

e-leaflets

Target active
home movers
or buy-to-let
landlords with
results you
can measure



rightmove 
find your happy

Target an active, motivated audience

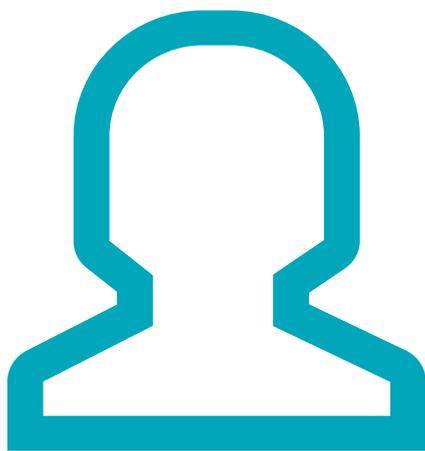
Whether you're looking to target buyers, vendors, landlords or renters, e-leaflets are an easy and cost-effective way of reaching a massive, motivated audience. Think of it as a virtual leaflet drop.

Why should I choose e-leaflets over print leaflets?

Leaflet drops are still an effective tool for many agents. But with doormats saturated with flyers, it's becoming harder and harder to catch your potential customer's attention. Compared to printed leaflets, e-leaflets can help you:

Be more targeted

- Directly reach landlords who might be in the market to buy. Print marketing sent to the property is unlikely to reach them.
- Track results using detailed performance reporting and continually improve your campaigns based on what you know works.

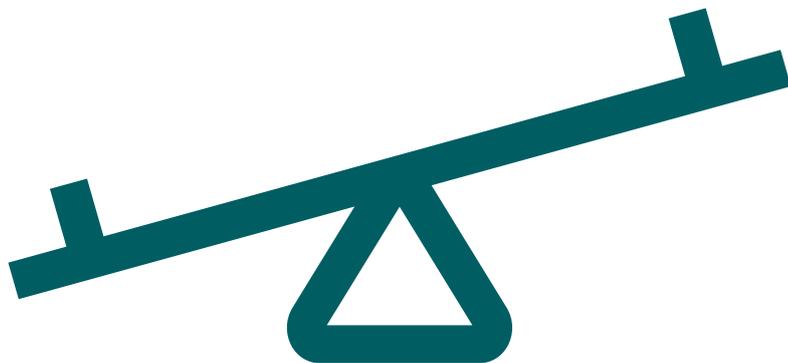


Reach more people

- Easily reach home movers outside your area who might be looking to move there.
- Get through to those in secure or concierged buildings who wouldn't see your flyers.

Control costs

- Manage your cost per send, without expensive print costs.



Choose between 3 types of e-leaflets

All our e-leaflets can help you build brand awareness and unlock valuation opportunities. Depending on what you want to achieve, choose from the three options below.

	Branded e-leaflets	Targeted e-leaflets	Buy-to-let investor e-leaflets
			
Great for...	Reaching buyers & vendors, or tenants	Impressing vendors or developers	Reaching investors
Use it to...	<ul style="list-style-type: none"> ● Generate valuations ● Share local property market knowledge ● Promote offers and incentives ● Drive traffic to your website ● Build brand awareness 	<ul style="list-style-type: none"> ● Promote single properties or developments ● Build brand awareness ● Impress vendors or developers with an 'exclusive' campaign ● Drive traffic to your website 	<ul style="list-style-type: none"> ● Generate lettings valuations ● Share local market knowledge ● Showcase available sales properties suitable for investment ● Drive traffic to your website ● Promote events & auctions ● Build brand awareness
Reach...	Home movers <ul style="list-style-type: none"> ● In your area ● Out of your area ● In concierged buildings 	Buyers looking for a property matching your availability. Sellers – include in your valuation packs and developer proposals.	Potential & existing landlords who've registered for updates on buy-to-let properties and market news.
Talk about...	Available properties & the local property market.	Single properties or developments.	Available properties & the local property market.
How it's targeted...	Select the 'outcode' (first part of a postcode) to target (e.g. N6). Choose Sales (buyers & vendors), Lettings (tenants), or both.	Target all users looking within a radius of the postcode of your property/development, whose price range & search criteria match your property offering.	Select the 'outcode' (first part of a postcode) to target (e.g. N6), where investors are making enquiries.

How to design an effective e-leaflet

From running thousands of e-leaflet campaigns for agents and developers, we know what works well. Here are our top tips for getting great results.

Designing your email to get results

Choose between providing your own HTML or using one of our five customisable templates. Our templates are based on best practice and are 'responsively designed', so they look great whether they're read on a desktop, tablet or mobile.

If providing your own HTML:

- Use full width buttons, so you can see them on mobile. 44px x 44px minimum size.
- Maintain at least a 60:40 text to image ratio to avoid spam filters.
- Design the email to be responsive for mobile and link to a mobile website if possible.
- Ask to see our Technical Specification and Text Content Guidelines for more information.

If using one of our templates:

- Take inspiration from how they've been used successfully (pages 7 to 24)



Getting people to open your emails: your subject line

This is the first thing your recipient will see. So it needs to catch their attention. Use wording which encourages users to take action. Some suggestions:

- Include dates and deadlines to create a sense of urgency
- Keep it personal – by using first names and locations
- Say the most important thing(s) first. Only the first 40 characters are visible on mobile.

Hi (FirstName), your (Location) property update from (Agent Name)

Hi (FirstName), sold prices in (Location) have risen - how much is yours worth?

Hi (FirstName), new to market in (Location) - be the first to view

Keep your audience's attention: your content

If there's one thing to remember about your content, it's keep it relevant to the recipient and their needs and wants. Some of the things that usually drive good engagement are:

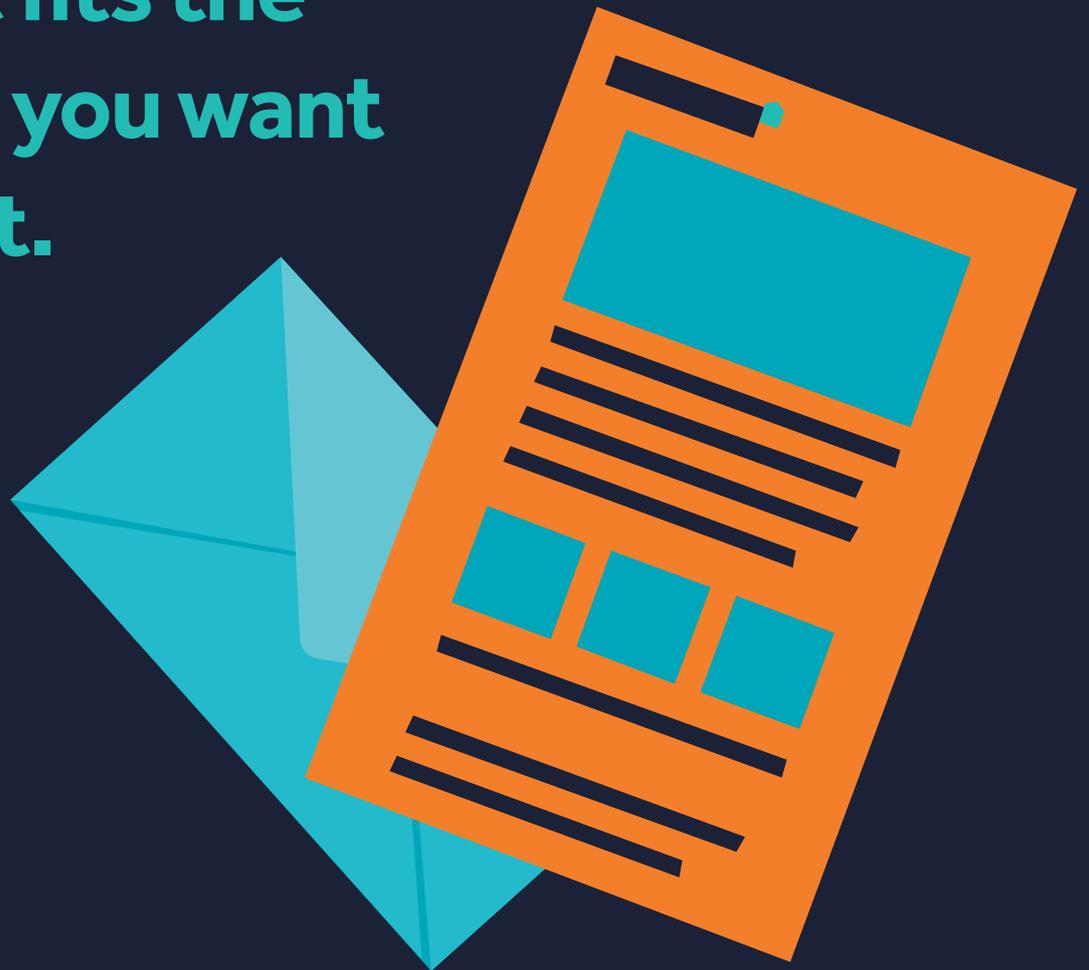
- Available properties
- Relevant competitions
- Stats around the rise of house prices in that area (you can use Rightmove Sold Prices)
- Instant online valuations
- Local yield information (when targeting landlords)

Top Tip

Think about what you can do differently to stand out from the crowd. After all, who wants to say the same thing as everyone else?

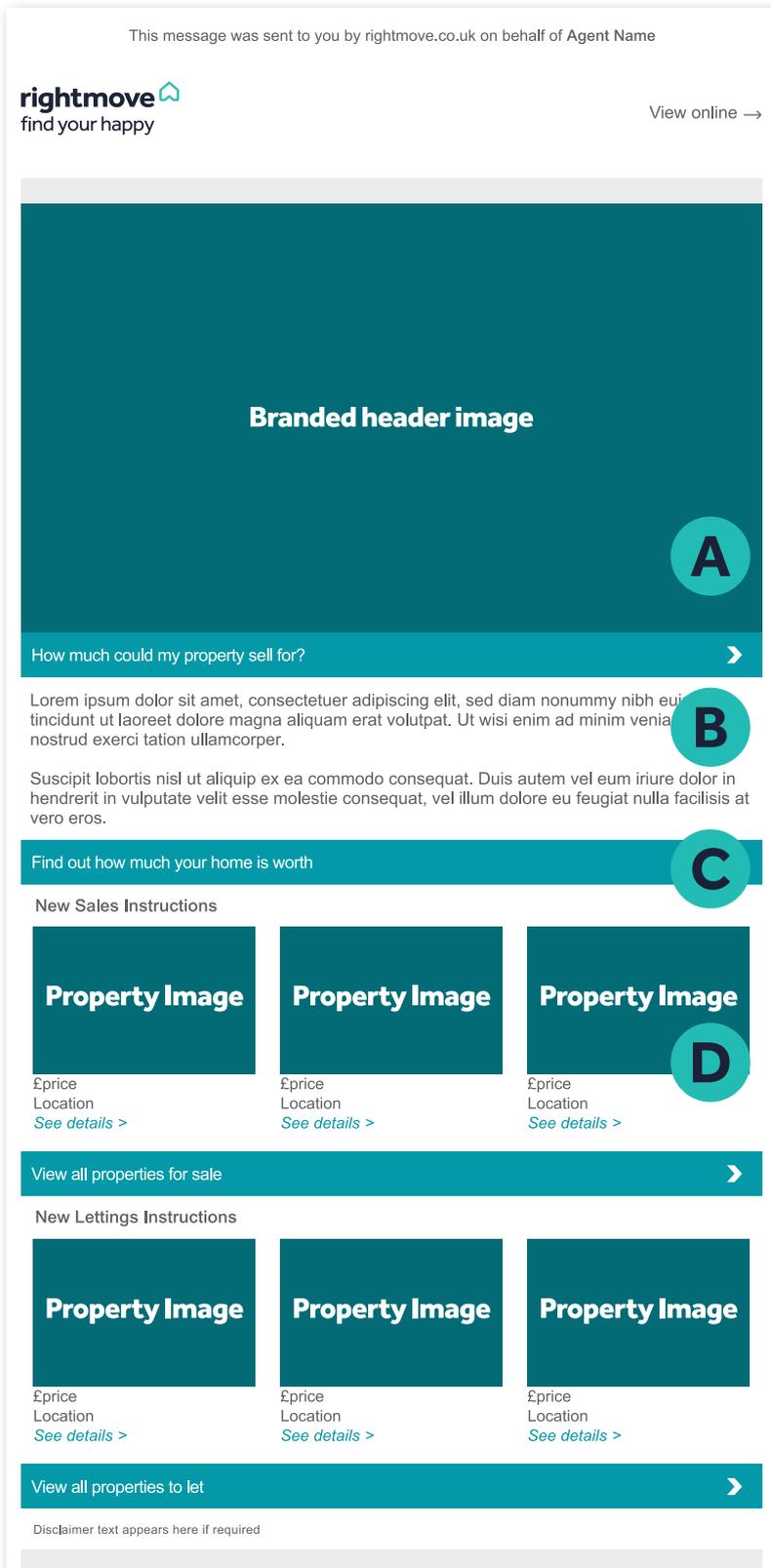
Choosing a template

Our five templates have been designed based on best practice. Choose the one that best fits the message you want to get out.



Ideal for...

Showcasing a range of properties & driving valuations



You provide:

- A** An image, logo and strapline for the top section, along with a URL to send people who click through to (usually a page on your website). Images must be at least 600px wide.
- B** 1 or 2 short paragraphs of text for the introduction.
- C** An email address or URL for valuation requests.
- D** Links to 3 or 6 available properties. These can be either sales, lettings or a combination of the two; choose the properties that are most relevant to your target audience.

Desktop

Mobile

How much is your property worth?

The housing market is moving!
If you are curious to find out the value of your home, call today for a FREE, NO OBLIGATION market appraisal on **0208 802 5800**

Get an INSTANT online valuation now >

At Kings, our ethos is simple. We are here to ensure that the people we value i.e. you, our client, are looked after and guided in the best way possible. It is all of you who have made Kings the successful property company we are over the past 25 years of service.

Overall sold prices in Haringey over the last year were 9% up on the previous year and 27% up on the 2013 level of £465,746.* so your home may be worth more than you think!

Use our revolutionary online service to value your property in minutes! Simply click the button below, enter your property details and get an immediate valuation.

Find out how much your home is worth >



£379,995 (offers in excess of)
2 bed maisonette
Gresley Close, London
[See details >](#)



£450,000
3 bed apartment
Portland Rise, London
[See details >](#)



£650,000 (offers in excess of)
3 bed house
Berwick Road, London
[See details >](#)

View all available properties >

*Based on Rightmove sold price data correct at time of broadcast. percentages are subject to change. For more information click [here](#)

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View all available properties >

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Desktop



HEARNES
WHERE SERVICE COUNTS

Are you a fully compliant landlord?

Call our free landlord advice line:
01202 298889

Get a **FREE LANDLORD HEALTH CHECK** for you and your properties

With a seemingly relentless raft of new legislation affecting the private rented sector over the last year or so, as a landlord its vital to ensure you are fully compliant and are not in danger of being tripped up by something that could prove costly.

- Have you issued your tenants with a "How to Rent" guide?
- Have you carried out Right to Rent checks?
- Was your tenant issued with the relevant deposit protection scheme rules?

We're happy to provide a **FREE HEALTH CHECK** for all local landlords, with advice and guidance to ensure you're doing things right.

[View all available properties](#)

Available Investment Opportunities



Boscombe, Bournemouth
2 bedroom apartment
Asking price: £120,000
Estimated rent: £725 pcm
Estimated yield: 7.25%*

[View details >](#)



Lansdowne Road, Bournemouth
1 bedroom apartment
Asking price: £125,000
Estimated rent: £650 pcm
Estimated yield: 6.2%*

[View details >](#)



Chichester Road, Ringwood
3 bedroom semi-detached house
Asking price: £315,000
Estimated rent: £1,050 pcm
Estimated yield: 4%*

[View details >](#)

[Click here for a free property valuation](#)

If you're looking at buying an investment property check out our latest selection below



Wimborne
1 bedroom apartment
£650 pcm **LET AGREED**

[View details >](#)



Ferndown
4 bedroom detached house
£1,350 pcm **LET AGREED**

[View details >](#)



Bournemouth
4 bedroom detached house
£2,100 pcm **LET AGREED**

[View details >](#)

Mobile



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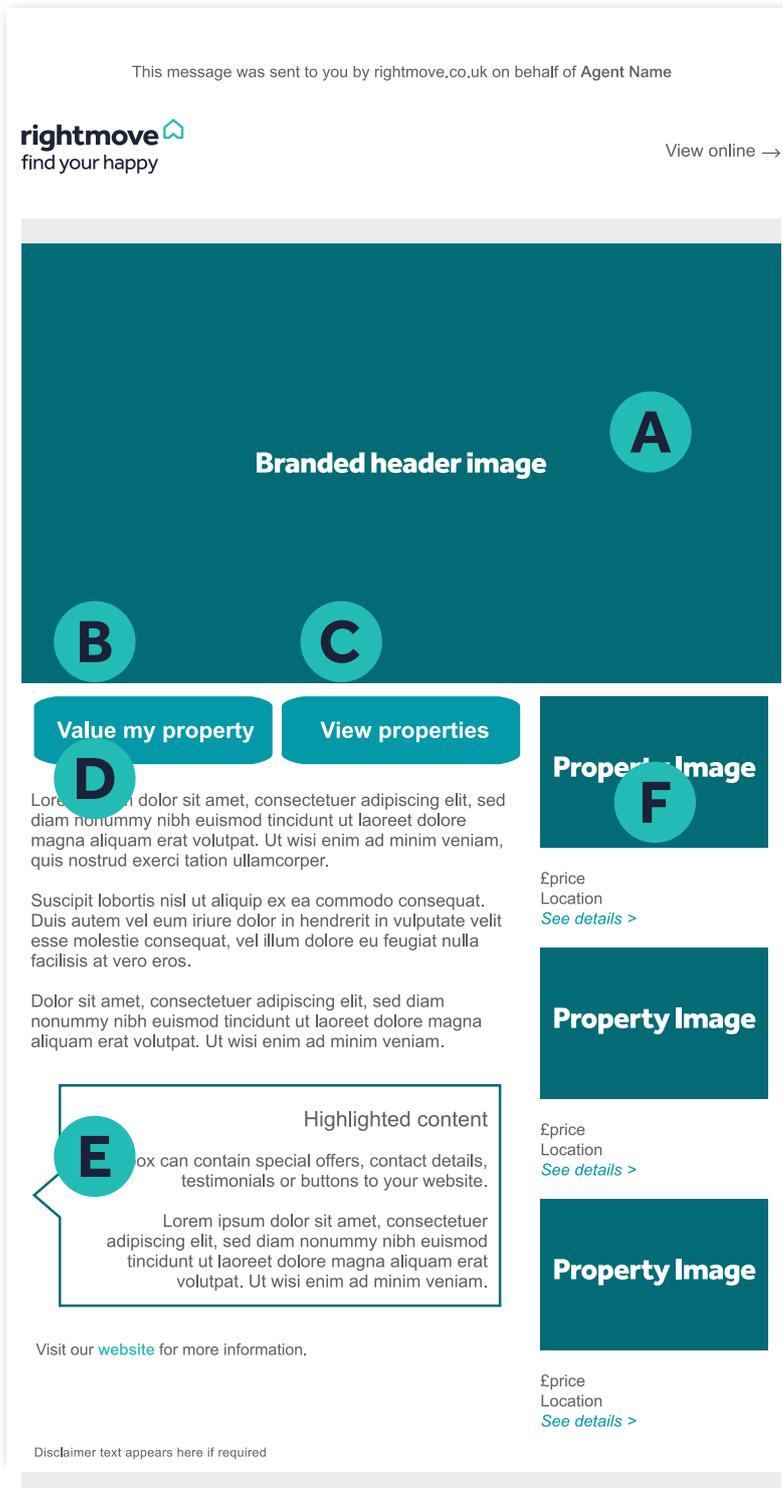
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3 bedroom semi-detached house
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[View details >](#)

[Click here for a free property valuation](#)

Ideal for...

Highlighting what makes you unique



You provide:

- A** An image, logo and strapline for the top section, along with a URL to link to (usually a page on your website). Images must be at least 600px wide.
- B** A link or email address for valuation requests.
- C** A link to your property listings
- D** Here's where you can tell your story about what you can offer buyers and sellers. Keep it short, though. 2 or 3 paragraphs maximum.
- E** Use this to highlight special offers, testimonials or extra calls to action.
- F** Links to three available properties (sales, lettings, or a combination - depending on the audience you're targeting).

Desktop

KIRBY COLLETTI.co.uk Get your free instant online valuation >

Hi %%FirstName%%, did you know that sold prices in Hoddesdon over the last year were 11% up on the previous year?*

Value my property

View properties

Established in 2004 Kirby Colletti is a leading independent estate agent providing a comprehensive service to our customers including Sales and Lettings within Hoddesdon and surrounding areas.

Michael Kirby and Nino Colletti have over 60 combined years of experience, we have developed an extensive knowledge of the local property market enabling us to offer a wide-ranging service that is both friendly and professional as befits our reputation. We are committed to providing our customers (whether property sellers, buyers, developers etc) with individual high quality advice based on the wealth of experience of our local dedicated sales and lettings teams.

With all the traditional values you would expect from a well-established firm combined with the latest innovations and technology, we offer a modern quality service. So Whether, buyer, selling, letting or renting we aim to provide you with the complete service.

We are a member firm of The National Association of Estate Agents and The Property Ombudsman Scheme.

Call us now on 01992 471 888

Visit our [website](#) for more information.

*Source: Rightmove Sold Price Data. [Click here](#) for more information.



£1,325,000
Lord Street, Hoddesdon
[See details >](#)



£730,000 OIEO
Nutwood Gardens, Cheshunt
[See details >](#)



£569,995
Bell Lane, Broxbourne
[See details >](#)

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Desktop

Mobile

parkers | Has your property increased in value?

Did you know property prices in Swindon have risen **5% on last year***

Now is a great time to move, so find out how much yours is worth today with a **FREE** valuation!

Value my property

View properties

Last year we faced much adversity, with changes to stamp duty affecting investors in the buy to let sector and Brexit rocking the overall housing market. Despite all this, Parkers are confident the Swindon property market will continue to prosper in 2017.

And here is why...
Swindon is a growth town on the M4, with an economy in the **top 5 UK cities** for performance† - but without the price tag of larger centers.

We also have the Electrification of the **Great Western Railway**. Which will considerably improve train times and services.

And then there's the **Kimmerfields Project** - A 20-acre, £350 million business development close to the town center that includes a substantially sized public open square, hotel, new bus interchange, office space and new homes. It's sure to attract more start-ups and national companies.

Parkers have always believed passionately in giving excellent Customer Service and with 100% Five Star Google Reviews, you don't just have to take our word for it.

100% Five Star Google Reviews**

“ Couldn't fault Parkers whatsoever and they couldn't have been more helpful with my house sale. Sped up the process, gave constant updates and competitively priced. Would definitely use again! ”

Jamie Willcock - Nov 2016

Visit our **website** for more information.

*Based on rightmove sold price data. For more details [click here](#). †For details of top 5 UK cities for performance [click here](#). **To see all of our 5 star google reviews [click here](#).

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[See details >](#)

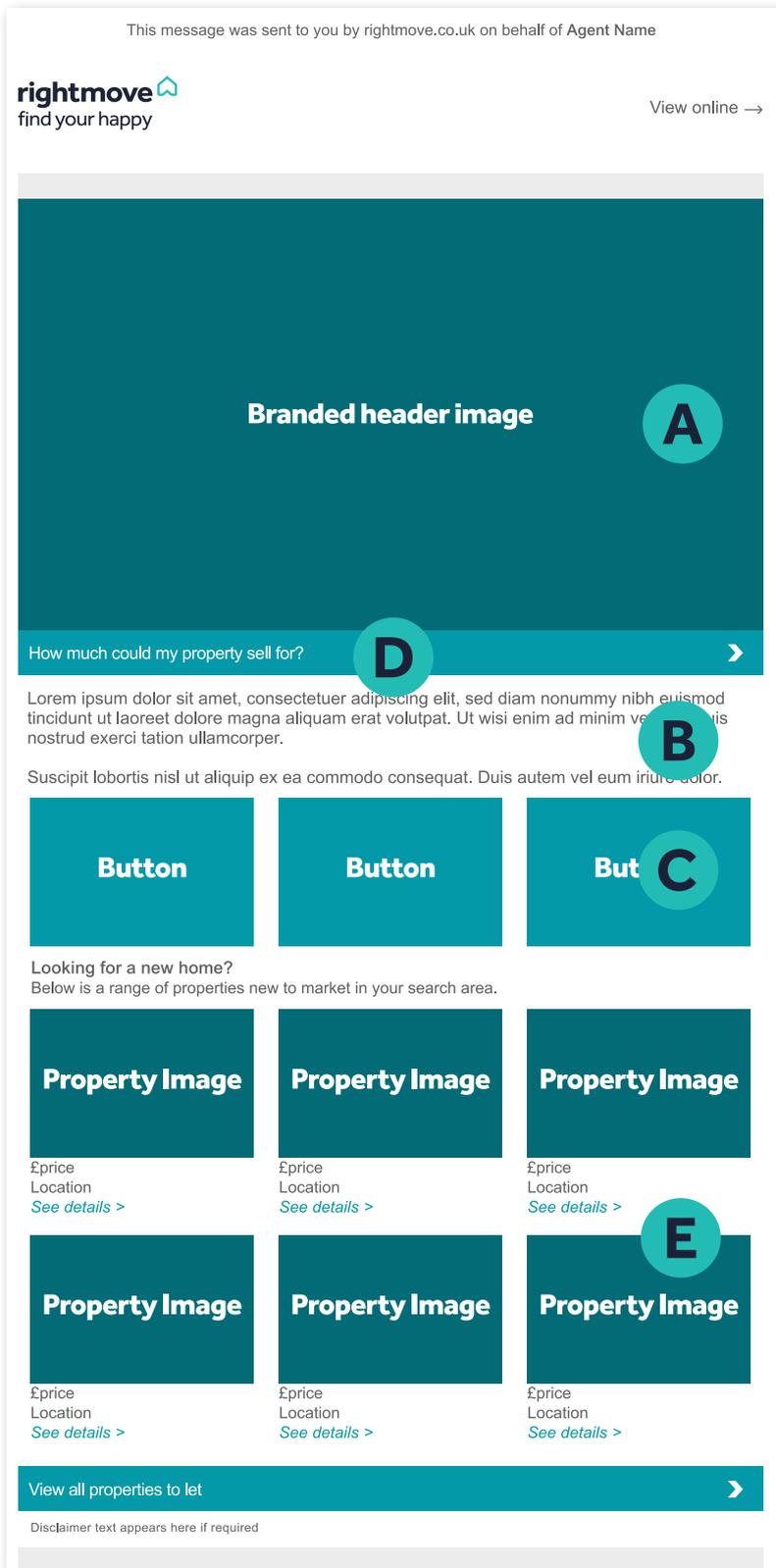
£279,999
Partridge Close, Covingham
[See details >](#)

£650pcm
Netherton Close, Swindon
[See details >](#)

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Ideal for...

Driving people to multiple pages on your website



You provide:

- A** An image, logo and strapline for the top section, along with a URL to link to (usually a page on your website). Images must be at least 600px wide.
- B** 1 or 2 short paragraphs of text for the introduction.
- C** Use these boxes to shout about your latest useful content. They can contain text or imagery.
- D** A link or email address for valuation requests.
- E** Links to six available properties (sales, lettings, or a combination - depending on the audience you're targeting).

Desktop

EDWARDS
ESTATE AGENTS
SALES AND LETTING SPECIALISTS

Finding a new home this winter

[Click here to view all of our available properties for sale](#)

During the last year, sold prices in Wimborne were 11% up on the previous year and 26% up on 2013 when the average house price was £293,325.*

At Edwards Estate & Letting Agents in Wimborne, we provide a unique and tailored service dealing with properties for sale and rent. [Get in touch](#) today and we'll help to get you moving.

How much is my home worth?

[Find out now](#)

I'm looking to buy a new home

[View properties](#)

I'd like to speak to someone

[Contact us](#)

Featured properties for sale



Merley Lane, Wimborne
4 bedroom house
£550,000 Guide Price

[View details >](#)



Lonnen Road, Colehill
3 bedroom house
£439,950 Guide Price

[View details >](#)



Paget Close, Colehill
3 bedroom bungalow
£429,000 Guide Price

[View details >](#)



Brookside Road, Wimborne
3 bedroom house
£350,000 Guide Price

[View details >](#)



Countess Close, Merley
4 bedroom house
£400,000 Offers in Excess of

[View details >](#)



Merley Lane, Wimborne
4 bedroom house
£735,000 Guide Price

[View details >](#)

Recently sold properties in your area



High Street, Sturminster Marshall
4 bedroom semi detached house
£425,000 Under Offer



Merley Ways, Wimborne
3 bedroom detached house
£425,000 Under Offer



Chichester Walk, Merley
3 bedroom semi detached house
£315,000 Under Offer

Mobile

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I'd like to speak to someone
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Featured properties for sale



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4 bedroom house
£550,000 Guide Price

[View details >](#)



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Brookside Road, Wimborne
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[View details >](#)



Countess Close, Merley
4 bedroom house
£400,000 Offers in Excess of

[View details >](#)

Desktop

Mobile



KENSAL RISE & QUEENS PARK

E: kensalrise@danielsestateagents.co.uk
 T: 020 8969 5999
 F: 020 8969 6010



FREE
property valuation

RENT
your property

TALK
to us today

Daniels estate agents have 5 offices strategically located across North West London. We are proud to be independent estate agents and letting agents in Wembley, Neasden, Kensal Rise, and many of the surrounding areas.

Daniels have the expertise and knowledge to give you the peace of mind you need when dealing with your property.

We believe in building and maintaining relationships with all our clients and because of this we announced in 2015 that all fees from Landlords will be deducted on a monthly basis meaning no upfront costs*.

Our goal is simply to make your life easier, protect your property and to make your letting a stress free success.

[Click here for a free no obligation valuation of your property](#) >

Keen to see what we already have on the market?
 Below is a range of properties in your search area.



£1,550 pcm
 Leighton Gardens, Kensal Rise, NW10
[See details >](#)



£2,500 pcm
 Earlsmead Road, Kensal Green, NW10
[See details >](#)



£1,700 pcm
 Purves Road, Kensal Rise, NW10
[See details >](#)

[View all available properties suitable for investment](#) >

*Kensal Rise branch only.



KENSAL RISE & QUEENS PARK

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 T: 020 8969 5999
 F: 020 8969 6010



FREE property valuation | **RENT** your property | **TALK** to us today

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[See details >](#)

£1,700 pcm
 Purves Road, Kensal Rise, NW10
[See details >](#)

[View all available properties suitable for investment](#) >

*Kensal Rise branch only.

Desktop

Mobile

WALTON & HIPKISS

www.waltonandhipkiss.co.uk
01562 519777

How much has your home increased in value?

Find out how much here →

We aim to achieve the best price possible.

- Get a sales valuation
- Get a lettings valuation
- View properties for sale
- View properties to let

Offices in Kidderminster, Stourbridge & Hagley
55 Oxford Street, Kidderminster, DY10 1BJ
01562 519777
koffice@waltonandhipkiss.co.uk
Visit website

WALTON & HIPKISS

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Desktop

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Sugdens
Sales & Lettings

Sugdens
Sales & Lettings

How Much Is Your
Property Worth?

How Much Is Your
Property Worth?



Ask Sugdens For A
Free Valuation

Ask Sugdens For A
Free Valuation

Thinking of switching agents?

Thinking of switching
agents?

Talk to us today - we have extensive local knowledge, a positive proactive attitude, and a firm belief that providing excellent customer service is the key to a successful business.

Talk to us today - we have extensive local knowledge, a positive proactive attitude, and a firm belief that providing excellent customer service is the key to a successful business.

Get a valuation



Our services



View properties for sale



View properties to let



Contact us

44 High Street, Queensbury,
Bradford, West Yorkshire,
BD13 2PA

queensbury@sugdensesates.co.uk
01274 888 998

Get a valuation



Our services



View properties for sale



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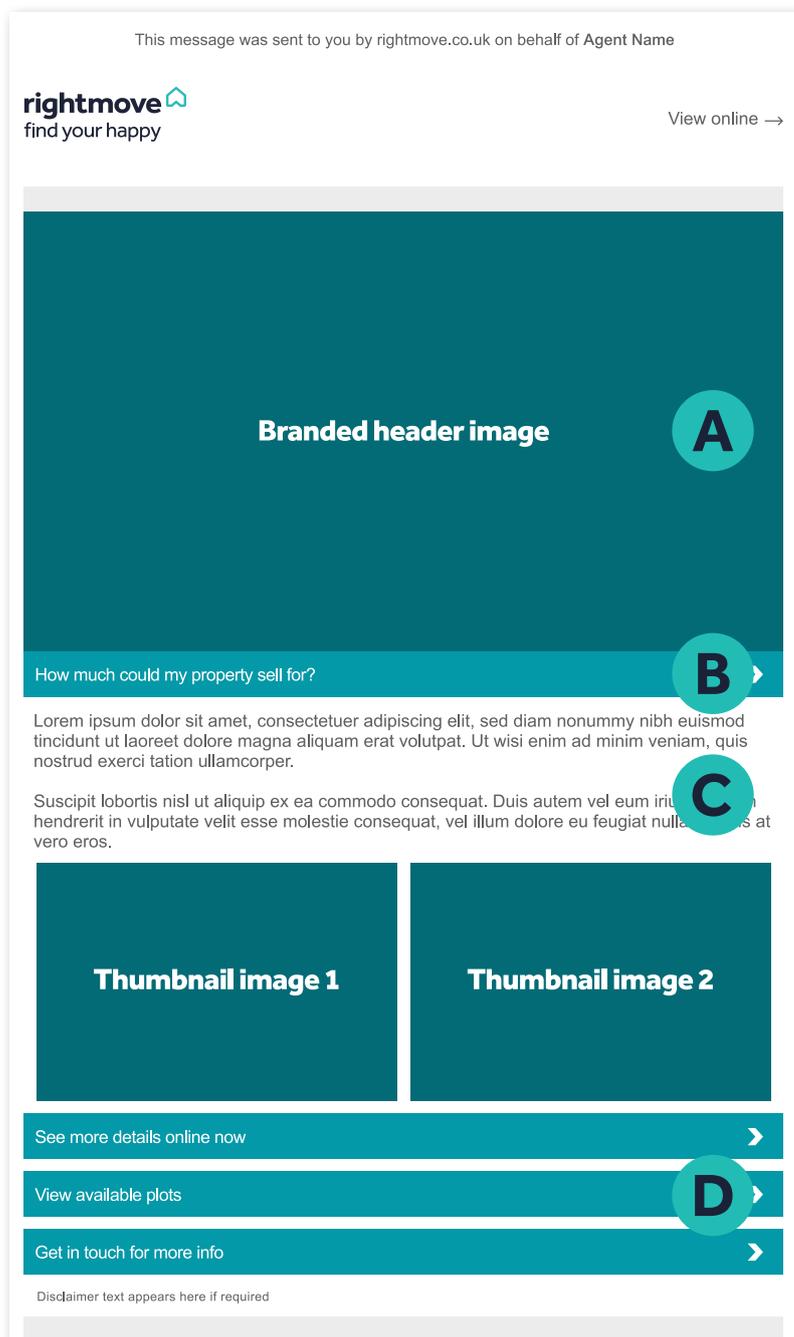
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Ideal for...

Promoting a single property or development



You provide:

- A** An image, logo and strapline for the top section, along with a URL to link to (usually a page on your website). Images must be at least 600px wide.
- B** A link to the development or property you want to promote.
- C** 1 or 2 short paragraphs of text, and 2 images, enticing the recipient to find out more.
- D** Links for each of the 3 button spaces. We'll adapt the button names to fit the links provided.

Desktop

HAMPTONS
INTERNATIONAL



Stylish three bedroom, two storey property
Thistle House, Penn, Beaconsfield. £799,950.

[Click here to view Thistle House on our website](#)

This Thistle House is a spectacular three bedroom, two storey home nestled in the Chilterns. This property comprises of open plan kitchen/dining and living space, benefitting from a fully fitted kitchen with stone work tops with breakfast bar, and WC.

To the first floor there are three double bedrooms, one en-suite & fitted wardrobes to the master bedroom and second bedroom, a family bathroom, plus a study area. Thistle House provides accommodation of 1610 sq ft.

The bathroom and cloakroom feature white sanitaryware, and chrome heated towel rails with accompanying vanity units. Bathrooms also feature stylish mixer taps and thermostatic showers with glass and chrome screens. Tiled walls and floors keep both cloakrooms and bathrooms sleek.

[Download brochure](#)

[Arrange a viewing](#)



Hamptons International

Beaconsfield, 10 Burkes Parade, Beaconsfield, HP9 1NN
01494 355 340



Mobile

HAMPTONS
INTERNATIONAL



Stylish three bedroom, two storey property
Thistle House, Penn, Beaconsfield. £799,950.

[Click here to view Thistle House on our website](#)

This Thistle House is a spectacular three bedroom, two storey home nestled in the Chilterns. This property comprises of open plan kitchen/dining and living space, benefitting from a fully fitted kitchen with stone work tops with breakfast bar, and WC.

To the first floor there are three double bedrooms, one en-suite & fitted wardrobes to the master bedroom and second bedroom, a family bathroom, plus a study area. Thistle House provides accommodation of 1610 sq ft.

The bathroom and cloakroom feature white sanitaryware, and chrome heated towel rails with accompanying vanity units. Bathrooms also feature stylish mixer taps and thermostatic showers with glass and chrome screens. Tiled walls and floors keep both cloakrooms and bathrooms sleek.

[Download brochure](#)

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Desktop

Mobile



Stylish Scandinavian design in leafy Colinton



[View West Mill Heights on our website](#)

West Mill Heights, Colinton, Edinburgh, EH13 0NX
Seven magnificent three and four bedroom townhouses

West Mill Heights by Richmond Homes, is a rare collection of seven contemporary three and four bedroom townhouses in the heart of Colinton Village, one of Edinburgh's most desirable suburbs. This wonderful new development sees a classic sought-after address combined with stunning Scandinavian inspired architecture. This niche development boasts carefully considered design, retaining clean lines through spacious living areas with an exceptional attention to detail.

Prices from £550,000 to £665,000
Show home open Friday to Monday 11am to 5pm



[Find out more and enquire online now](#)



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How do I get started?

Interested in running an e-leaflet campaign? Great! Just speak to your Account Manager.

What do I need to consider?

For all e-leaflets, think about:

- The audience you'd like to target
- Your key message and what you want to achieve from the email
- When you want to send it
- The template you'd like to use (or if you'd prefer to provide your own HTML)

Branded e-leaflet:

- The 'outcode(s)' (first part of the postcode) you'd like to target, e.g. N6

Targeted e-leaflet:

- The postcode of your property or development
- The price range and property type criteria to be used to match home movers

Buy-to-let investor e-leaflet:

- The 'outcode(s)' (first part of the postcode) you'd like to target, e.g. N6, where potential landlords have made enquiries about properties for sale.

What do I need to supply?

If you're using one of our five best practice templates:

- Provide the content you'd like to include, using the relevant checklist for that template (see pages 7 to 24)

If you're providing your own HTML:

- We'll need a fully coded HTML email. Please ask for our Technical Specification Guide.

How long does the process take?

Once the Rightmove Digital Marketing team receives your request, here's an estimate of how long each step usually takes.

- Receiving a quotation: 24 hours
- Design (if supplying your own HTML): 3 working days
- Design (if using one of our templates): 5 working days
- Amendments: Allow another 3 working days

Will I get to approve the campaign?

Of course. We'll send you a proof of your email campaign before it goes out. We won't send the email until you've confirmed in writing that you're happy for it to go ahead.

Can I send the campaign to my own database?

We provide a fully designed email template as part of the e-leaflets service, but you aren't able to use our designs outside of a Rightmove e-leaflet campaign. We aren't able to import your database contacts into our system to send the campaign due to data protection legislation.

How do I know if my campaign worked?

We're able to provide the details of how many people have opened and clicked on your emails. This gives you a distinct advantage over print leaflets where it's more difficult to track engagement. Please leave at least a week after sending the campaign to ask for your results, to give your audience enough time to see and open your email.

**Interested in running an e-leaflet campaign?
Just get in touch with your Account Manager.**

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