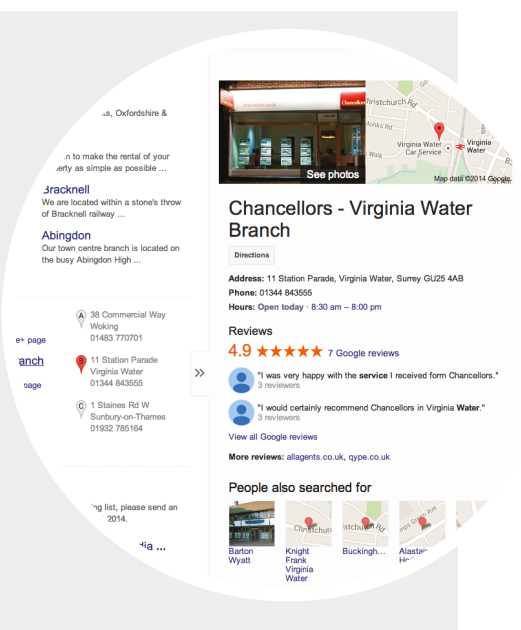
Recognising the need to speak to potential customers ahead of the competition, Lenwell created proprietary software – Callwell. When an internet lead enters the system, the software automatically dials the appropriate branch, informs the negotiator that they have a Callwell lead and then connects with the applicant. Since implementing Callwell, Lenwell follow up internet leads with a phone call within 10 seconds of receipt.

05

Google // Online Reviews

Google+ directly corresponds with Google search and provides additional visibility on the search result page. It is an authentic review site – by encouraging your clients to '+1' you and write reviews, you can boost your ranking in search results and provide clear social proof to potential customers actively searching for the services you provide.

Google plus is set up and accessed via a gmail account.



06

Greene & Co. // People not Property

Getting the right people can be hard and we know it's a very current issue in agency. Perhaps it's time to look outside of the industry? All too often, we hire for experience and capabilities, rather than attitude and behavior. Why not hire for attitude and behavior and provide the training and experience? Every time you experience great service, perhaps from the local coffee shop or hairdressers, hand out a talent card and see where it leads. Visit: <http://ravensworth.co.uk/products/print/talent-cards>

You have talent!

greene&co
www.greene.co.uk

To discuss joining our team

Call: 020 8964 9999 to speak in confidence to Daniel Quinn
Email: daniel.quinn@greene.co.uk

07

Money Penny // Be Ready

Be ready to answer all the calls that come in unexpectedly or during peak times. Money Penny has announced a 21% increase in the level of calls that it answers for its clients and a 7% increase on valuation enquiries. Ensure you have a plan for capturing these calls or stand to lose substantial business.

Contact Sam Jones
Samantha.Jones@moneypenny.co.uk
0345 123 3700

money penny

08

Imfuna // Be Two Thirds Richer

Agents have advised that since implementing the Imfuna App, their time in a property carrying out an inspection has been reduced by 2/3rds by cutting the time taken to type up pages of notes.

You can contact imfuna on 0800 689 9054



09

Ravensworth // Photofixr

Photos ranked as the most important aspect of property marketing for landlords and tenants*. The findings are supported by a case study by Rightmove, which revealed that quality photographs increased sales enquiries via the portal by a staggering 300%.

Poor photography also impacts on your brand image, so it's incredibly important that you ensure your photos have maximum impact.

* Landlord & Tenant Survey 2014

Ravensworth provides a professional photo editing service – cheaper and more efficient than editing them yourself – access the service at www.ravensworthplus.com.



RAVENSWORTH

10

Josh Phegan // Prospecting

Prospecting School UK took place in June with Australian real estate coach Josh Phegan. Attendees carried out a live 45 minute call out session to their database. 1,988 calls were made, 862 calls connected and 242 appointments were booked! Property Academy Group Member, Streets Ahead has adopted Josh's technique and now generates an additional 250 to 400 market appraisals every month. Learn the secrets from Josh Phegan first hand, find out more at www.propertyacademy.co.uk/negotiatorcpd

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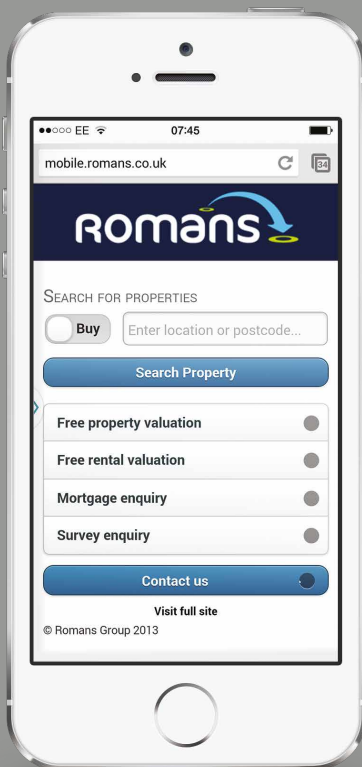
Romans // Go Mobile

We know from Google that 46% of property searches are made through mobile and tablet. It is therefore crucial to have an easy to use and relevant mobile site. During my search from my phone some sites automatically assumed I wanted to find a property, some were so difficult to navigate around and hard to find the telephone number. Some were just very unattractive and dull and some did not even exist.

One of few sites that ticked each of the boxes was Romans new mobile site and even though it was a few clicks to the phone number, it was easy to find. Since updating the mobile site they have had a 180.75% increase in page views. 19% of total valuation enquiries came from mobile in November 2013.

So when your leads do finally decide to convert, make sure that they can find your telephone number and can call you easily using click to call, after all it is a phone in their hand that they are using!

I urge you to visit your website now via your phone and see if you are happy with it.



12

No Letting Go // Inventory Management

Clients of No Letting Go have seen an 80% decline in email and phone calls to their offices since implementing their inventory services, giving them a lot more time to look after their management portfolio. Find out how no letting go can work for you by contacting Gary Claven on 0800 8815 366.



//
email
-80%
//

13

Foxtons // Put your Best Foot Forward

Now you've got your foot in the door, knock their socks off! Or take your shoes off at least. Fran Giltinan, Director of Recruitment & Training at Foxtons spends two and a half hours teaching every new starter the art of conducting the perfect viewing and how to show the client's asset in the best light, all at a property nearby! This is a great way of ensuring every new starter – experienced or not – is representing your brand as they should be and that they understand the basics of 'viewing etiquette'.

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Legal4Landlords and Assurant Let // Insurance

37% Landlords arrange their own insurance and 49% of tenants are using their own provider and a massive 41% of tenants do not have insurance. Consider speaking to your landlords and tenants as early as possible and continue to remind them they should have insurance and increase your chances of earning additional revenues. For Legal 4 Landlords please contact Sim Sekhon 0844 567 4003, for Assurant Let please contact 0844 871 1288.

15

Brief your Market // Keep in Touch

51% of landlords with six or more properties said that they would like to receive market news and industry updates from you even when their property is not on the market. 28% of sellers said that they would find it useful to receive a quarterly update.* There is a demand for relevant knowledge so keep in touch with your clients even when they are not active to help drive engagement with your brand and prove your knowledge in the local market and the economy. Brief Your Market can automate these communications for you seamlessly.

Contact Suzanna Mavity for more information on suzannam@briefyourmarket.co.uk

//
51%
want updates
//

BRIEFYOURMARKET.COM

*The Property Academy Landlord & Tenant Survey, 2014 | Home Moving Trends Survey 2013

16

Iam Sold // Going, Going, Gone

We know that a lot of you have seen an increase in demand for good properties resulting in multiple viewings and a sealed bid scenario. Auctions in this rising market using modern technology and creative marketing can not only give you a real advantage over your competitors, but a 2% commission, 0% fee for the seller, and all administration including sales progression carried out as a white labeled service. Really!

A lot of agents are using iam-sold to sell their properties effectively in a rising market.

Contact Jamie Cooke on 07843 759423 for more information.



17

Haus Properties // Be Authoritative

Haus Properties share their local knowledge and expertise by inviting contacts from their database to the office for a 'Haus Seminar'. Haus has had great success with this approach, generating 12 valuations and 7 instructions from one seminar.

84 seminar attendees

91 Landlord/Vendor contacts received

via recommendation

12 valuations booked

3 sales instructions

4 lettings instructions

453 views of our seminar on line

97% of attendees gave 'excellent' as feedback

18

Preston Baker // Video

Engage with your prospective clients through video and increase your chances of being the 1 of 3 agents for a valuation. Make the invisible visible by highlighting exactly what you can do for sellers before they even ask you.

Preston Baker have got some great videos on their website www.prestonbaker.co.uk More than 1 billion unique users visit YouTube each month watching 6 billion hours of video (almost an hour for every person on earth!) Mobile makes up almost 40% of YouTube's global watch time. For your video production needs contact Matt Grant on matt@cabinfeverproductions.tv

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Floorplans //

85% of tenants expect a floor plan and we know from Rightmove research that 1 in 5 tenants disregard the property if it does not have one. Considering 1 in 7 tenants is also a landlord, it is important to keep your brand consistent with properties available to let as well as those that are for sale. Tenants are no longer the poorer relation.

Contact Metropix on 0845 838 5355 support@metropix.co.uk

*The Property Academy Landlord & Tenant Survey, 2014

85%
1:5 1:7



20

Speak your Client's Language //

Identify the profile of Landlord you are scheduled to go and see for a valuation. Is the Landlord a) Very Inexperienced? B) Investor? or C) Professional? Once this has been established take one of three printed brochures that speaks the language specific to your landlord type and addresses the key concerns that they are likely to have. As 86% of landlords read the literature you leave them, it is important that you make it as relevant as possible for them.* Visit <http://ravensworth.co.uk/products/print/company-brochures>

*The Property Academy Landlord & Tenant Survey, 2014



Ideas are regularly shared at
the Property Academy Group
meetings. You can find out more
about membership online at
www.propertyacademy.co.uk/groups

Or contact **Nicky Stevenson**

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