



The BEST ESTATE AGENT MARKETING IDEAS 2015

Gathered by Sam Ashdown
Created by YOU

CONTENT MARKETING

“I have just taken over the full sponsorship of a local magazine to a small company.

We are subtly branding in our main colours with a front page tag and 4 other property pages. Lots of useful information and less than 40% selling.

My best bit of marketing was in 1992 ish. I cut out lots of headlines and cartoons from the national newspapers.

I pasted them to an A4 flyer with all bad news stories. Pound Falls, England leave to ERM, Nigel Manson loses world title with the strap line “*But Greenwoods are still selling houses.*”

We were very young and definitely Blackpool Brash...but people loved it and I had lots of calls saying it made them smile.

I earned a few shillings too....:)”

John Parkinson (aka The Lancashire Lad)
Greenwoods, Bristol

“My best marketing idea was the creation of a local community newspaper called The Green. Named after Ashley Cross Green which is a little village green opposite our office and coincidentally matching our brands colours. It’s a 32-40 page newspaper, hand delivered to 10,000 local properties in BH14.

It is almost entirely a community venture with only about 10-20% being estate agency based but then we use this to capture data for our e-marketing which can then be more focused on property.”

Ryan Woolfenden
Leaders
Bournemouth

#KeepItLocal

GOURMET BURGERS
TAKE ASHLEY CROSS
BY STORM



p8

CHOOSING YOUR
NEWBORN
PHOTOGRAPHER



p19

WELSH MEZZO
SOPRANO BEAUTY
KATHERINE JENKINS

Leader Co. | Issue 6 | leaderandco.com

FREE!

The Green

Wedding Special



Welcome to the first issue of The Green for 2015

December is the most popular time of the year to get engaged (about 16 per cent of all proposals happen this month), closely followed by Valentine's Day. So we have decided to launch our first ever wedding-themed issue.

Whether you are getting married in 2015 or 2016 (or even later, we know what you brides can be like for forward planning!) or a guest at a wedding, we have style news, venue news and fitness news in this issue.

This New Year's Eve saw my fifth wedding anniversary to my beautiful wife Keeley. Our family has grown somewhat in size since that magical day at the Bellagio Hotel in Las Vegas, with the addition of two dogs and two babies.

This is one of my favourite times of the year (not just because it is my birthday in February!) but as the season changes into spring, the property market changes too. After the stress of Christmas, the winter colts of January, by February people are itching for a change and we have a surge in sales and lettings.

Happy reading and congratulations to those newly engaged!

Ryan Woolenden

Managing director of the family-run property agency Leader & Co and founder of The Green.



Talbot Heath

"The happiest school we visited!"

"There was no doubt this was the best school we could possibly choose for our daughter"

JUNIOR
OPEN
MORNING
10th FEB
10am
& also 7th May

“Although it is neither entirely original or super innovative, I have found the best long term idea has been our historical research on our blog and the bespoke property history we include in each of our write-ups. It is, without doubt, the one thing we get remembered for beyond anything else and sets us completely apart from every other agent in town. In fact, it is both ironic and amusing that some of those agents have started trying to copy us now!”

Carey Gilliland
Madison Oakley, Bath

“A newsletter that can be used in a variety of ways and marketed to a variety of audiences: at networking events just leave them on the table, email prospective leads etc.”

Derri Coppin
Ewemove, Lincoln

“Good content marketing – basically not talking about a list of services we offer but creating interesting property related articles that people find useful and doing this consistently.”

Mark Rowe

Rowe Property Services

Lee on the Solent, Hampshire

“School holiday, branded activity sheets to keep the kids knocking about occupied!

Keep the little ones amused while mum or dad speak with the agent by giving out house themed dot to dot, word search and 'draw your own home' packs/pages. All company branded ready for little Jonny or Emma to show mum or dad when they get back from work ;-) !!!!

I have these handy at half terms, Easter break, summer hols and Christmas etc ready to pull out at the marketing consultation., nice touch and works well.”

Richard Morris
Hartleys, Loughborough

NB Check out Richard's Facebook page at
<https://www.facebook.com/EAmindset>
and Twitter handle @EAmindset for estate agent inspiration!

HARTLEYS 

Commercial Estates, Auctioneers & Estate Agents

SCHOOLS OUT FOR SUMMER!



Colour in



Why not draw your own house?



In a house window



A word search puzzle grid containing the following words:

- Refrigerator
- Dining room
- Bedroom
- Living room
- Shower
- Sink
- Table
- Bathroom
- Toilet
- Chair
- Kitchen
- Bed
- Refrigerator

living room
bedroom
sofa
TV
shower
dining room
bathroom
sink
table
kitchen
chair
bed
refrigerator



SERVICE

“Paying it forward seems to work for lots of agents. Those agents that take an active role within their communities through sponsorship or fundraising events seem to flourish. Those that support local schools, children’s services and hospitals seem to do the best.

If you provide the service you promise, they will come. This applies to any business. If you promise to be the agent that will work the hardest, take the best pictures, market your property to its best, DO IT!”

Jane
Surrey

“The best marketing idea is to provide a very good product, backed up by excellent customer service! Of course, to deliver the above you have to provide your staff continuous good training and development prospects.

My response is based on over thirty, yes 30, years' experience in property. It has worked for us over the years and is still working. We do not have to advertise any longer. Our clients keep coming back to us and referring other clients at the same time. For every vacancy that comes we have more than five applicants waiting. I can honestly say that we have no vacancies.”
Kind regards

Azad Ayub
London

“Simple. Keep it local, maybe not be that innovative but hey, people like it.

And

Talk in the same language your customers do!
Not that ridiculous made up estate agents language (it’s much harder than you may think though, we’re getting there slowly).”

Andy Norris
Ocean Home, Bristol

“The fact that we look after clients from start to finish and offer a genuine one stop shop in house service is a key selling point. The fact that we have an in-house legal team and weekly team meetings so we keep on their case means that we don’t just allow sales to drift and this gets results. We can do this as solicitor estate agents but selling agents generally should have systems to follow through when under offer and not sit back and allow the legal tail to wag the dog.

The other key to selling is understand your client ask why they are moving and what they are trying to achieve... particularly important for us in the Scottish Borders where we have many clients moving into the area from a different legal system and it's important to be clear on how we can make this work and not just take a can't be done sir attitude.

Clients like being told solutions not problems.”

Ron Hastings
Hastings Property Shop
Kelso

“A genuine buyer leaflet (brief detail with reference for tracking) in order to legitimately present the opportunity to the would be client that we have an interested party. The point of differentiation. (The idea being whilst said vendor is deciding).”

Bernard

“1) Solicitors... getting them to contact me in first instance for any out of area probate work...which I can then pass on to Relocation agent Network colleagues around the country.

“2) Take a sunny photo of a competitors property...then produce a before and after
*Before..*dull, sad for sale photo from competitor's details.
After.. bright, cheerful..sale agreed picture on Hopper headed paper..
Post through the potential clients' door.”

Brian Carlisle, Hoppers, Yorkshire Dales

“If a brand of lager which sounds like ‘Iceberg’ did
Letting Agents; we’d be it!”

Anglotown agent


GIVEAWAYS

“It has to be my eco-shopping bags which all have the different office post codes on them for all local residents/clients/new clients/local charities to show their love. I have to thank www.thebigpurpleone.co.uk for supplying them.”

Edward Ellis
JP & Brimelow, Chorlton

GRAB YOUR SHOPPING BAG!



We're passionate about M21. So much so, we've emblazoned our appreciation for all things Chorlton on our very own eco-bags. So come into our Chorlton office today and grab yourself a bag - all donations go to  St. Ann's Hospice. Go on, show your love for Chorlton.

JP&Brimelow
SALES AND LETTINGS



HARVEY NICHOLS
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WHOLE
FOODS
MARKET

www.wholefoods.co.uk



We only use paper bags in all our stores

I ♥ M16

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I ❤️ M21

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“Free branded coffees from local independent coffee shop on a cold morning with the words from the barista 'no charge, these are on XYZ estates - have a good day' ”

Eric Walker, MD
Northwood

“Promotional products! The two best are:

1. Branded Jute Bags (think hessian type material!). I have agency clients who buy these in their thousands in order to get the unit price down enough so that they can give them away in good numbers. My clients get great coverage of their brand in the local community as people carry the bags around town.

2. Branded Golf Umbrellas. My clients get a kick out of seeing folks dashing around the town in the rain advertising their estate agency! Everyone needs an umbrella after all!

(cont.....)

“My agents tend to give a bag, and or umbrella, to vendors on the valuation & on the instruction, on completion to the purchaser when handing over the keys, and to tenants and landlord similarly on instruction or occupation. They also actively encourage people to pop into the office and take a Jute Bag when they are passing. Some of my agencies even stand in the street on Market Day when the town is full of shoppers and when they see people struggling with plastic carrier bags they offer their handy and sturdy agency branded Jute Bag to assist the shopper! It works wonders as a great PR exercise.”

Eric Woodhams

Consortia Marketing Ltd

“To tie in with new regs in october, free smoke and carbon monoxide detector with every new managed let.”

Guy Hands

Cartwright Hands Property Consultants And
Managers

LEAFLETS

“These were popular flyers when we opened, hopefully people kept them for the recipe!”



James Phillips, Carter Phillips, Mumbles

“When we first launched 10 years ago we simply did a leaflet with a pair of magenta coloured lips with a simple slogan of.....everyone's talking about us. it was simple and got everyone gossiping through the entire town and got us off to a flying start so it did exactly what we wanted it to”.

Stuart Frankish
Magenta Estate Agents
Northamptonshire

“We put this on a poster locally, we got a lot of friendly comments on facebook etc!! I put these up and change it every 4/6 weeks and try to keep it topical we are located close to a sea side town so the one at the minute is a sail boat with the caption ‘*smooth selling*’!

After putting the dress poster up my hairdresser had asked me “what about one for the guys?” (I think it works for the girls!!) Anyway I’m attaching it to give you a laugh!”

Kate Peden
Mortgage Property Net



**Why Wouldn't
You Move?**

We've got your new
a dress



70 320 220
www.mortgageproperty.net

Mirror mirror on the wall,
Who is the agent I should call?



Wells McFarlane so I am told,
Are the ones to call
if you want it sold!



Wells McFarlane
Lutterworth
Leicestershire

Going the extra mile to get you sold!!



Wells McFarlane, Lutterworth, Leicestershire



Huis
Σπίτι
Maison
Casa
ДОМОЙ
ホーム
Zuhause
مَوْ
Home

We understand what it means to you,
whichever language you speak.

jackson-stops.co.uk/london

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London

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London



Established

/i'stablɪt/
adjective

*Having existed or done something for a long time
and therefore recognised.*

Whichever way you're looking to sell or let
your property, our dedicated staff across our
established network of 44 offices will listen
and respond accordingly to help you achieve
your goals.

Please get in touch to see how we can help.

jackson-stops.co.uk/london



Jackson-Stops
& Staff

Discreet

/di'skri:t/
adjective

The quality of behaving or speaking in such a way as to avoid revealing confidential information.

Most of the time we employ the widest range of bespoke, innovative marketing strategies available to achieve success for our clients. However, for the times when this isn't appropriate for them, we are also trusted to market properties discreetly to the many registered applicants we have looking to buy or rent property.

Jackson-Stops
London

RANDOM BUT GOOD

“One I did in a previous company which worked fantastically well was I had some developers desperate for run down properties so I did a straight to the point leaflet to carefully picked houses saying along the lines of are you looking for a quick sale? As we have cash buyers that can buy you out quickly but will only pay a certain value call me to find out how it works. I only did 100 leaflets, I had 3 calls, 1 of which came on, he was desperate as was about to get repossessed so property was purchased 30% under value and exchanged in about a week. He was so happy he told his neighbour and she called me to as she had just split from partner and was struggling. So i got that property on as well. She was over the moon and so was developer who had 2 adjoining semis which he turned for a quick and safe profit. Everyone won!”

Stuart Frankish
Magenta Estate Agents
Northamptonshire

“One idea that was a bit different an offer of £50 off our fee each week past the first two weeks of marketing if we didn’t receive an offer within 10% of the asking price.”

Matheu Gladman at Absolute Estate Agents Torquay.

“Weekly prospecting session that involve the entire office for past valuations. The negotiators, office manager and valuer have a timed 45 minute slot usually from 10am.

We record on a white board how many calls we have made, how connections and and how many appointments we have made as a result.

It's a bit like a mini completion as the loser last time had to buy cakes for the rest!

On our last session we gained 6 appointments and one of those has come on the market as a direct result.”

“Mopeds for marketing and to get the staff around with matching Northwood helmets.”

Sadia Mian
Northwood
Warrington

“We are sending out Anniversary Cards to buyers of properties from us from over the last 10 years, they are working really well and generating a good number of market appraisals.”

Jane Earley
Robinson Reade Ltd
Hampshire

“This was one I did a while ago was great PR and brand awareness and a bit cheeky!!”

Sanjay Gandhi
Moss Properties
Doncaster



“I saw a key cutting shop in prime position on our high Street, positioned on the corner of the two main roads. Couldn't get a better spot.

The shop was rather tired and needing a new lick of paint. I carefully approached the owner and suggested if we painted the shop for him could we advertise on the unused section of the shop front.

If you don't ask, you don't get.

A few hundred pounds of labor and paint later, the key shop is now in our corporate colours with our logo on and a cheesy catch line - the key to your new home all inside a key.

So for a couple hundred quid we've got an advert that the whole town has to drive / walk past.”

Bill, Devon

“ ‘Recommend a friend’ has worked really well for us recently. We offered our existing landlords £250 if they recommended a landlord that went on to instruct us.

We have two new sign ups so far ut the best bit is we now have loads of potential new landlord contact details. ”

Lucie De Lison
Cowell & Norford
Bolton

“Our best campaign to date is our current one: ‘Be the one’

It embraces all of our brand ethics and has used limited availability/growth to drive up keen interest.

We have used this across all of our advertising media.

Fantastic client feedback- but existing clients and new.

Can attribute nearly 30 instructions so far this year to this campaign generating around £100k of income.”

Kristjan Byfield
Base Property Specialists Ltd
London



Be the
one





Be the
one



“The Tour De France came through town last July. Each stage had a theme/ colour, ours was red spots as it was ‘Kind of the mountain’ theme. A lot of shops in town did window displays, but our window space is limited so I decided to turn our office spotty. The amount of people who stopped to take a photo of the building was amazing! Definitely worthwhile.”

Stella Dinsdale
J.R.Hopper & Co
Settle



“1. Always record your customers' dates of birth therefore wishing their birthday each year. Then, you can't be forgotten when your clients look for an agent.

2. Be present on Facebook with at least 3 publications per week. Publish about new listings and about life in your area. Local news bring more traffic on your page.”

Stephane Hazan
France

“Sent out a key to a padlock to every house on the market in my patch.

Around 600 keys were sent, one of which was the right key to open a box with £250 in.

All they had to do was get in touch and book a market appraisal and the box went out with the valuer.

If the key fitted, they got the £250!

The person with the right key never responded!”

Steve Bell
formerly of Fine and Country

“What works well for us is our village valuation days and our open houses.

With the village valuation days we advertise that we will be in a certain village on a certain day and we invite valuation appointments but push the (no heavy commitment structure)

We take a photo of the village sign, heavily promote this on Social Media and do a full leaflet drop in the village in question.

It’s a fab idea and something some of the other branches in our network have adopted too.”

Andrew Simpson
Webbers Property Services
Cornwall, Devon and Somerset

YOU ARE INVITED TO AN...

open HOUSE



SATURDAY 11TH APRIL 2015, 10AM TO 11AM



**2 Sitcott Barn Cottages, St. Giles-on-the-Heath, Launceston, Cornwall,
PL15 9SE**

A quirky mid-terrace stone barn conversion situated within a small private complex of former farm buildings close to the popular village of St. Giles-On-The-Heath. Offering two versatile bedrooms, a lounge, dining area, sunroom and fitted kitchen along with a mature garden and parking. No forward chain. EPC rating TBC.

**NO APPOINTMENT NECESSARY,
JUST COME ALONG!**

- Character barn conversion.
- Private and rural country location.
- Currently two bedrooms, could be divided into three if necessary.
- Lounge with large bay window.
- Separate dining area and sunroom.
- Car parking and use of timber garage.
- No forward chain.

Asking Price: £169,950

REOWNED FOR... our award-winning customer care



webbers



Lisa White



Senior Sales Negotiator
13 years experience

Andrew Simpson



Manager
16 years experience

Debby Andrews



Part Time Sales Negotiator
5 years experience

Maria Humber



Part Time Administrator
10 years experience

MEET THE TEAM

Janni Phipps



Sales Progressor
22 years experience

Merryn Parnell



Sales Negotiator/Administrator
2 years experience

Hilary Rhodes



Part Time Sales Negotiator
1 years experience

David King



Viewing Assistant
1 years experience

Vanessa Hemmett



Lettings Manager
9 years experience

Holly Gorman



Lettings Assistant
1.5 years experience

Lisa Gowing



Financial Advisor
3 years experience

Residential
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10% DISCOUNT OFF OUR
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We have a number of first time buyers, investors and tenants urgently looking in your area. If you are considering a move or are curious about the value of your home CALL NOW to book your **FREE** market valuation for **EITHER SALES OR LETTINGS** with no obligation. (01566) 776211

Please note that our sole agency fee is chargeable in the event of a sale or let and please check the terms and conditions you may have with any existing estate agent.

“The best thing I have tried recently is if I know a property is going to be popular, I leak it to the market through Facebook and in the paper but with no prices, then wait for the phone to ring.

So far I have not been disappointed. Then I don't market for a week, and then have an open house and invite all parties down.

I have done this 4 times so far and two of the houses sold at the open house for more than the asking price, to proceedable buyers!!”

Simon

“Not to give my marketing secrets away .. do not want any others to know the secret to my success”

But the best advice for my competitors is that if you need help with your marketing ... seek out the help and support of someone who can help ... like Sam Ashdown ... who I understand can do magic to transform your business and make that phone ring for you.”

Adrian
Whitegates
Stoke

“My genius marketing idea was to
employ a GURU Sam
Ashdown!!!”

Claire Harvey
Kent



Apply now for your
FREE marketing
assessment by Sam!
(if you dare....)

www.bit.ly/callSam