

Fully managed instant valuation marketing for estate agents

Take the guesswork out of generating new enquiries from instant valuation software



○ What is Rightval Managed?

If you're keen to generate new potential leads from instant valuation software but are unsure where to begin, Rightval Managed is for you.

When marketed correctly and efficiently, instant valuations can be an incredibly powerful alternative to traditional prospecting; Targeting local homeowners and offering a free, instant, estimated online valuation for their property in exchange for their contact details is a fantastic way to build your prospect database and get an all important foot in the door with a new vendor.

Unfortunately, a valuation tool is only as good as its marketing, meaning attracting potential clients to complete their details can be difficult without prior digital marketing experience.

Rightval Managed exists to remove the need for you to learn the complexities of Facebook Ad and other digital platform marketing, and takes away the risk of running campaigns that if not configured correctly, could see you wasting valuable advertising budget.

Rightval Managed means our team, led by your named account manager, will create, launch and manage effective ad campaigns across social media, delivering upwards of 20 local leads per month* to your inbox via your own Rightval instant valuation tool.

Our instant valuation platform has delivered £billions in property valuations for agents across the U.K and as a result, our team know exactly what works and what doesn't when it comes to engaging local vendors to submit an enquiry on their property.

We handle all aspects of your instant valuation marketing, leaving you and your team to do what you do best, utilise your expert knowledge to convert enquiries into instructions.

*Guideline number of enquiries, actual number delivered may vary from month to month.

○ How does it work?

Getting started with a Rightval Managed plan couldn't be simpler. We handle the setup, you convert the leads.

① You tell us about your business

We'll ask a few brief questions about your target market and ask you to email us a copy of your logo to allow us to set up your instant valuation tool, then you can sit back and relax!

② We set up your valuation tool

Our expert team will handle the setup and configuration of your valuation tool, and our graphic designers will brand it to match the look of your existing business

③ We create, launch and manage your ads

In tandem with our graphic designers, your named account manager will create, launch and optimise digital ads targeting homeowners in your area, based on our extensive experience.

④ You start converting enquiries into business

You'll be notified by email the second each new valuation enquiry comes in, by logging into your Rightval account you'll be able to see the full details and follow up with the vendor directly.

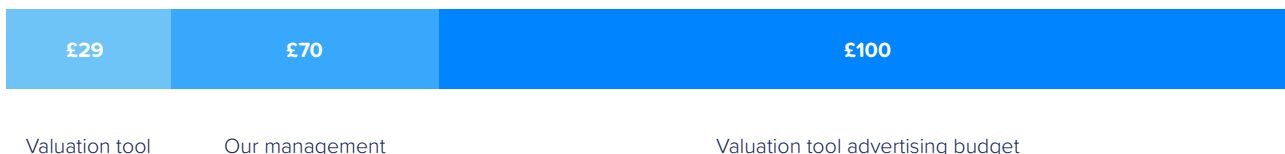
○ How much does it cost?

Rightval managed plans include your first £100 of advertising spend each month, generating regular local enquiries for your business with a predictable, flat monthly fee.

RIGHTVAL FULLY-MANAGED

£199

To generate a minimum of 20 enquiries per month, we use up to £100 of your managed plan as advertising budget, spent with the social media channels we know convert local homeowners into enquiries.



RIGHTVAL SELF-MANAGED

£129

To generate a steady stream of around 20 leads per month, your advertising budget would still likely need to be set at around £100 per month. You'll pay this directly to Facebook and manage the ads yourself.



DID YOU KNOW:

The industry standard management fee for social media marketing starts at around £250 pcm and does not include any advertising spend!

HAVE YOU WONDERED:

How much it would cost your business if you needed to dedicate 3 hours every week purely to managing your valuation ad campaigns?

○ Your questions answered

Here's a few of our frequently asked questions, if yours isn't listed, just give us a call

○ Is there a minimum contract?

Our fully managed plans run on a monthly rolling contract, no long term commitment required

○ Can I increase my ad budget?

Absolutely, you're free to increase budgets on a month by month basis, we will simply adjust our invoice based on the specific budget for the month.

○ Do you offer support?

We go beyond basic support and provide you with a named account manager who will look after your managed plan, with a direct email address and phone number for any queries

○ How many enquiries will I receive?

We aim to deliver a minimum of 20 enquiries per month for you to follow up on. In some months this may be even more, we don't charge per enquiry so our fee will not change.

○ Will all enquiries convert into instructions?

As with any form of prospecting, not all enquiries will convert to new business. They may however, be looking to sell in a few months time or just testing the water so getting your business name in the forefront of their minds is never a wasted exercise.

Ready to get started?

Chat to our team today and supercharge your
instant valuation enquiries

Tel: 01233 527600

Email: managed@rightval.com

“This tool is amazing for any Estate Agent! Gone are the old days with prospecting and cold calling, these leads just come to you! I have had 17 so far this weekend and 4 valuations booked from it! Cannot recommend it highly enough and so easy to set up and use.”

Nicky Whittaker



Via TrustPilot