

FOCUS

EDITION 1



**ARE YOU BEING
FOUND ONLINE?**

Improve your business
and property visibility

**Property
Pal.com™** 

INTRODUCTION

Welcome to the first edition of **PropertyPal's Focus**, our newsletter with a variety of insider tips and tricks to get the most out of our service.

We are sure you are all too aware of the recent growth in the property market, and the additional pressures and responsibilities this puts on you, particularly when it comes to marketing homes.

This is where we believe **PropertyPal** has a responsibility to you, providing you with a platform that is quicker and more efficient than ever to list properties online, and of course generate the leads which you can turn directly into real business. We hope that you've experienced the benefits of listing on our platform to date, and with regular dedicated marketing awareness campaigns across a variety of mediums, will continue to do so.

With the provision of a number of complementary products to our core search portal, such as our websites, PDF brochures and customised advertising solutions, our goal is to not only provide leads to you, but help develop your online brand presence as well.

We have a number of exciting developments planned in the coming months that will further facilitate improved traffic and visibility to you as a business, and further underline our commitment to delivering results for you.

We look forward to working together with you and helping make online advertising work harder for your business.

Thank you for your continued support.

The PropertyPal Team



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THINGS YOU MAY NOT KNOW ABOUT PROPERTYPAL.COM

WE HAVE DEDICATED TEAMS, FOR DEDICATED COMPANY FUNCTIONS

We believe that outstanding customer service is paramount to our success, and as part of our overall ethos, we have dedicated SEO, Marketing, Sales, Design and Programming Teams that are working for you on a daily basis. This gives us the flexibility to develop custom marketing solutions for your properties and new developments when required.

WE ARE SOCIAL ON MORE PLATFORMS

We've got a presence on Tumblr, Facebook, Pinterest, Twitter, Houzz, Reddit, Stumbleupon, LinkedIn and Google+.

That's over 50% more than our competitors, which means we can provide more tailored marketing to our audience, and your properties are more likely to be shared around the web.

It also means more traffic and eyeballs on your properties, taking the hassle out of marketing on the web for you.

DRAW A SEARCH CAN BE USED IN CONJUNCTION WITH SEARCH ALERTS

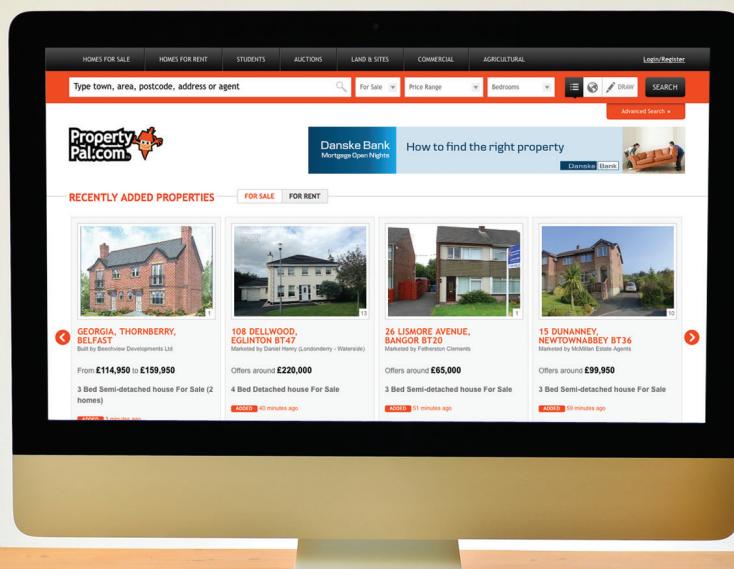
Whilst Draw a Search is a great way to get down to the nitty gritty of where you want to live, it's also pretty powerful when combined with saved searches.

CLEVER COMPANY SEARCH

Is your company known as something locally e.g. 'UPS' instead of the official name - 'Ulster Property Sales'. Let us know and we'll match the business listing on PropertyPal to it so your customers can find you easier than ever before.

FIND YOUR MOST POPULAR PROPERTIES ON PROPERTYPAL.COM

Want to find out what the public think of your listings? If you simply search for your company name and use our 'Popular Property Sort' you'll be able to see your most popular properties according to our visitors' level of interest. This is algorithmically determined using our own 'secret sauce'.



THE Google™ FACTOR

7 SIMPLE TIPS FOR ESTATE AGENTS

With Google playing a huge role in generating traffic, leads and business for Estate Agents, we realise how important it is to you to get the basics right. We've collated a checklist of things you can do to increase your Google presence today.

1

GET LISTED IN GOOGLE LOCAL FOR BUSINESS

Google Local for business plays a huge role in service based business such as Estate Agency. For example, do a search for “service in placename” and you’ll find the results on a map, ranked in order. These results are generated directly from Google Local.

ADVICE ON GETTING LISTED

The following article <http://bit.ly/1s4ADhm> provides indepth advice on getting listed, and a few tips on how to rank better in map results.



2

GET REVIEWS

Google algorithms have always favoured the collective power of crowd opinion, whether that be someone linking to your website, or mentioning you in a positive light on social media. With that in mind, Google Local also sources its data using reviews from around the web, crawling data from Yelp, Trusted Places and their own platform to help determine your ranking in Google Local (see our later article on Reputation Management on page 24).

As customers may also Google your business prior to picking up the phone

typical search phrases are things like “Businessname review” which is worth creating a dedicated page on your website for. Do you have customer testimonials for example?

We tell all our customers that the more reviews they can receive from vendors the better. After a successful sale why not ask your customers to visit your Google Places page and write something nice for you? You can also reuse this content on a testimonial page. Win win!

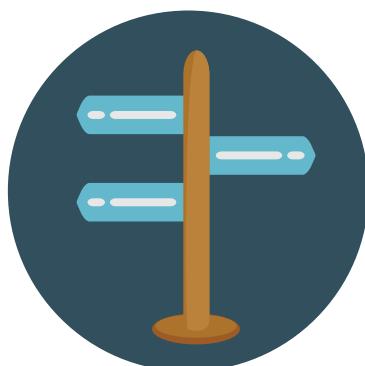
3

WRITE MORE (GREAT) CONTENT

Probably the biggest error we see Agents making when it comes to Google, is not thinking about SEO as a holistic part of the content they create for their website. That means, you should be thinking about the sort of searches people conduct to find services, and building dedicated pages that cater for those terms. If you’ve already got a website – your analytics package is a good place to find these.

Google learn over time to revisit more often, and as such content gets into their index faster. The sharing of this content around the web in turn also has a positive impact on search engine results as the volume of links pointing back at your website increases.

As any SEO consultant will tell you. More links = more Google juice = Better search positions.



4

GIVE GOOGLE SOME SITEMAPS

Providing Google with an easier way around your content quicker is a no brainer.

IN SHORT, IF YOU HAVEN'T GOT CONTENT WRITTEN ABOUT A PARTICULAR SERVICE YOU OFFER, GOOGLE ISN'T GOING TO SERVE YOUR WEBSITE AS A GOOD RESULT TO THEIR USERS.

For example, if you offer [Mortgage Advice in Enniskillen], creating a “Mortgage Advice for Enniskillen Customers” page is the first step towards a healthy search result for that term.

We've also seen improved search results for those businesses choosing to update their website regularly or write a blog as

It's relatively simple work for your developer to provide a direct sitemap listing all of your URLs, so make it so, and help ensure that your entire website gets picked up quicker, and changes are reflected in the Google index.

Good news! All websites powered by PropertyPal.com offer this functionality out of the box.

5

TITLES AND DESCRIPTIONS

As one of the first places a potential customer will see your business, your title and description tag is an important consideration on your website. Consider the below snippet in Google.

[PropertyPal - Find Property For Sale & Rent in Northern ...](http://www.propertypal.com/)
www.propertypal.com/ ▾
Browse Through More Than 60000 Properties For Sale And Rent in Northern Ireland.
Find Your New Home Today.

This is text that you can actually specify and control to optimise how many people click through to your website from the results. A well written meta description helps to maximise the traffic your website receives regardless of what position it happens to appear at in the results. Whilst a lot of websites always consider that ranking number one is important over everything else, in some instances a strategically written meta description can get MORE traffic even if it appears further down the results. In any case, it is worth exploring, adjusting and watching your analytics for the benefits it brings.

3 MINI TIPS FOR GREAT META DESCRIPTIONS

1. Optimise the length.
2. Uppercase the first letter of each word to catch attention.
3. Use your target keywords which will be bolded in the results.

We build all of our websites with this level of attention to detail for all our customers.

6

GET SOCIAL

Social media is playing an increasing role in the discovery of your content,

and having a social platform from which to promote your blog posts, and market your business makes sense.

We've seen year on year growth on social platforms for our traffic, and the trend is likely to continue as the web becomes increasingly socially driven.



7

GET LINKED

Google loves links, and as one of the key factors in their algorithm, the more people around the web who decide your content is good enough to link to, the higher in the rankings you will appear.

The more established you become as a business, the more likely people are to link to your website. Whether that is sharing your website on Twitter, or Facebook, or on the sidebar of their own website as a useful link – it all helps push you further up the rankings.

With that in mind, it makes sense to try and actively pursue new links back to your website wherever possible. Good content attracts links naturally, so take a look at our mini tips for great content (shown on the right) for a few ideas.

DID YOU KNOW?

We provide SEO packages for all our website customers.

3 MINI TIPS FOR GREAT ESTATE AGENCY CONTENT

1. Estate Agent glossary

Are there a variety of different terms, acronyms and language used within the Estate Agency business that many people don't understand. In many cases, the first place they turn to is Google to find out what they mean. Why not become the answer by providing an Estate Agent glossary?

2. Showcase your most popular properties on a weekly basis

Google Analytics (installed by default on all our websites) gives some amazing insight into the most popular properties on your website and indeed which ones are being shared more regularly than others.

Why not recycle that knowledge into a weekly newsletter or blog post for your audience? You may want to combine this with the actual enquiries you've received during the week for your properties.

3. State of the market reporting

As an Estate Agent, you're likely to have more indepth market knowledge than anyone on how the market is performing, who is lending money, and where are the hot spots to sell and buy. Let your audience know! A regular blog can establish you as a leader in the marketplace.

A STARTER GUIDE TO BLOGGING FOR ESTATE AGENTS

BLOGGING HAS REALLY COME INTO THE MAINSTREAM OVER THE PAST COUPLE OF YEARS.

The availability of platforms for blogging has aided content consumers to become content publishers. Anyone with a something to say can start providing information, and garner an audience.

As an additional marketing mechanism, estate agents have started to blog for business providing additional information about their business and ultimately to attract new people to their website. This is something we've noticed, with lots of our customers requesting blogs on the websites we build.

WHAT IS BLOGGING?

According to Wikipedia the definition of a blog is as follows:

"Blogs are traditionally maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video with entries displayed in reverse-chronological order."

From a self-promotion point of view, they allow others to have insight into your business thinking, and subscribers receive information regularly as and when they are published.

Blogs in a business sense provide a frequently updated way to communicate directly with your customer base, and build a new audience.

WHAT BLOGGING IS NOT.

Blogging is not a quick fix for instant traffic.

Blogging is not easy.

Blogging is not just another way to appear 'bigger'.

If you are thinking that it's some magical way of obtaining better search rankings you'd be wrong, at least not in the short term. The reason that you hear that having a blog improves search engine rankings frequently are because over time, a good blog will attract links.

This won't however happen overnight, and it certainly won't happen if your content isn't up to scratch. Understand that a significant investment of time will have to be spent to really get it to work – and grow your business. Too many people don't fully understand that a poorly run blog is actually detrimental to your online presence and it's going to take time before you see results. Done right, however, and it's a powerful vehicle for your marketing message.

CONTENT STRATEGY FOR BUSINESS BLOGGING

Whilst many businesses trade globally, estate agents traditionally deal with a local audience. That adds to the complexity of the information that you create if you really want to generate business.

In other words, getting traffic from the other side of the world is not necessarily going to convert into new sales or instructions. As a result, you need to

think local in terms of the information you provide to attract local people, and a local following. For example, blogging about house prices in a particular area, or events happening locally. Targeted web traffic is worth much more to you, and will drive business goals. Remember the more content you have the better – as it's another entry in Google for you to be found by potential customers.

The other side of the coin is that getting links is one of the most important parts of a Search Engine Optimisation strategy. The more links you attract to your website the more likely your properties are going to rank well in the engines. Often for maximum success, it is important to create content that both attracts links (from other bloggers), and eyeballs (from local people).

KNOW YOUR AUDIENCE

Knowing who you are talking to should be objective number one. If you are dealing primarily with student rentals, your content will be very different from that of content if you are selling high end apartment blocks. Often the properties you are selling, assuming they are listed on your site (and they should be), will dictate your language, style (and sometimes content).

You should however have a think about the other people / bloggers that will land on your site. What is likely to float their boat? Surveys and other feedback tools such as social media platforms are useful at gauging the needs of your audience. It takes literally minutes to setup a **SurveyMonkey** survey (www.surveymonkey.com) and share with your Facebook fans to ask them questions which you can turn into new articles for your blog.

THE IMPORTANCE OF LINKS

Bloggers have a magical way of informing each other when they receive

a 'mention' or link. Commonly it is only possible to know when someone is talking about your content by looking at your website analytics package.

Google Analytics (installed on all PropertyPal.com websites) for example shows 'referrers'. Bloggers however receive 'pingbacks' – a software solution which sends an email, and leaves an electronic trail behind to let you know when someone else has referenced you. So what?

Well – basically a sure fire way of letting other bloggers know you are out there, and to come and read your blog is to link out to them. They in turn will indefinitely read your content, and perhaps turn into a regular reader.

The more bloggers and content producers you have as readers, the more likely you are to receive incoming links. It's worth noting that these readers will not necessarily be your traditional customer base.

So why is that important? Well, one of the main parameters for improved search engine positions is the number of incoming links to a page. The more links you have, the more likely the content is good, or is being shared around the web. This should be your focus in improving your overall SEO strategy for your site – with blogging being just one of the strategies which can aid this.

ATTRACTING (AND KEEPING) ATTENTION

Unfortunately, even great content will fail to get traction online if you don't promote it. Essentially you are relying on the existing visitors on your site to spread your marketing message, and encourage visitors back to your site, but if you have little or no visitors this is really hard work. Again, social media is a good place to get started with promotion of content, other ideas may be to

include your latest article in your email signature, or any other email marketing you may already be doing.

Whilst you are initially attracting an audience, you'll have to push hard at your content in other places around the web to get it under the noses of the people that count. When you've reached a certain audience level, usually you'll find that your content starts to promote itself.

Commonly, blogs allow people to "subscribe" to content, meaning that the next time you post an entry; they will automatically get emailed with a copy. Building this feature into your blog is a smart way to keep a user interested, and attract repeat visits to your website.

GUEST POSTING

When you are starting out, a great way to increase exposure to your blog is to consider giving away your content to others. A guest post on the right website can get you in front of a whole new audience who wouldn't necessarily have found you otherwise.

Guest posts normally include a link back to your blog along with a small biography of your company. Bloggers love guest posts, as it takes the pressure off content creation for them, and you benefit as well, by getting a relevant link back to your website.

CONCLUSION

Overall blogging as a marketing strategy needs time to become really effective, you'll also need to be creative – and come up with interesting slants to attract an audience. However with an investment in time and effort, you most certainly will reap the rewards, and may actually start to enjoy it as a very rewarding way of marketing your business.

SOCIAL MEDIA TIPS

SOCIAL MEDIA OFFERS A VARIETY OF WAYS TO GET DIRECTLY IN TOUCH WITH YOUR AUDIENCE ON A MICRO LOCAL SCALE. THERE'S LOADS YOU CAN DO ON THESE PLATFORMS TO ENHANCE YOUR PROFILE, AND INDEED SOURCE BUSINESS IF YOU'RE SMART ABOUT IT.

1

USE HASHTAGS

Twitter, Facebook, Instagram, Tumblr – all share one feature, the humble hashtag. Adding hashtags to your updates

spreads your message that bit further, particularly if others are following that stream of activity already.

What's a Hashtag?

Hashtags offer three important bits of functionality within social networks.

1. Allowing users to have a community conversation around a topic, provided they share a hashtag.
2. Content discovery, for example searching for **#belfast** on a social network will typically find appropriate content that is related to that hashtag.
3. Provoking your own follower's interest in a topic of conversation that they may engage with.

For that reason, it's important that your updates use hashtags where appropriate to increase your reach, improve your presence, and provoke conversation.



©iStock.com/mattjeacock

2

SETUP ALERTS

Looking for new business? It is entirely possible to setup email alerts for when a user on Twitter mentions the word "Need an Estate Agent" or "Who should I get a mortgage with" or "Mortgage suggestions" and tailor the alert so it only applies inside a geographic region such as Belfast.

You can get this functionality directly within HootSuite by following this article: <http://on.mash.to/1nl2G6T> or, by using a dedicated service such as www.geochirp.com

3

BROADCAST, LISTEN AND ENGAGE

The majority of Estate Agents using Twitter as a marketing tool, simply expect to gain a following by continually broadcasting their recent properties and content. It is far more effective to try and engage with the community that exists there and become the agent that can offer advice and expertise to those that need it, when they need it.

OUR APPROACH TO SOCIAL MEDIA

WE BELIEVE IN A HOLISTIC APPROACH TO SOCIAL MEDIA, INCLUDING REGULAR UPDATES FROM OUR TEAM SCHEDULED THROUGHOUT THE WEEK ON A WIDE VARIETY OF NETWORKS.



WHY SOCIAL MEDIA MARKETING?

If you're wondering if social media marketing is right for your business, the answer is simple... **YES!** Social media is a great way to drive repeat business, improve brand awareness and attract new customers. Fundamentally it has changed the way people connect, discover, and share information. Because of this, every interaction you have through social media has the potential to reach many new people.

The effects are clear to see, we have more Facebook fans, Twitter Followers and Pinterest Fans than any other portal in Northern Ireland, and social traffic accounts for a huge proportion of our traffic currently.

Not only that but we believe in maximising your reach, and are also marketing your properties on social platforms such as Reddit, Tumblr, StumbleUpon, Houzz, and Google+

giving you more views, better chance of showing up in Google - and a wider overall audience than our rivals. Some of our agents have even had some of their properties go viral on the web, and receive international press and attention!

In short, **PropertyPal.com** is your one stop social vehicle on the web, with the opportunity to also reach other networks around the web with your content just by listing with us.

FACEBOOK FOLLOWERS

+15,000 

TWITTER FOLLOWERS

+2,000 

PINTEREST FOLLOWERS

+500 

Figures correct at time of going to print.



75%

of people are somewhat or highly likely to share content they like online with friends, co-workers or family - 49% do this at least weekly.

Source: Chadwick Martin Bailey Consumer Pulse 2010 (n=1504)

10 STEPS TO BUILDING YOUR SOCIAL MEDIA PRESENCE



©iStock.com/mattjeacock

AS THE SHIFT IN TREND FROM SEARCH TO SOCIAL CONTINUES, IT MAKES SENSE TO BUILD YOUR BUSINESS SOCIAL NETWORK FOR THE FUTURE, AND CONSOLIDATE YOUR AUDIENCE ACROSS PLATFORMS.

Getting started isn't as hard as you might think, and this 10 step guide should help you on the way to marketing success.

STEP 1: DETERMINE WHICH PLATFORMS TO USE.

Whilst it is extremely tempting to create social profiles on a wide variety of social platforms, think quality not quantity, and if you find yourself stretched thin in terms of how much time you are dedicating to marketing and new business, we recommend that you start out building a good following on one or two social networks before branching out and growing an audience elsewhere. Facebook and Twitter are a good place to start.

You can use the size of your network to grow an audience on other platforms further down the line (cross pollination and promotion of your other networks). We find that Facebook is still by a long

shot one of the most fruitful networks in terms of the traffic and quality of traffic [PropertyPal.com](#) receives.

STEP 2: PAGES NOT PROFILES.

One of the biggest mistakes we've seen on Facebook in particular is Estate Agents setting up a profile instead of a page. A profile is used for "People", whilst a page is used for "Brands" choose the latter to benefit from Facebook's advertising platform and from the features such as Widgets for your website etc. If you have made the mistake, and started off with the wrong one. Don't panic, Facebook have a simple tool for switching one to the other (<http://on.fb.me/1laNg5R>).

STEP 3: UNIFY YOUR BRAND ACROSS THE NETWORK.

Make it easy for people to identify your brand across the various social media platforms you choose to use. That may mean getting your graphic designer to

put together profile images for Facebook and Twitter. There are various dimensions for each network, and this link may help (<http://bit.ly/1r2STVH>) determine what you need to provide to them. Upload them, and your profile will come across as professional and trustworthy; two things which are extremely important in building an audience from scratch.

STEP 4: FINDING CONTENT.

Content is the lynch pin that connects you with your audience, both on your website and on social platforms. If you are a small business, you can't expect to create content yourself 24/7, so take time to find out what other places are creating content that is of interest to your audience. Keep a spreadsheet of good sources of content, and how often they are updated, which will hint at how often you need to visit them to find new content. Having a good vault of content sources on the web is key to keeping your audience engaged and entertained.

Some good places to find content which will work in a social context:

<http://www.scoop.it/>

Find other experts in your industry that are curating content daily.

<http://search.twitter.com>

Twitter search, particularly for hashtags (#property) is a good place to find interesting tweets and links.

<http://www.bagtheweb.com/>

A curation platform.

<https://homes.yahoo.com/>

<http://realestate.msn.com/>

Two of the larger web businesses, Yahoo and MSN often have interesting content ideas.

Portals

Often portals such as ourselves are creating regular content for our audience.

STEP 5: WORK OUT YOUR GOALS.

What exactly are you trying to achieve? More instructions? More new business? More tenant leads?

Figuring out what to measure is important before you even start, so that you can shape your content to meet those goals, and measure how much of a difference it has made to your business.

STEP 6: POPULATE YOUR PROFILE.

Now that you've got a few bits and pieces of content, populate your profile with at least 20 pieces of content. No one is going to become a fan of a page that is a ghost town in terms of content, so getting started before you actually start finding your audience is important. Once you have that done, you can begin with inviting fans to like your page. At the outset, this will likely be people inside your own social network. It will be your responsibility to crank the engine to find at least some people to market to initially.

The following are some ways to get started initially:

1. Use your website traffic to promote your social profiles.
2. Leave your social media profiles in your email signature.
3. Invite your friends and family to like the page / profile.
4. Offer a competition to get some traction (give away Amazon vouchers if people like the page).
5. Find an existing complementary business and ask them to publish your competition.
6. Be creative! You may want to run a Google Adwords campaign to attract your initial audience.

STEP 7: WORKING OUT A SCHEDULE.

So now you've all this content and an audience to get started with when should you post and how often?

A good rule of thumb is to think about how often you would like to see branded content in your own stream, and think about how potentially interesting the content is to the audience. If your audience is passive, you are going to have to at least start with the most engaging content to get them to like it. We tend to post once or twice a day, on each network that we are using so that our audience don't either tune out, or decide that there's nothing in it for them. Respect your audience, and they will respect you as a business. You may decide for example, that as Saturday and Sunday everyone is off work, that you respect everyone's right to a rest from commercial content. Or that Friday content should be particularly easy to digest.

STEP 8: ENGAGING WITH YOUR AUDIENCE.

Engagement is critical if you are marketing on social media. It isn't a

one way street that you just broadcast, broadcast, broadcast and hope that people will pay attention. You need to ask questions, listen and respond, and engage deeply with your audience to gain a following that will listen to what you have to say. Your ultimate goal is to share content that others find useful, establish yourself as a thought leader, so they will come back to you when they have any questions on any aspects of the property market. Don't be afraid to be personal as well as corporate in your tone as this makes your brand more approachable and trustworthy. Remember you are marketing to people, and people want to deal with people not brands.

STEP 9: LISTENING.

Once you've established your brand on various channels, it is likely that you'll begin to receive mentions across each of those networks. It is important that you respond to any questions you receive or mentions of your brand that can occur across social media without your knowledge.

So how do you keep up?

Simple. With social media monitoring tools. A few of the best are listed below:
<https://hootsuite.com/>
<http://socialmention.com/>

STEP 10: KEEP AT IT.

Rome wasn't built in a day as they say. All too often, businesses think that social media marketing is some fad, due to the difficulty in getting started and the time to get traction. Set dedicated time aside for marketing, and keep at it, and we promise you'll see a major difference to your website traffic, your brand, and your bottom line within 6 months. Keep creating content, build out your own website content using the links that you share, and you'll find people attracted to your business organically – the holy grail in marketing.



CANARY

Canary's HD video camera and safety sensors track everything from motion, temperature and air quality to vibration, sound, and activity to help keep you, your family and your belongings safe.

Web: www.canary.is

£123



SMARTTHINGS HUB

The SmartThings Hub and family of devices offer everything you need to start experiencing a safer, smarter home.

Web: www.smarththings.com

£185

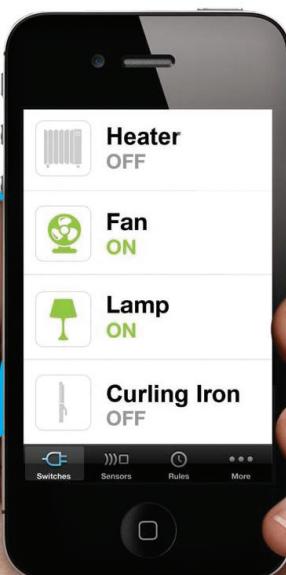


£199

NEST

Meet the next generation thermostat.

Web: www.nest.com



THE DIGITAL HOME

Connecting your home with digital technology opens doors to all possibilities...



HIVE

When it's cold, wet and soggy, switch the heating on at home using your phone, tablet or laptop. And if you have a hot water tank, you can even turn your hot water on too.

Web: www.hivehome.com



£199



GARAGEIO

Garageio is the simple and secure way to control and monitor your garage door from anywhere in the world.

Web: www.garageio.com

£92



SONOS

Sonos is a system of HiFi wireless speakers and audio components. It unites your digital music collection in one app that you control from any device. Play what you want in every room over a dedicated wireless network.

Web: www.sonos.com/system



£208

hue



PHILIPS HUE

When it comes to wireless lights, hue is about as smart as it gets. And smart lights need a smart controller. Philips created a hue smart phone app. You can't get much smarter than that.

Web: www.meethue.com

KWIKSET KEVO BLUETOOTH DEADBOLT

The Kwikset Kevo Bluetooth Deadbolt uses Bluetooth 4.0 to detect the phone in your pocket (or a fob on your keychain), then let you in with a simple touch. Your Smartphone Is Now Your Key.

Web: www.kwikset.com



£135



WIFI PLUG

WiFi Plug Socket allows you to switch electronics ON/OFF remotely. Put your devices on a 7 day schedule saving time and money whilst conserving energy.

Web: www.wifiplug.co.uk

THE POPULARITY OF HOME AUTOMATION HAS BEEN INCREASING IN RECENT YEARS DUE TO CHEAPER PRICES AND SIMPLICITY THROUGH SMARTPHONE AND TABLET CONNECTIVITY.



FIND OUT MORE ABOUT THESE PRODUCTS AND OTHERS AT HTTP://BIT.LY/04UC11

TOP APPS FOR ESTATE AGENTS

THE MOST HELPFUL APPS FROM AROUND THE GLOBE FOR BUSY ESTATE AGENTS



HOME DESIGN 3D



Offer your customer impressive realism with 3D representations of their rooms. Illustrate a simple move of furniture and fittings to maximise sale potential.

Download: <http://bit.ly/1m7upec>



LIGHTTRAC



Find the position of the sun at any time of the day for the perfect outdoor home shot.

Download: <http://bit.ly/1u0vt2j>



MAGICPLAN



MagicPlan measures your rooms and draws your floor plan just by taking pictures.

Download: <http://bit.ly/1s4BXAO>



ROOMSCAN PRO



RoomScan Pro draws floor plans all by itself - just touch each wall with your phone!

Download: <http://bit.ly/1sf3M3F>



WUNDERLIST



Wunderlist - App of the year - makes it easy to share your lists and collaborate with everyone in your life.

Download: <http://bit.ly/1bq4a6e>



MYND



Mynd is an intelligent mobile calendar and time management solution designed for busy people on the go.

Download: <http://bit.ly/1tiSk9r>



CAMCARD



Use CamCard to quickly and accurately read business cards and save to your phone.

Download: <http://bit.ly/1phOedx>



MILEBUG



Milebug gives you a simple place to keep track of your trip miles and expenses.

Download: <http://bit.ly/1qYrgMD>



CAMSCANNER



CamScanner helps you scan, store, sync and collaborate on various contents across smartphones, iPads and tablets.

Download: <http://bit.ly/1sfgb7x>



Star ratings correct at time of going to print.

FUTURE FOCUS ON MOBILE



Project Tango

A NEW WAVE OF SENSORS IN MOBILE PHONE HARDWARE ARE SET TO POTENTIALLY CHANGE HOW WE USE OUR PHONES. GOOGLE'S 'PROJECT TANGO' IS MORE THAN JUST A FANCY CODEWORD. INSTEAD, IT IS A FUNDAMENTAL CHANGE TO HOW OUR PHONES PERCEIVE SPACE, AND IT COULD BE A HUGE DEAL FOR VIRTUAL TOUR EXPERIENCES, AND HOW HOMES OF THE FUTURE ARE MARKETED ONLINE.



At the start of this year, Google announced new developments in mobile phone hardware, that makes a phone not only location aware, but now also spatially aware. Dubbed 'Project Tango' Google showcased a phone that could map its entire 3D environment in real time.

From the Google Team directly:

"Our current prototype is a 5" phone containing customized hardware and software designed to track the full 3D motion of the device, while simultaneously creating a map of the environment. These sensors allow the phone to make over a quarter million 3D measurements every second, updating its position and orientation in real-time, combining that data into a single 3D model of the space around you."

With Google Maps, Google Earth and Google Street View all focused on external spaces, the adoption and roll out of phones which can map physical

space without the complicated hardware that goes hand in hand with those products, it's not too much a stretch of the imagination to think that Google will be concentrating very heavily on internal spaces with **Project Tango**.

Apple's acquisition of PrimeSense (the makers of the 1st generation Xbox Kinect) hints that they are also working on this technology, with the end goal of integrating it into their phone as well. But phone hardware is really nothing without decent software, and the first glimpse of potential interested software vendors hints at the Estate Agent sector as being a prime candidate to take advantage of it.



3d Visualisation company Matterport (www.matterport.com) have already struck a deal with MLS Redfin in the States to provide immersive 3D virtual tours using their bespoke camera solution. Google's **Project Tango** would ultimately put the power of one of those cameras into a device at least ten times

as small, and facilitate smaller software vendors to compete with the quality of the walkthroughs that Matterport currently provide. Matterport already have a mobile app in the works for this technology and are partnering with Google on the development of the technology.

For the creation of floor plans as well, Google have already shown interest in some of the leading mobile software vendors out there that could work alongside Tango phones. Sensopia, which creates MagicPlan (an iPhone app for creating floor plans - see page 16.) have also realised its potential, and are integrating Tango into the app, which makes measuring floor dimensions extremely easy.

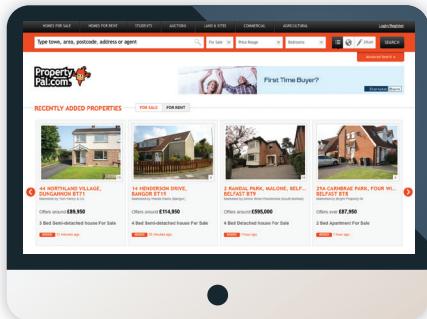
This is just the tip of the iceberg. If Google manages to get the project into the hands of the everyday Estate Agent, we will definitely see indoor 'Street View' experiences being integrated into the homes we view online.



THE PROPERTYPAL APPROACH

WHAT HAPPENS WHEN YOUR PROPERTY GETS ADDED TO PROPERTYPAL.COM?

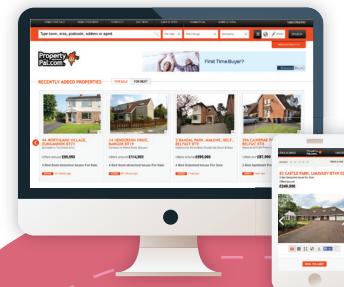
We pride ourselves on marketing your house from the minute it hits our website, right through to the moment it is sold and taken off the market. Here's a little journey of what happens as it moves through our system.



1

JUST LISTED

The first people we inform about your property are Search Engines such as **Google** and **Bing**. Your property gets listed in Google sitemaps so they can find the property quickly, and capture the traffic of people searching the web.



5

SHORTLISTS

As visitors browse the site, we provide an **easy bookmarking system in the form of shortlists**. This feature keeps users coming back to us to find the homes they love and want to either share with others or enquire about.

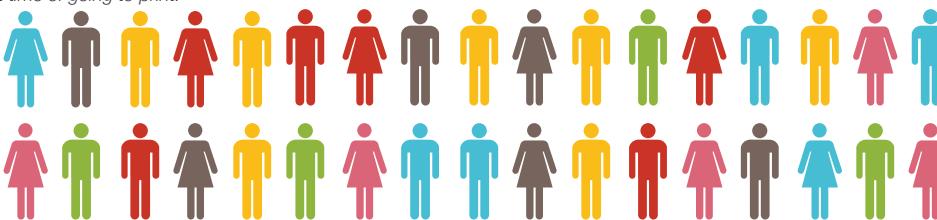


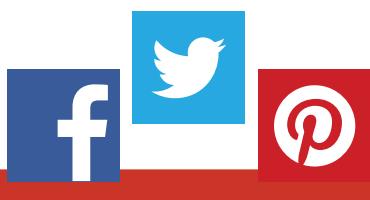
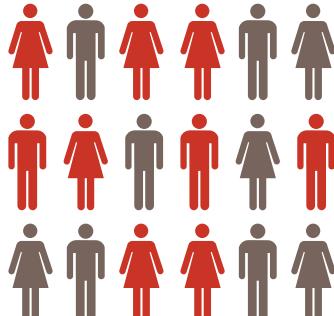
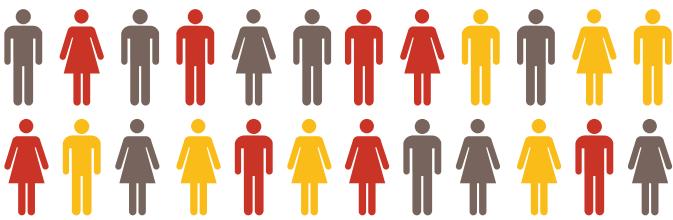
6

DIRECT TRAFFIC

With over 37,000 unique visitors every day coming to PropertyPal.com to find beautiful homes, our site has a fair amount of fans that just enjoy browsing homes on a daily basis. This in turn drives enquiries, shares and further traffic online.

Figures correct at time of going to print.





3

EMAIL ALERTS

We are big believers in pull marketing over push at PropertyPal.com, so we pay close attention to growing our subscriber base. Users who have signed up with us can optionally **save searches and receive email alerts** when new properties come onto the market or are updated. Allowing our visitors to focus on their exact criteria results in a subscriber list that is extremely targeted with active buyers. Although this happens behind closed doors (ie via email), we find it is extremely effective at driving enquiries.



2

SOCIAL MEDIA

We've built a presence from the ground up on a **variety of different platforms** to reach a wide Northern Ireland audience, we hand pick properties which are marketed with us, and share them daily with those audiences to gain additional exposure for your home.



4

ORGANIC TRAFFIC

By this point, your property is typically indexed in Google, and people are beginning to visit it organically when they search for the address.



We often find that offline marketing methods such as sign boards placed by Estate Agents, also drives online traffic as **people start to Google for addresses of properties**. We provide the simplest way to catch and convert that traffic into enquiries.

THE PERFECT LISTING

ELEVEN STEPS TO HELP YOU GET THE MOST OUT OF PROPERTYPAL

We see hundreds of properties get listed on our website every month, and combined with our internal statistics; we know the ingredients that make the perfect listing to get the best results. So, we wanted to share with you a selection of our tips on what our experience tells us works and what doesn't to help you achieve the best results.

1. USE HIGH QUALITY PHOTOS

We now support super-duper, high resolution, full quality images, so your home can really take centre stage. Take a look at our new photo gallery to see for yourself the impact that this can have on a visitor. The smaller the photo, the lower the overall impression that your home will have on a visitor, and in turn, the less likely someone will enquire about your listing.

2. QUANTITY OF PHOTOS AND VISUALS

Visitors to our site have told us time and time again, the more photos you can supply for a particular listing, the more time they will spend viewing your home and the increased likelihood that they will shortlist and share it with other people. We recommend a minimum of ten photos per property listing to give visitors the best chance of seeing exactly what they need to see. Listings with more photos consistently achieve more enquiries than those with only one or two photos. A photo per room ensures the viewer isn't wondering what's being hidden.

3. PHOTO ASPECT

To keep a consistent look and feel, our listings are designed for the first photo of the home to be "landscape" rather than "portrait" photos. This typically gives a better feel for the exterior of a home, which is where the first impressions are made. We prefer that the first photo in a listing is landscape rather than portrait to prevent photo information from being cropped in the listings.

4. PROFESSIONAL PHOTOGRAPHY

If you can afford it, professional photography is worth its weight in gold. They will ensure that adequate lighting is provided for each shot around your home, that you put your best foot forward in terms of what aspects of your home are interesting, and overall increase the number of views that your home receives.

5. PROFESSIONAL BROCHURE

Brochures can offer additional information and background on a property. A good brochure should contain information which isn't available in the listing (a good example would be the architectural detail, or historic information about the property) and be well designed to accompany the listing. Many users prefer to print detail of a property out, and a PDF brochure can provide that extra bit of impact once printed.

6. HOME STAGING

Prepping your home prior to photos being taken is an important step to



consider. We've seen beautiful home listings ruined by simply being untidy and the photos being rushed. Take the time to prepare your home, and simple steps such as adding warm lighting to a room, or fresh flowers to the kitchen table can add additional impact with your photos. There are professional services out there specifically for this part of the home sale process, and it's worth considering doing it right to achieve the results you need. It'll be money well spent when it comes around to viewing time as well.



7. DESCRIPTION

Remember that people are time poor on the web, and don't have patience for cutting through waffle. A well written description that is factual and explains the features of a property clearly is far better than one full of fancy adjectives. Talk about the features that you can't show in the photos, and use it to compliment the visuals. Keep the language simple, easy to digest and include appropriate information such as room dimensions.

8. ACCURATE LOCATION INFORMATION

We facilitate the movement of map markers for your listings, so homes can be more accurately pinpointed on map view. Another tip worth mentioning is the addition of house numbers.

These help provide search engines with more accurate location data, and other search engines such as Google utilise this information to help your property get found by active searchers.

9. SOCIAL MEDIA

If you are looking to give your property some additional exposure, consider sharing with your contacts on any social platforms that you are involved with online. The following are just some networks you may choose to use to help promote your property. When a property gains traction on some of these networks, this also helps to increase its view count on [PropertyPal.com](#)



10. YOUTUBE / VIDEO

Video walkthroughs are a great way to provide additional information and illustrate the scale and flow of your properties. They save both buyers and agent's time, with many of the features having been seen prior to an appointment. A good video should be more than just a montage of photos that are already there; it should be professionally shot and edited and provide additional focal points for the viewer to truly see what the property comprises of. A quality video will increase the length of time a viewer will spend looking at your listings on our site, and decrease the amount of time needed to make an enquiry decision.

11. GET FEATURED

Get twice the exposure of a regular listing by featuring it on [PropertyPal.com](#) – Place your property right at the top of our Search Results in your specified area, as a highly visible Featured Property.

Find out more here:

<https://www.propertypal.com/premium/featured-property>

ABC RESULTS

WE'VE MORE TRAFFIC THAN ANY OTHER PROPERTY PORTAL IN NORTHERN IRELAND!

We have had our traffic independently audited to verify our claims and leave no doubt in your mind which platform provides the best results and value for money when marketing online. The numbers have been crunched, and you can now search for us alongside our competitors on the ABC website (www.abc.org.uk).

If you are an advertiser looking for an online marketing solution for properties, then you will already know that ABC is used by professional media buyers in the UK to confirm that the advertising medium can substantiate its audience claims.



37,265 Daily Average Uniques

Period: **1 March 2014 - 31st March 2014**

Monthly Total: **720,946**

37,265 DAILY UNIQUES..HUH WHAT IS THAT?

Simply, this means the number of people who visit the site daily. In other words, if people visit the site several times a day, the above statistic only counts them once. According to Google Analytics the total number of visits (including repeat visits) per day on average is 51,286*.

*PropertyPal.com Google Analytics September 1st-30th 2014.

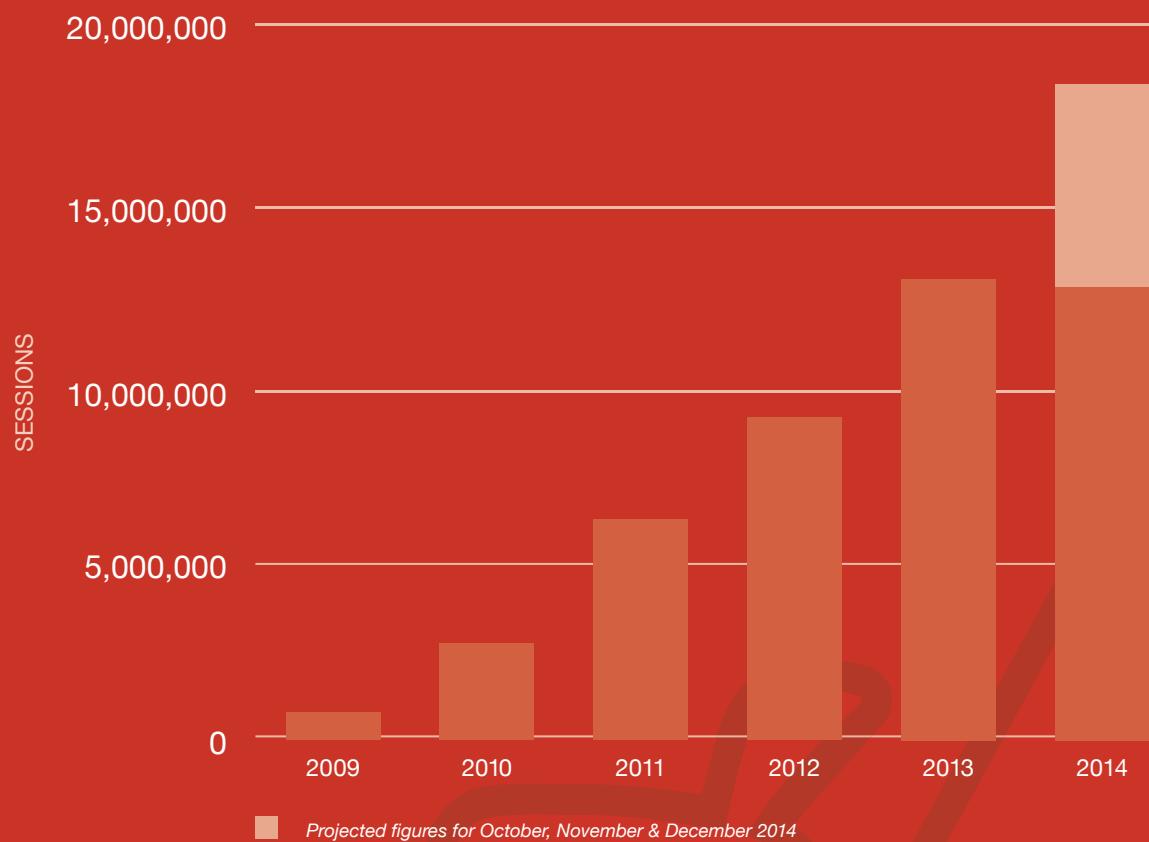
ONLINE EXPOSURE

We've provided online exposure for not only Estate Agents and properties, but also numerous local businesses previously, and have advertised a wide range of home related services.

If you are looking to advertise your brand with an established, trusted company get in touch.

Builders Surveyors Tenants Landlords
Insurance Architects Contractors
Removal Companies self build Furniture Suppliers
Estate Agents Interior Designers decorators Financial Advisors
Solicitors Mortgage Providers **painters**

PROPERTYPAL GROWTH



Visits Per Month (Sessions)

1,538,000+

Google Analytics - (September 2014)

REPUTATION MANAGEMENT



THE WEB HAS NEVER BEEN MORE OPEN. THAT BRINGS WITH IT A PARTICULAR SET OF CHALLENGES THAT AT ANY MOMENT CAN EITHER GROW YOUR BUSINESS, OR RUIN YOUR REPUTATION.

Review websites are a large part of the internet nowadays as people research businesses prior to making a purchase, and Estate Agencies are no different than any other. In fact service based businesses should pay particular attention to this trend. So how do you go about managing your business reputation online?

1. ACCEPT THAT THESE SITES AREN'T GOING ANYWHERE

Unfortunately people like to read reviews, and leave them, particularly when they feel wronged. Accepting that the web provides that window of opportunity, will put you on the best footing to managing your reputation online.

2. KNOW THE WEBSITES WHERE YOU ARE LISTED

The list of Estate Agent specific review websites continues to grow, and although

some are more focused on UK Estate Agency, undoubtedly you will find Northern Ireland brands popping up on them. Do your homework, and find out where your customers have sung your praises.

Here's a list of some of the more popular Agent Specific:

www.whichpropertyagent.co.uk
www.allagents.co.uk
www.referenceline.com
(one of the more credible sites)
www.estateagentreview.co.uk
www.theadvisory.co.uk
www.meetmyagent.co.uk
www.agentright.com
www.agent-tracker.co.uk
www.estatepropertyagents.co.uk
and sister site www.uklettingagent.co.uk

Cross Industry:

www.facebook.com
www.google.com/business/
www.freeindex.co.uk/
www.thomsonlocal.com/
www.yelp.co.uk/

Search for your brand, and take a note of all the pages your business is listed on by writing down the URLs where you are mentioned. Even if no one has yet written a review, you will want to be alerted to the fact that someone can and probably will at some point write one. Googling your 'company name' and the word 'review' will turn up some of the sites worth paying attention to.

3. SET UP SOME MONITORING

So now you have the websites where you are listed, whether in or outside of your control. The next step is to setup email alerts to let you know when those pages change. ChangeDetection.com is a great free service that lets you "watch" a webpage URL for any changes, so you can get on with running your business until such time as someone writes a review and the page changes in context. Google Alerts are another great way to see when and where your business gets a mention on the web.

At this point you'll want to either try and respond and answer the query publically. Obviously the quicker you respond to someone the more proactive you've become which has the added benefit of in some instances disarming the complaint.

4. MONITOR SOCIAL MEDIA

Reviews don't always have to come on websites. Social media platforms such as Facebook and Twitter are often where the fires start, so monitoring for brand mentions on those platforms is a worthwhile exercise in reputation management too. There are many, many tools for social media monitoring available on the web. ([Socialmention.com](#) and [Hootsuite.com](#) are two great tools that we personally use, but Googling will turn up others).

5. RESPOND QUICKLY, POLITELY, AND WITH THE FACTS

Many businesses get defensive when responding to bad reviews and that's 100% the wrong thing to do. Remember that your response will be there for the rest of the web to see, so calmly answer the query and where possible excel in your response.

There are two schools of thought on this:

1. Either offer to contact the complainant offline or via email where communication is conducted behind closed doors.

OR
2. Excel in the response you make and go above and beyond with your level of service so it is visible for the world to see, and demonstrates your commitment to customer service in a public forum.

In the majority of cases, the PR win from doing things well publically is the way to go.

6. SOLICIT REVIEWS FROM HAPPY CUSTOMERS

Commit to being open and encourage reviews from happy customers. The only way to cancel out negative reviews is to have more positive ones.

Positive reviews can improve conversion rates on websites by as much as 20%, and you can choose to either embrace reviews, or ignore them. Implementing solutions such as "[Loudervoice.com](#)" or allowing open comments on a reviews page is an easy way to get your customers talking when you do a good job. Encourage staff to ask customers for reviews when they have successfully completed a sale. Some businesses get review cards printed up letting vendors know where they can leave positive feedback.

7. SHOWCASE POSITIVE REVIEWS

Using the positive feedback you have already acquired from customers as new content for the web is a quick win. You can put these on your own website and/or as part of your overall social media message. This will provide reinforcement that you are a trustworthy brand to do business with. There may also be opportunities to use that content on other third party websites as well.

8. IMPLEMENT A COMPLAINTS PROCEDURE

A complaints procedure documents just how you handle complaints to your customers. If you are a member of the Property Ombudsman, they have a lot of information on their website about implementing a complaints procedure. Don't forget to train your staff on the protocol as well.

Make it clear to customers that you take complaints seriously. Be approachable and deal with problems when they occur, in order to prevent 'revenge' reviews later.

Unfortunately it's unlikely that you'll never get a negative review, but if you do the above at least it will be easier for you to put it in context, and for customers searching for your business to see how you approach those problems.

The real key to reputation management is to continually have your finger on the pulse on as many channels online as is feasible without interruption to your business. Hopefully using some of the tools and techniques mentioned here will allow you to successfully navigate the somewhat unpredictable nature of the web and customer opinion.



34% HAVE TURNED TO SOCIAL MEDIA TO AIR THEIR FEELINGS ABOUT A COMPANY. 26% TO EXPRESS DISSATISFACTION, 23% TO SHARE COMPANIES OR PRODUCTS THEY LIKE.

Harris Poll, April 2010



WHY IS THE SOLICITOR SO SLOW?

AN OVERVIEW OF CONVEYANCING ISSUES



As many agents are all too aware, the role of the solicitor is central to the whole transaction and fundamentally conveyancing IS the house moving process.

It's a shame, then, that the lines of communication between agent and solicitor (and client) can sometimes be less than ideal, with the result that the whole experience ends up unnecessarily frustrating for all parties, and especially the client.

This article looks at some of the issues that solicitors face in conveyancing cases, and why some cases take longer than expected to complete.

CONVEYANCING WORKS BETTER WHEN IT'S DONE BY A SPECIALIST CONVEYANCING SOLICITOR.

First things first. The elephant in the room is that some solicitors do conveyancing better than others. I'm not an expert in litigation, or family law, or criminal law, so I don't undertake

that area of work (I employ solicitors who do!). Many solicitors, however, still think that they can undertake conveyancing as well as their own speciality, therefore when you telephone to speak to them, they're at a site inspection, or at court, or at a police interview.

Actually, lenders have started to realise that as well, hence the decision in the last 18 months to remove from their panels solicitors who don't do a lot of cases, and are therefore seen as more of a risk.

It's therefore important that the purchaser ascertains from the outset that their chosen solicitor is actually a member of their lender's panel!

MORTGAGES ARE A PROBLEM AND CAN SLOW THINGS DOWN.

The legal profession throughout the UK but especially in Northern Ireland sits cowering beneath the altar in a crouching position waiting to be sued by every lender who has made a loss on a property in the last 5 years - and that's a lot of lenders.



THE ELEPHANT IN THE ROOM IS THAT SOME SOLICITORS DO CONVEYANCING BETTER THAN OTHERS.



In fact, such is the concern about this within the industry, the Northern Ireland legal profession is presently having a debate about separate representation, where the lender instructs their own solicitor to act, and the borrower has to use a different solicitor. Those agents who have experienced a case where HSBC are the lender will readily appreciate the delay that a third solicitor being involved in the transaction can cause. In the face of ongoing arbitrary and opportunistic professional negligence claims from lenders against numerous solicitors across Northern Ireland, there is very real prospect that separate representation for all cases will happen. That will really cause clients and agents to ask why the solicitors are even slower!

The bottom line is that if the purchaser is obtaining a mortgage, the solicitor must spend significant time to ensure that every single requirement of the lender is met, and this is where a specialist conveyancing solicitor will have a definite advantage over a more generalised practitioner who will find it difficult to keep themselves updated on the latest requirements.

THE AGENT CAN REALLY ASSIST THE PROCESS BY IDENTIFYING THE ISSUES EARLY ON.

Different cases bring different issues, and it is here that the agent can really assist in moving the process on. You, the agent, are our early warning system. Because you view the property initially, you are uniquely placed to identify certain features of the property that are going to cause delays at a later stage. Fabulous extension? The vendor is going to have to provide planning

permission and building control approvals. Property in the countryside? Does that septic tank have a valid consent to discharge effluent? Are the soakaways within the property boundaries? Is there a right of way over that farmer's laneway? The solicitor is going to ask about all of these things in due course, but if the agent can advise the vendor at that point that they're going to be required, it should be possible to avoid much of the delay later on when these sorts of things are discovered. Encourage a relationship with a trusted solicitor and encourage opportunities for training agents on key things to look out for and changes in the law.

In summary, many delays in conveyancing are unavoidable. Where that it is the case, it is essential that solicitors, agents and clients communicate clearly in order that achievable timescales can be agreed. Many delays are avoidable. Identifying the issues early is essential, and the agent plays an important and indispensable role here. The other factor is the choice of solicitor. A specialist conveyancing solicitor (not, I hasten to add, an unqualified para-legal) will offer the capacity, processes and experience required to achieve completion in the shortest possible time, whilst protecting the interest of the client and meeting the lender's requirements at the same time.



Philip Armstrong

Director,
Armstrong Solicitors

ABOUT US

We're passionate about wanting to do the best possible job for our clients. Law is tough, it's complex, and it's hard to access. We can't change the law, but we can change the way that you experience it. Our goal is to ensure that the legal process isn't the part of your life that demands the most time, commitment and expense.

WHY USE US?

- ✓ We're open **6 days a week**.
- ✓ We cover **all of Northern Ireland**.
- ✓ We hold **LEXCEL practice management accreditation**.
- ✓ We're **100% para-legal free!** Every case is overseen by a **qualified solicitor**.
- ✓ We're a combination of **personal solicitor service** and the **latest technology** results allows us to be more cost-effective and minimises delay.
- ✓ We're **members** of the Law Society of Northern Ireland Home Charter Scheme.
- ✓ We're **members** of all major lending panels and NI Co-Ownership Housing Association Ltd panel.
- ✓ We're **Regulated** by the Law Society of Northern Ireland.

CONTACT US

028 90 855 955

admin@armstrongsolicitors.com

FINDING MORE LANDLORDS

OFTEN ONE OF THE CHALLENGING ASPECTS OF A LETTING AGENCY BUSINESS IS FINDING MORE LANDLORDS, AND GROWING YOUR STOCK LEVELS.

Portals play an important role in getting tenants into properties, but what about actually finding the stock in the first place? Unfortunately Landlords don't walk around with a sign over their head, nor do many talk about it in public. It follows then that you need to get creative in your pursuits to reach that audience.

We've explored a few ideas for finding those all-important private Landlords, and persuading them that Letting Agent services are worth the money.

1. THINK LIKE A PRIVATE LANDLORD

Getting into the mind-set of a Landlord is one of the best ways to reach them with your marketing message. There are basically two types of Landlord, the Property Investor, and the Accidental Landlord. Both of these audience types have different needs, so initially let's have a think about what some of those are:

1. PROPERTY INVESTOR

- a. Looking for new investment properties
- b. Needs to know rental yield of properties quickly

- c. Needs to understand all the expenses, Stamp Duty, Rates, etc.
- d. Wants access to properties quickly when they hit the market
- e. Uses portals to find properties
- f. Higher volume of properties on their books

2. ACCIDENTAL LANDLORD

- a. More risk averse than a Property Investor
- b. Potentially doesn't know the law surrounding property
- c. Often make more mistakes in renting privately

- d.** Will generally be asking questions online to typical queries
- e.** May have only one property
- f.** May be actively seeking help from a Letting Agent!

You can of course ask some of your existing clients what the main challenges are that they face when searching for properties or when they first discovered that they were an Accidental Landlord. Working out how your website can serve those needs is an interesting way to build your business.

2. CREATE CONTENT THAT SATISFIES THEIR NEEDS

You can see straight away that certain patterns are emerging here where you can become the answers to those questions, and indeed build out content on your website that will organically attract Landlords.

Running out of ideas for fresh content? There are plenty of Landlord forums on the web with a wealth of information that can provide insight into:

- 1. What questions you need to be answering,**
- and
- 2. How those questions are phrased**

For example, a quick browse through websites such as Landlord Zone (www.Landlordzone.co.uk) turned up queries such as:

Should I use a personal bank account for a buy to let portfolio?

I am looking to rent to students and someone suggested that they pay upfront for the term out of their student loan. How common is this?

A neighbour near my rental property with good DIY skills has just done a

small job replacing a wooden gate & fence. I have paid him in cash as he is not self employed. The amount is less than £150, can I get him to sign a receipt & include it on my tax return?

You may choose to make your website work harder for you by soliciting queries on a page that doesn't fulfil a user's needs. For example, if you have a list of frequently asked questions by Landlords, why not offer the ability to email you a question that you can answer publically on your website? This is a win win situation. Firstly, you get the opportunity to demonstrate your experience and professionalism directly to the Landlord. Secondly, you get new content that can be displayed publically on your website for others and generate additional traffic. That's just the tip of the iceberg.

The more content you can build out on your website, the more chance of turning up on Google searches when Landlords turn to the web. Spend some time brainstorming on the content that will attract Landlords and answer their queries. You can also add any contact you do manage to make as a lead to your database.

3. CONSIDER WHERE AND HOW TO ADVERTISE

We already know that a fair number of Landlords search portals such as ourselves looking for new opportunities. We offer custom advertising solutions to capture that market, and can display your advert on properties which are only in certain areas within Northern Ireland, or on properties at a certain value. This provides an extremely targeted audience, so you aren't wasting money targeting an audience you can't convert. Landlords typically buy in an area familiar to them, for the convenience of maintenance etc.

Making yourself known to be a major player in that area is a smart move when trying to win new business.

Other ways to make that happen is good old fashioned PR, such as advertorials where you discuss the state of the rental market in your area, and property rental hot spots that are on the up.

4. GET YOUR DATABASE ORGANISED

Every well organised business needs its customer base at its fingertips. Whether you are planning a mailshot, email marketing or simply cold calling leads, the first thing you need to do is to find software to manage your database. Building it over time may involve creative thinking in the first instance however.



1. FIND APPROPRIATE SOFTWARE

We are big fans internally of **Highrise** (www.highrisehq.com) and **InfusionSoft** (www.infusionsoft.com).

These databases allow you to categorise your customer base and contacts easily, and integrate with other mailing list software such as **Mailchimp** (www.mailchimp.com) for email marketing.

2. BUILD YOUR DATABASE

Remember, you have a lot of insider information at your fingertips for the micro area that you focus within. For example, you'll know what properties are already in high demand (high demand in an area means quicker turnarounds for an investor concerned about void periods). It is relatively easy to publish that information on your website regularly in exchange for an email address. You may have 101 other ideas for content that you can use as "*Landlord bait*", that's just one way to start to build a database of Landlords.

3. CONSIDER PURCHASING DATA

If you are just setting out, buying in a database that you can target isn't a bad plan either. Look for a data guarantee, talk directly with a sales person and see whether you can see a sample of the data, this will help avoid any pitfalls. Remember you are going to want to target Northern Ireland data only, so unless the data provides ways of filtering that out, it is probably going to be a waste of time.

4. COMMIT TO SEO

One of the first things a hot Landlord lead will do, is try and source a Letting Agent from the web. Imagine that they have just had enough of managing things themselves, and are not sure which Letting Agent to turn to. Chasing "*Letting Agent in placename*" terms on Google is an obvious no brainer. If you are just getting established, then paid search (Google Adwords campaigns) is a good way to get your name up there quickly. If you haven't yet got a significant advertising budget, or aren't just ready yet here's a quick win plan for helping you rank for "*Letting Agency placename*".

1. Build a page on your website dedicated to Landlord capture.
2. Ask your web developer to put it on a URL which contains your terms.

5. Provide a capture form to either phone them back, email them, or offer a free PDF on Landlord advice or pitfalls. Whatever you decide, make a large call to action button that will convert the traffic that lands on that page.

6. Link elsewhere on your website to this page with the link text "*Letting Agents placename*"
7. Setup a Google Adsense campaign directly to this page targeting your location and audience profile.
8. Find third party websites that may be interested in the content you have provided.

If you continue to work at it, and build a content resource that Landlords find useful, you'll be rewarded with organic links, and improved rankings from around the web.

5. IDENTIFY YOUR USP

Competing for business is difficult, being unique is easy. Identifying your USP (Unique Selling Position) is a simple way to win business from your competitors and provides a marketing angle that will naturally attract Landlords. For example, you may be able to out perform the competition by doing more regular inspections or providing guaranteed rents during void periods.

For example:

[www.domainname.com/
letting-agents-placename](http://www.domainname.com/letting-agents-placename)

or

[www.domainname.com/
placename/letting-agents](http://www.domainname.com/placename/letting-agents)

3. Write at least 500 words of copy about why you are the primary choice for Landlords in that area.
4. Forget about navigation or other links. Focus on the end goal, Landlord detail capture.

Overall, the practise of finding Landlords that turn to you time and time again is fundamentally about brand, trust, expertise and creativity.

Hopefully some of the above will spark your own creative thinking online.



PROPERTYPAL PRODUCTS



AS WELL AS BEING A PROPERTY PORTAL, WE OFFER A NUMBER OF OTHER DIGITAL SOLUTIONS THAT YOU MAY OR MAY NOT BE AWARE OF.

AGENT WEBSITES

Take your Estate Agency to the next level online.

We firmly believe our agent microsites are the very best in the marketplace. Utilising all of the search technology that you've come to expect from **PropertyPal.com**, we can power microsites that not only perform in excess of the competition in terms of property search, but also outperform them in terms of search engine positions. All of the features that



you need to run your Estate Agency business online are available, with a variety of packages to suit all budgets.

Fantastic Design and Visuals

We want you to look your best, so our dedicated team can work closely with you to bring your ideas to life with some of the best looking websites in the industry.

Tried and Tested Search Technology (Punches well above it's weight)

We use the same search technology

for our agent websites as you find on **PropertyPal.com**, helping your visitors find your properties every time.

Affordable

(With no corners cut)

We can offer you best in breed technology at affordable prices - because this is our focus, all day every day. Not only that, but our pricing structure is flexible enough to meet your demands no matter what your budget.

Friendly Approachable

Support Team

(Without the mumbo jumbo)

We want to make your experience an awesome one, so we've grown our dedicated support team to help you with any queries you may have - whether it's getting additional content onto your site or finding that lost email, we can help.

Features:

- Property Search Engine Technology
- Unlimited Property Pages e.g. Sales, Rentals, New Homes
- Unlimited Property Uploads
- Email Alerts, Saved Searches, Integrated Login
- Dedicated Shortlists
- Website Hosting
- Domains

Optional Extras:

- Full Content Management System for Blogs and Pages
- New Draw a Search Feature
- Mobile ready
- Map Search
- Enhanced SEO Performance
- Information Forms
- Email Hosting



BESPOKE LOGO DESIGN

Separate your business from the crowd.

Whether you are just getting started, or are in need of a fresh new approach, we understand that in a competitive market such as Estate Agency, your brand is everything.



Our design team can provide your business with a logo design that perfectly reflects your company culture, ethos and values.



STATIONERY DESIGN



Provide consistent branding throughout your business communication.

The key to successful branding is its consistent application across all of your marketing communication with customers.

Using new or existing branding provided by you, our team can help establish you as a serious player in the market with crisp, clear professional stationery design that puts your best foot forward throughout all your business communication.

FOR SALE / TO LET BOARDS



Professional board design

As the cornerstone of your visual identity, it's imperative your sign boards grab attention, to help define and consolidate your presence in the marketplace. Our team have years of experience creating eye catching, fresh and innovative designs for national networks to local independent Estate Agents, that are sure to make you stand out from the crowd at a competitive price.

the ground up, to make your life easier, so enter it once, and print perfect professional brochures for your own clients at your leisure!

There are a selection of templates available, and you can customise basic elements around the layout and design, even better if you avail of our website product as well, your customers can download them directly from your website.

Take our 30 day free trial to find out just how much more productive your business could be.



BROCHURES AND RENTAL LISTS



Print perfect brochures. Every time.

Wave goodbye to duplication of effort. We've built our brochure product from

SEARCH ENGINE OPTIMISATION



Helping you grow with seo.

SEO is an art form in itself, and we not only build sites that take best practice into consideration, but we also have a dedicated in-house team to dot the i's and cross the t's before your site

goes live. Each and every site we build has been fully optimised meaning you get the optimum results from your website without spending a fortune getting found. We've also got options for more advanced SEO taking the recent trend of social media and video into consideration.

HERE'S SOME OF WHAT WE DO:

Create Sitemaps: Google uses these to spider ALL of your content, helping to get all of your pages into their index and driving more traffic overall.

Write Meta Titles: Titles of your page help your website to rank for particular phrases, AND encourage human visitors to click through from Google's search results.

Write Meta Descriptions: Whilst meta descriptions don't have any bearing on ranking, we'll make sure they are an appropriate length and encourage more traffic to click on your Google search listing.

Write Appropriate Headings: Headings offer an introduction to your page, and a good opportunity for Google to figure out what keywords that page should appear for. We'll align your site goals with these Headings.

Submit Webmaster Tools: As part of our holistic approach to marketing, we'll submit your site to Google's Webmaster Tools help centre, and to Bing Webmaster Tools both to alert you on any performance issues, and to spot any problems early.

Add Microformats (Addresses): We'll markup your location information with Google Microformats to help Google pinpoint your business, and appear for more local searches.

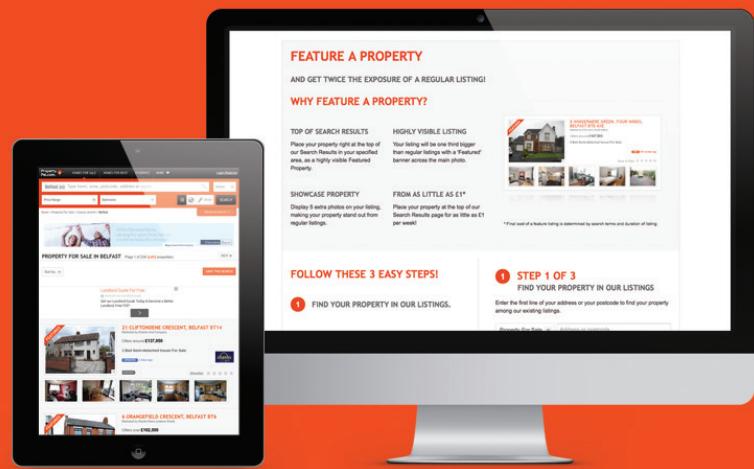
Create Robots.txt: This file gives Google guidelines on what to crawl, and what not to, we'll create it to block content which doesn't need indexed, and to give Google information on where to find your sitemap.

Add Google Analytics: To facilitate reporting on your website performance, we'll setup Google Analytics, and track your visitors with on demand reports.

FEATURE A PROPERTY



TURBO BOOST YOUR LISTING, BY PAYING FOR A FEATURED PROPERTY.



WHY FEATURE A PROPERTY?

Place your property right at the top of our search results in your specified area. A highly visible Featured Property can be purchased from as little as £1 per week!

If you're selling or renting why not drive additional traffic and exposure to your property by featuring it at the top of the search results on **PropertyPal.com**.

It's an easy and cost effective way of promoting your property and you're in complete control.

FIND OUT MORE

Find out about the numerous benefits and how to avail of our featured property solution here:

<https://www.propertypal.com/premium/featured-property>

PROPERTYPAL SWAG BAG



WE PROVIDE A VARIETY OF USEFUL GOODIES TO LET YOUR CUSTOMERS KNOW THAT YOU ARE USING NORTHERN IRELAND'S BUSIEST PROPERTY WEBSITE TO MARKET THEIR HOME*. BEST OF ALL THEY ARE FREE! HERE'S A LITTLE TASTER:

MUGS



COASTERS



MOUSE MATS



PEN POTS & PENS



POST-IT NOTES



WINDOW STICKERS

We list our properties on...



*See our ABC Results on page 22.





www.propertypal.com 028 90 18 33 44 help@propertypal.com