



VENDOR & LANDLORD LEAD
GENERATION FOR AGENTS

Services Brochure



About The Network

The ValPal Network now represents **more than 800 agency brands** with **over 4,000 offices**. We provide the market's leading instant online valuation tool which helps agents to convert their website traffic into leads and enquiries.

What's included in your membership:



ValPal

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On top of this, we provide our members with numerous other services which help them to generate more revenue, nurture their existing leads and improve their overall marketing strategy. We also partner with some of the industry's best suppliers to offer discounts and special offers to our members.

Additional Services:



ChatPal

The AI Vendor & Landlord Lead Generator
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MovePal

The Automated Revenue and Nurture System
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PortalPal

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DesignPal

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Marketing Services:



Social Media Marketing

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Content Marketing

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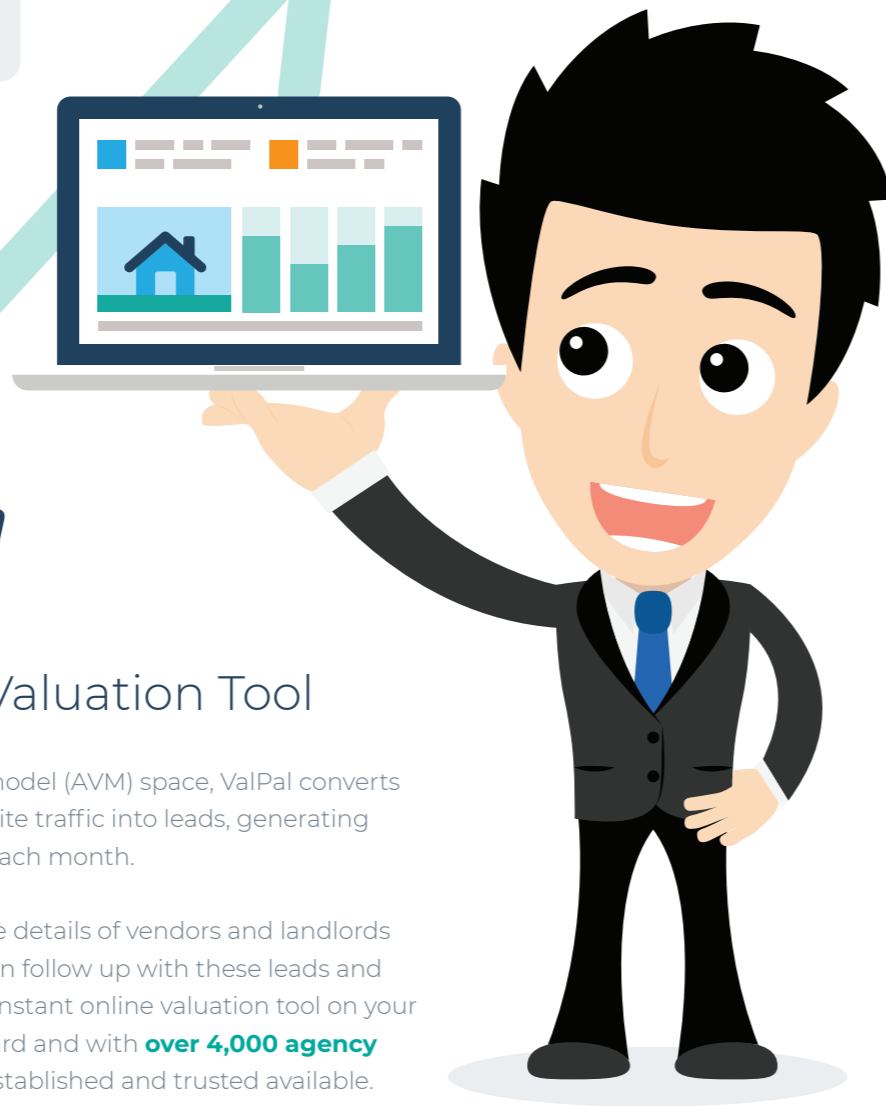


The Instant Online Valuation Tool

A pioneer in the automated valuation model (AVM) space, ValPal converts estate and letting agents' existing website traffic into leads, generating thousands of opportunities for agents each month.

The ValPal tool allows you to capture the details of vendors and landlords visiting your website; your team can then follow up with these leads and offer a full market appraisal. Having an instant online valuation tool on your website has become an industry standard and with **over 4,000 agency branches using ValPal**, it is the most established and trusted available.

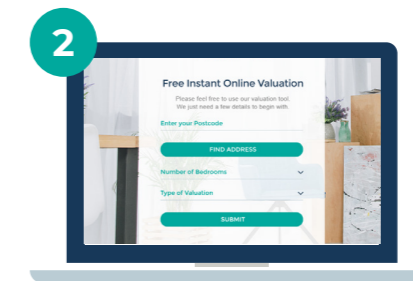
You can see just how many leads we're generating for agents on our [data insight page](#). You can also see how many leads have been generated in your postcode with our [interactive calculator](#).



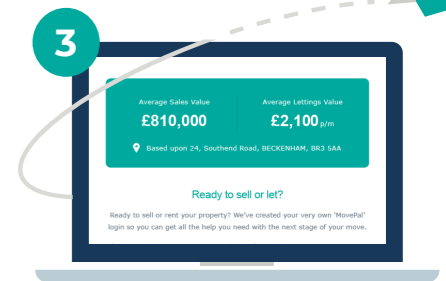
How the valuation tool works with your site:



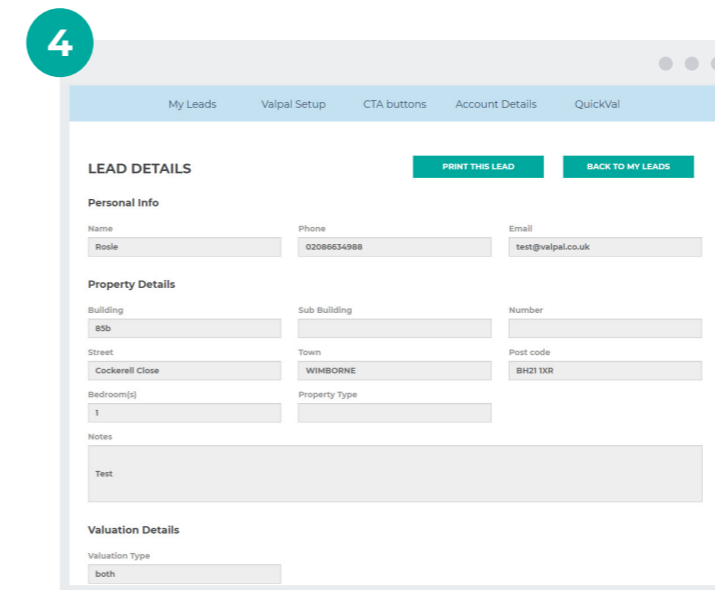
The valuation tool is placed on an agent's website with a button on the homepage pointing visitors in the direction of a Free Instant Online Valuation.



The user fills in the property details along with a contact form to receive the valuation to their inbox.



When the valuation is generated those details get captured and fired over to the agent as a new lead.



Members of The ValPal Network get access to their own user area where they can manage leads that have been captured and decide where those leads are sent, to based on which locations they cover.

You can also use this online portal to set up the tool and customize the look and feel by choosing from a variety of different styles and templates, ensuring the valuation tool blends seamlessly with your existing brand.

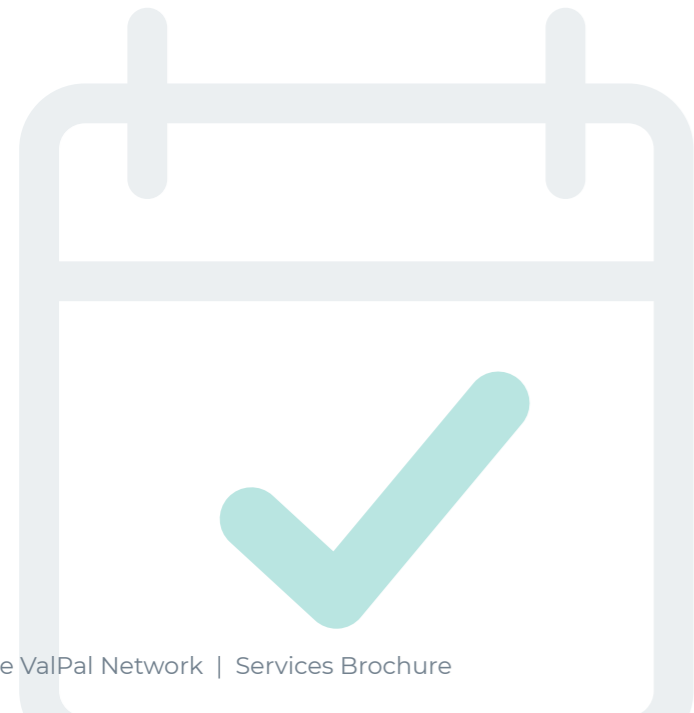
To get a first-hand look at how it works, you can go to www.valpal.co.uk and [take the test drive right now!](#)

The Online MA Booking Calendar

It can be difficult to effectively prioritise ValPal leads. These are consumers who have opted for a free instant online valuation, rather than contacting an agent directly to book in a market appraisal, so it's safe to assume that a percentage of them will be slightly earlier in the property journey.


The MA booking calendar is a plug-in for the ValPal tool that allows more serious vendors and landlords to book in an MA with the agent once they've received their online valuation. It is fired across to the agent as a hot lead, allowing you to prioritise and follow up with the prospective client immediately.

Currently around 11% of consumers using the ValPal tool use the MA booking calendar nationwide, so this is an invaluable addition to the tool.



Thank you for using our instant, online valuation tool. I'm just a robot so cannot see the uniqueness of your property.

To book a face to face valuation so our team can give you a clearer indication of how much your home is worth please click below


Select your preferred Day 

AM PM

BOOK A FACE TO FACE VALUATION

Thank you for using our instant, online valuation tool. I'm just a robot so cannot see the uniqueness of your property.

To book a face to face valuation so our team can give you a clearer indication of how much your home is worth please click below

Select your preferred Day 

June 2018 »

Mo	Tu	We	Th	Fr	Sa	Su
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

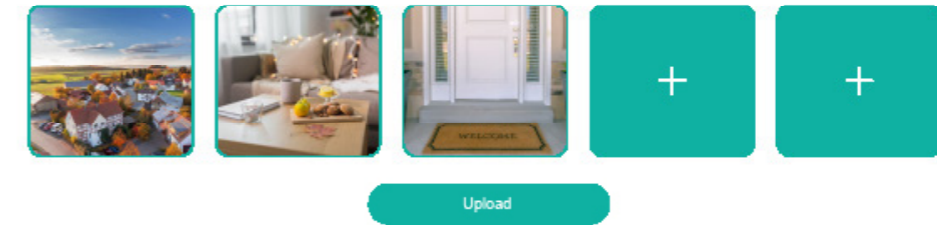
MINIMUM VALUE
£600,300

AVERAGE VALUE

The Photo Upload Feature

Vendors and landlords are able to upload images of their property so that you can complete a remote valuation or even arrange a virtual valuation.

The Photo Upload feature is on the results page of the ValPal tool journey; vendors and landlords who utilise this feature show an increased level of interest. Therefore, this feature allows you to prioritise hot leads and offer virtual valuations to get more business.

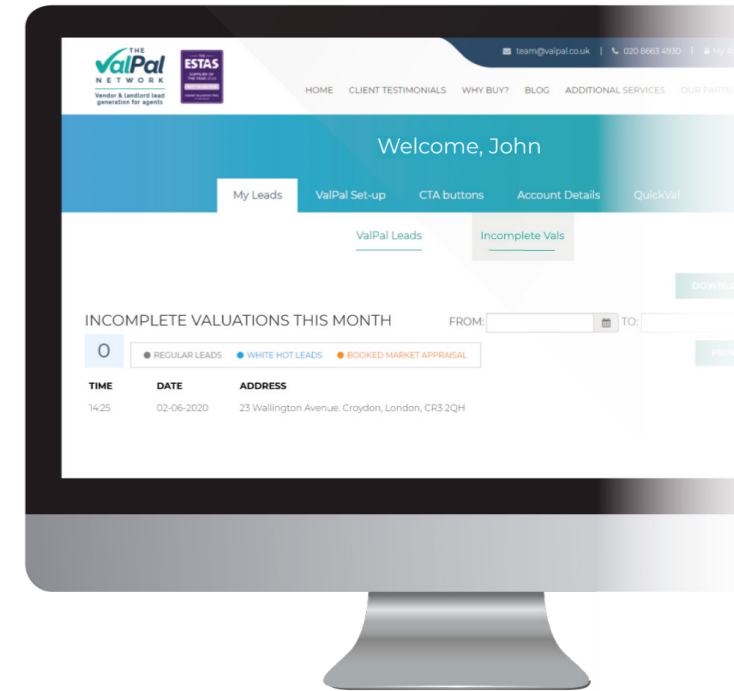


Incomplete Valuation Data

This feature focuses on maximising your potential revenue from ValPal and getting you more leads than ever before!

This smart little feature will record the property details of anyone that fills in their property address on your ValPal tool, but doesn't go on to give their full contact details. The property address then gets sent straight to you.

This means more leads to follow up with and more addresses for you to market to via direct mail, leaflet/newsletter campaigns or good old-fashioned door knocking.



The Dashboard

Each member of The ValPal Network gets their own login to The ValPal Network dashboard where you can make changes to your products at any time, see reports and download leads. You can even use it as a CRM, with the ability to update lead statuses so the whole team knows the outcome of each lead.

Full training of the dashboard is provided during your initial onboarding call but if you ever get stuck or need help, simply pop us a call or an email and we'll be happy to help!



Ongoing training & support

As a member of The ValPal Network, you're also entitled to join free weekly training webinars and receive ongoing marketing consultancy from our experts at no extra cost. Whether you need help with on-boarding, managing leads or setting up sub-domains, our team will be on hand to help you breeze through the process as efficiently as possible.

All of these features are designed to help you get the most out of your marketing spend, generate more leads and take on more instructions. If you consider all of the valuable extras available to members of The ValPal Network for free, it is certainly the most cost-effective option on the market.



QUICKVAL

Enter your postcode

FIND ADDRESS

Type of Valuation

Sales Valuation

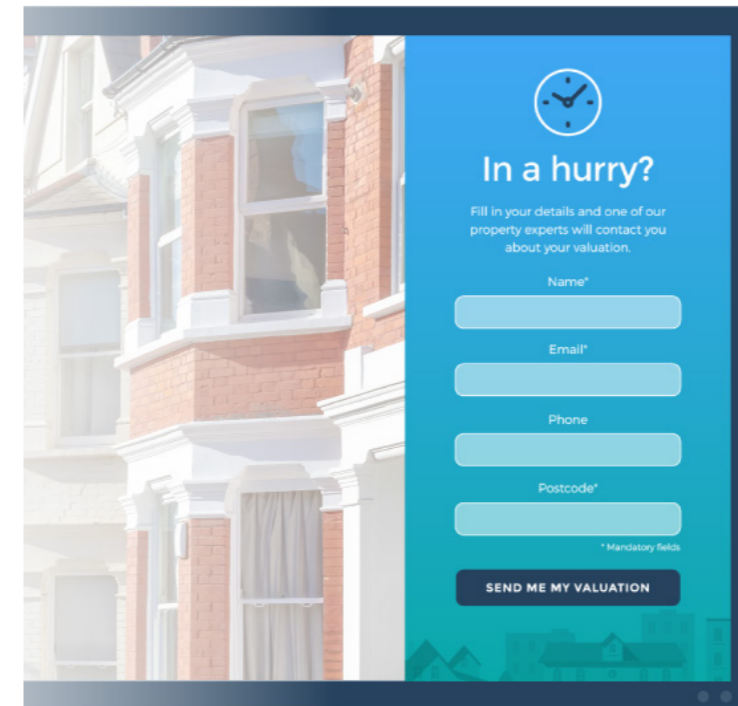
GET MY VALUATION

Powered by **THE ValPal NETWORK**

The Quick Agent Valuation Tool

Being an estate agent has to be one of the busiest professions. Running from viewing to valuation can sometimes leave an agent unable to prepare.

In the dashboard of the ValPal tool, is a feature which provides a quick online property valuation for agents on the move. If the consumer had previously used an AVM to value their property, the agent might be going to the valuation blind, but with this feature, they are free to check on the move.

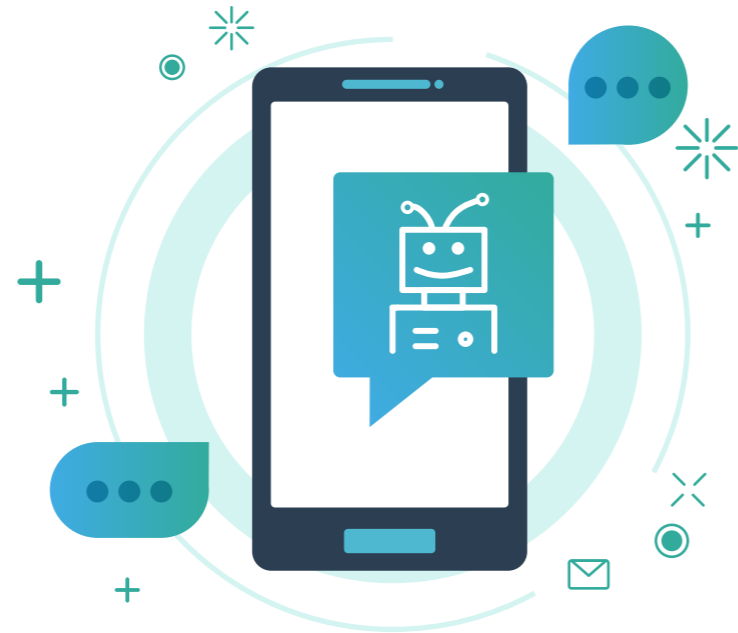


Before-you-go Sliders

While driving traffic to your ValPal tool is a great way of converting leads, some consumers are going to bounce off of the page before they fill out the tool. To combat this, we've designed a slider which appears when a consumer attempts to close the tab or come away from the page, prompting them to fill in their details before they leave.

This will ultimately improve the rate at which your traffic is converting and is available on a more bespoke basis for the rest of your website. Try asking people to sign up to your newsletter before they go or download a free seller's guide. This way you can capture their details for when they are ready to sell or let.

ChatPal



The Chatbot Lead Capture Facility

Converting website traffic into leads is all-important to estate and letting agents. After all, you have paid for this traffic through marketing, so why not capture as many visitors' details as possible? As well as offering free instant online valuations to prospects, you can now engage with these potential clients via the chatbot.

Our chatbot targets vendors, landlords and buyers using predesigned scripts to cover any given scenario and converts vendor and landlord traffic into leads for the agent to follow up with.

Unique to The ValPal Network, ChatPal specifically targets vendors and landlords by asking "Are you thinking of selling or letting your property" to deter tenants from using the facility.

ChatPal will still talk to buyers, as we know over a third of buyers are also looking to sell. This targeted approach will improve your chances of increasing the conversion rate of enquiries and generating high-quality leads.

The script behind ChatPal is written solely to capture contact details, giving your team more leads to follow up with. ChatPal is available for a small, fixed monthly payment for unlimited leads.

MovePal



The Automated Revenue and Nurture System

MovePal is a two-part product designed to nurture your ValPal leads and increase conversion rates, generate you additional sources of income through referrals on additional moving services, e.g. mortgages, conveyancing, utilities etc., and keep prospective clients engaged with your brand by continually driving them to a unique "home moving hub" where they can find everything they need for a successful move.

Phase One of MovePal is available now to members - we have worked with Sam Ashdown to create an email nurture journey for your ValPal leads designed to keep them engaged with your

brand, educate them on how to get the most out of their property sale and generate additional services leads for you to pass on to your mortgage/conveyancing partners. We will be testing the journey and improving it with your feedback, ready for Phase Two of MovePal; The Home Moving Hub.

MovePal will ensure that your brand is regularly engaging with the consumer, so that even if they never list a property with you, you still have the chance to make money from them.

PortalPal

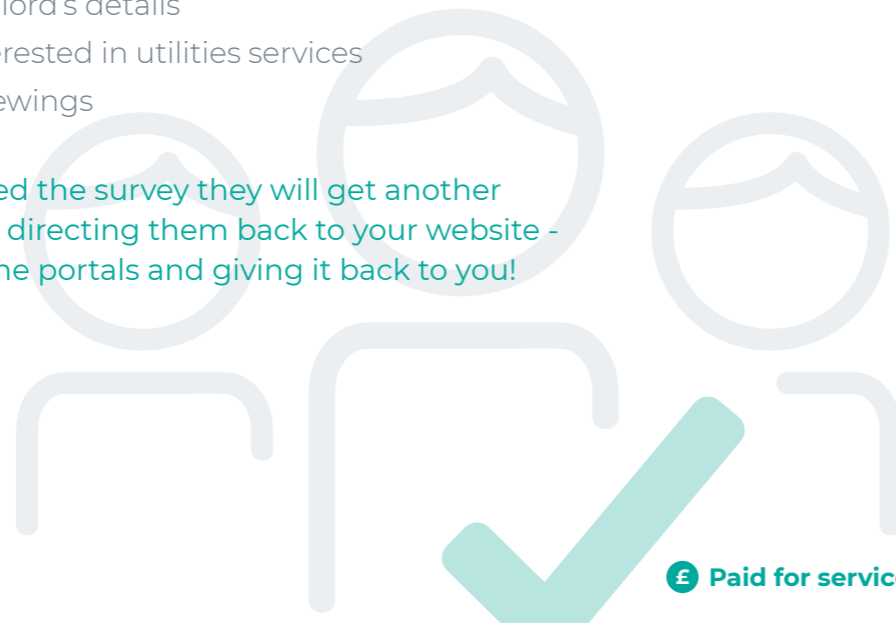
The Time Saving Lead Qualifier

PortalPal will intercept your portal leads and pre-qualify them by asking all the questions every top negotiator knows to ask. It will also add to your bottom line through referral leads such as mortgages, conveyancing etc. and uncover potential vendors and landlords, meaning you will have the opportunity to build revenue even if you never sell or rent to that person.

The consumer is pinged an instant auto-response email and directed to a survey to progress their enquiry. In the survey, as well as pre-qualifying the lead and identifying further vendor, landlord and referral leads, the consumer will also be able to book in a viewing for the property online and if they have indicated that they have a property to sell or rent, they will also be able to book in a face-to-face market appraisal or get an instant online valuation.

- ✓ Asking if a buyer is interested in hearing about mortgages
- ✓ Asking if a buyer is also selling
- ✓ Asking a tenant for their landlord's details
- ✓ Asking a tenant if they're interested in utilities services
- ✓ Asking their availability for viewings

Once the applicant has completed the survey they will get another email branded to you, the agent, directing them back to your website - essentially stealing traffic from the portals and giving it back to you!



£ Paid for service

The Out of Area Lead Sharing Programme

From time to time, agents generate leads from postcodes outside of their operating area that they just cannot service.

The out of area lead programme uses the power of the network to give you an advantage in your area. If you opt in, you are opting in to receive free, unique additional leads from over 4,000 other branches across the country.

The out of area lead programme automatically identifies a lead that has been generated outside an agent's defined postcode territory and reallocates it to another ValPal Network member agent working in the correct location - this means more leads for you that you otherwise wouldn't have received.

In other words, this means more leads for all members of The Valpal Network, leaving no lead left uncontacted.

To sign up, simply send a .csv file of all the postcodes you want to receive leads for and the recipient email address to support@valpal.co.uk



DesignPal

The Trusted Marketing Design Suite

DesignPal is the next evolution of the ValPal Booster Pack. Choose from a range of templated, low-cost marketing materials to drive additional traffic to the ValPal tool. We cover everything from printable leaflets and window cards to emails and portal banners.

Our in-house team of brilliant designers are also able to produce bespoke design work for members who are looking to give their business a push. Whether you're looking to produce a company brochure showcasing your USPs, or promote a new service with a leaflet campaign, we will tailor our designs to suit your every requirement and match your brand's voice.

Need content? No problem! We can create content for you if required and incorporate this into the overall quote which you will receive prior to the project. Our in-house team of professional property content writers will get your message across to the masses in a creative, approachable way.



How much is your home worth?

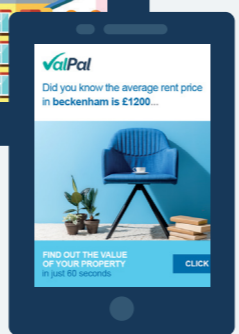
Find out in 3 simple steps!

1. Go to our website www.agentswebsite.co.uk
2. Click on our 'FREE Instant Valuation' banner
3. Fill in the form to receive your Instant Valuation

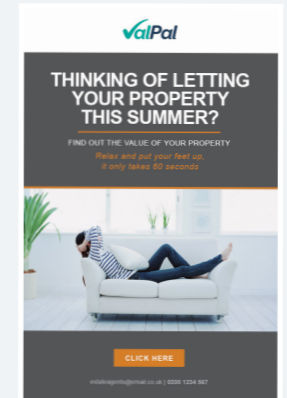
www.agentswebsite.co.uk



LARGE WINDOW POSTERS



LEAFLETS



EMAILS



CANVAS CARDS



BANNERS

£ Paid for service

£ Paid for service

Marketing Services

Social Media Marketing

It's not enough to just be on social media anymore. You need a strategic marketing plan to stand out from your competition; staying on top of trends, hashtags, new features and algorithms that determine the best times and types of content to post for your business.

It's estimated that over 70% of consumers who have had a good social media service experience with a brand are likely to recommend it to others, so if you are not active on social media you are missing out on potential business.

Our social media packages incorporate content marketing and Facebook ads to give you a well-rounded online marketing strategy.

Facebook Ad Management

Facebook ads are one of the cheapest and most effective forms of online advertising. There are a variety of different ad types you can run depending on your marketing goals.

Whether you want to target homeowners in your area and drive them to the ValPal tool or retarget old contacts with a new offer, we'll be able to steer you in the right direction to get the results you need. We charge a monthly management fee plus whatever you choose to spend on the advertising campaign.



Content Marketing

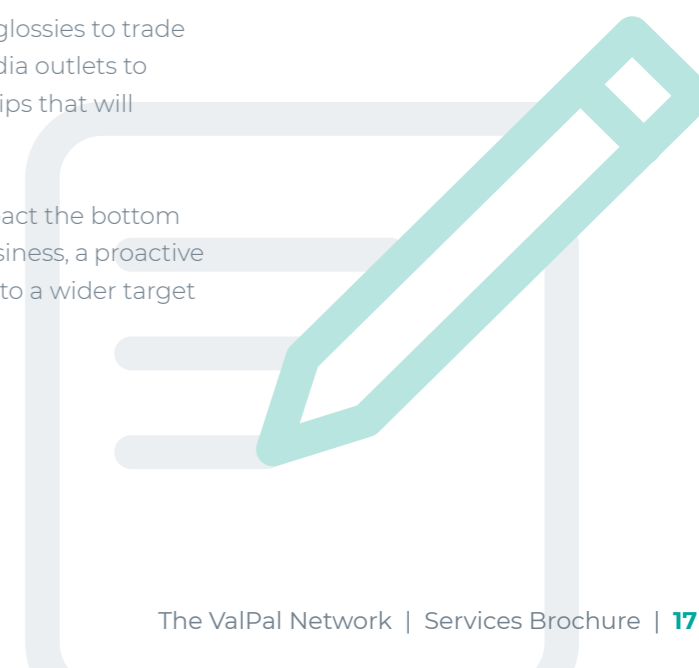
Publishing well-written and relevant content on your website should now be an essential part of your firm's digital marketing strategy. Creating and sharing engaging blogs and news articles not only drives traffic to your website, but also helps to improve your business's online presence and ranking.

Thanks to our unique position in the property industry, with Angels Media being the owners of top property publications **Estate Agent Today, Letting Agent Today, Landlord Today and Property Investor Today**, we have a team of in-house property journalists and content writers who are experienced in creating bespoke content for a range of property industry clients.

Public Relations

Our PR Angels have extensive contacts across all media types on and offline, from national newspapers and specialist consumer glossies to trade magazines and broadcast media. We research the best media outlets to reach your target audiences and build long-term relationships that will ensure you get great results.

Whether it's raising brand awareness, driving sales that impact the bottom line, promoting specific services, or personnel within the business, a proactive media relations campaign will promote your key messages to a wider target audience.



Integrations

Did you know we integrate with all of the below?

JUPIX

REAPIT

acquaint CRM

iceberg digital

ACTIVEPIPE

callwell

Growthtrack

zapier

mailchimp

drip

agentOS

Google Analytics

PIXAL MARKETING
THE PAY PER CLICK SPECIALISTS

LOOP

Facebook Conversions

OLIVIA

Coming soon!

Plus many more to come!

Qube Global Software

dezrez

gnomen

V3ULTEA

Contact us to find out how you can get set up with seamless integration and save you time!

Get in touch

For more information, or to talk through all of your options, please contact us today.

 020 8663 4930

 team@valpal.co.uk

 www.valpal.co.uk

 facebook.com/TheValPalNetwork

 [@ValPalUK](https://twitter.com/ValPalUK)

THE
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NETWORK

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GENERATION FOR AGENTS

angelsmedia
THE MARKETING & PROPTech HUB

