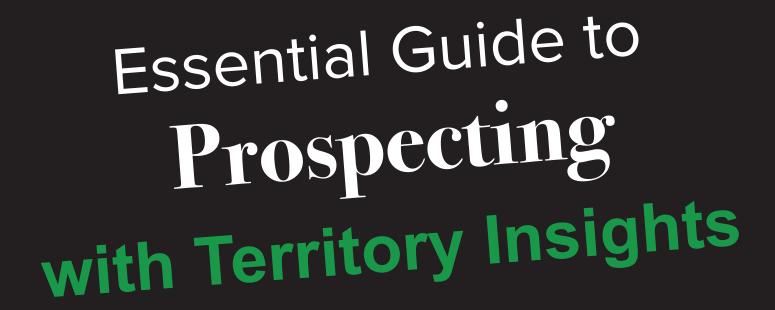


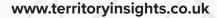
- Find the Right Homeowners & Landlords
- Send High-Impact Letters That Convert
- Grow Your Agency & Build Long-Term Relationships



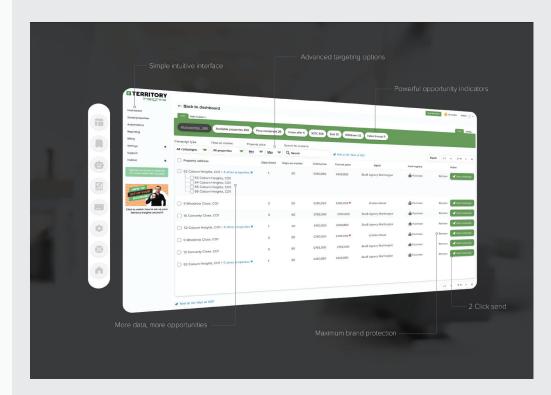
What's Inside?

- How to Use Territory Insights Like a Pro Find the best opportunities with smart filters and data points.
- High-Converting Letter Templates Step-by-step letter frameworks to boost response rates.
- Proven Strategies for Prospecting Success When to send, how to follow up, and how to track results.
- Troubleshooting & FAQs Solve common challenges quickly and keep your outreach running smoothly.
- Turn Data into Deals Let's Get Started!

Your Simple, Step-by-Step Playbook for Winning More Instructions!







Welcome to Territory Insights, your new best friend in estate agency prospecting!

Territory Insights is an easy-to-use tool built just for estate agents like you. It shows you important information about properties that are currently for sale or rent in your local area. With this information, you can spot homeowners and landlords who might need your help.

How does it help you? Territory Insights lets you quickly see things like:

- Homes that haven't sold yet and may need a fresh approach.
- Properties recently reduced in price, where owners might be keen for new support.
- Listings withdrawn from the market, indicating homeowners who may still wish to sell but need some extra help.

Using Territory Insights, you can send friendly, targeted letters to these potential clients. This means you're reaching out at just the right time, with exactly the right message—helping you grow your agency faster and smarter.

Ready to get started? Let's jump in!

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THE DATA POINTS	03
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Getting Started

Welcome to Territory Insights! Let's quickly get you set up and comfortable with your new prospecting tool.

How to Log In and Navigate the Dashboard

1. Log In

Go to territoryinsights.co.uk and enter your username and password.

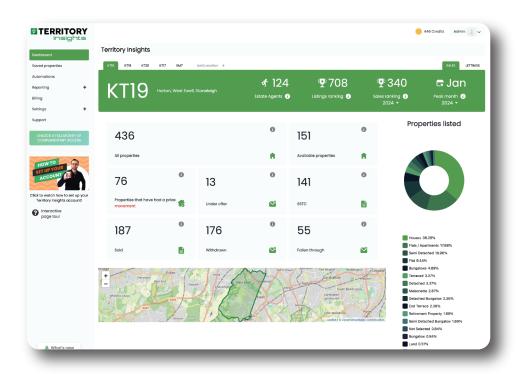
2. Dashboard Overview

Once logged in, you'll see a clear dashboard that shows:

Sales Properties: Homes currently for sale or recently on sale.

Lettings Properties: Homes currently for rent or recently rented.

Filters: Tools to narrow down properties based on your needs (like postcode or property status).



3. Quick Navigation Tips

To see detailed property lists, simply click on any property category.

Use filters to easily find specific opportunities in your target area.

You can save properties to your "Saved Properties" to monitor them easily.

Quick Definitions of Key Terms

Data Points

These are specific pieces of information about properties. Examples include "Price Reduced," "Withdrawn," or "Fallen Through." Data points help you understand exactly what's happening with each property.

Filters

Filters let you select exactly what type of properties you want to see. For example, you can filter by postcode, price changes, or property status. This helps you find homeowners or landlords who most need your services.

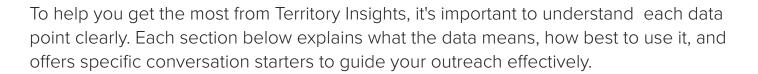
Prospecting

Prospecting simply means finding and reaching out to potential clients who may want your help.
Territory Insights makes prospecting easy by showing exactly who might be ready to hear from you.

That's it! Now you're ready to explore the power of Territory Insights and start growing your estate agency business!



Understanding the Data Points



Sales Data

Shows every property listed for sale, including those already sold or under offer. Not ideal for direct outreach; use as an overview only.

All Properties

Conversation Starter

(Not recommended for direct outreach)

Properties under offer. Not immediately actionable, but good for future monitoring.

Under Offer

Conversation Starter

(Monitor and engage later if circumstances change)

Properties removed from sale, potentially due to personal reasons. Reach out gently and empathetically.

Withdrawn

Conversation Starter

"I noticed your property was recently withdrawn. If there's any way we could support you when you're ready to re-list, please let me know."

Currently listed homes for sale. Good for broader awareness but more effective when targeting smaller groups.

Available Properties

Conversation Starter

"I noticed your property is still available. Would you be interested in exploring additional ways to attract buyers?"

Homes currently sold subject to contract. Keep track for future relationship-building opportunities.

SSTC

Conversation Starter

"Congratulations on your sale! If you ever need property advice in the future, we'd love to assist."

Homes that were under offer but returned to market.
Perfect timing to highlight your readiness and potential buyers

Fallen Through

Conversation Starter

"I saw your recent sale fell through—would you be interested in discussing how we could quickly reconnect you with new buyers?" Homes that have recently dropped their asking price. Great opportunity to offer immediate assistance to frustrated sellers. Include success stories or testimonials.

Price Reduced

Conversation Starter

"I noticed you recently reduced your price—can I share how we've helped similar homeowners sell faster?"

Properties already sold. Ideal for future relationship nurturing, such as anniversary outreach.

Sold

Conversation Starter

"Happy anniversary on your home's sale! If you ever consider selling again, we're here to help."





Historical list of all rental properties. Useful for landlord data collection via Land Registry, but not direct outreach.

All Properties

Conversation Starter

(Use for landlord data only)

Properties that have a rental agreement in place.
Congratulate landlords and build rapport for future opportunities.

Let Agreed

Conversation Starter

"Congratulations on your recent rental agreement! Keep us in mind if you ever consider changing managing agents."

Properties previously marked as rented but returned to the market. Great opportunity for immediate outreach.

Fallen Through

Conversation Starter

"It seems your previous rental agreement fell through. I have potential tenants ready—can we discuss how I can quickly help you secure a new agreement?" Properties currently on the rental market. Good for building longer-term landlord relationships.

Available Properties

Conversation Starter

"I see your property is currently available for rent. If you'd like to discuss efficient ways to find reliable tenants, let's connect."

Properties that have already been rented. Useful for maintaining relationships and future management discussions.

Let

Conversation Starter

"Congrats on renting your property! We're always here to help if your needs change." Rental properties recently decreased in rental price—a good talking point to open conversations with landlords.

Price Reduced

Conversation Starter

"I noticed your rental property had a recent price reduction—would you like advice on attracting reliable tenants at your preferred rent?"

Properties withdrawn from the rental market, potentially due to personal issues. Approach landlords empathetically.

Withdrawn

Conversation Starter

"I noticed your rental listing was recently withdrawn. If circumstances change or you require support, we're here to help."

Filters – How to Find Exactly Who You're Looking For

Now that you understand the data points, let's look at how Territory Insights can help you find exactly the properties and clients you're looking for. By using filters, you can pinpoint the perfect audience for your letters, ensuring you're reaching the right homeowners and landlords at the best possible time.

1. Postcode Filter



- What it does: Lets you pick the exact area or postcode you want to target.
- How to use: Enter a postcode to show all homes within that area.
- Why useful: Great for agents who specialise locally or want to become the go-to agent in a specific neighbourhood.

2. Property Status Filter

- What it does: Helps you find homes based on their current selling or renting situation (e.g., Available, Withdrawn, Price Reduced, Fallen Through).
- How to use: Pick statuses that show homeowners who may be ready for your help.
- Example: Select 'Price Reduced' to offer help to homeowners struggling to sell quickly.

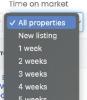
3. Date Range Filter (Weeks on Market)

- What it does: Lets you see how long a property has been
- on the market, from recent (1 week) to longer-term listings (16+ weeks).
- How to use: Target properties on the market for a longer time, as these homeowners might be more open to changing agencies.
- Example: Choose properties listed for more than 8 weeks—they might appreciate a fresh approach.

4. Campaign Type Filter

- Direct Campaign: For reaching individual properties currently on the market.
- Use this when: You have a specific homeowner or property you really want to target.
- Cluster Campaign: Targets groups of homes where at least one property is on-market, and the nearby homes are off-market.
- Use this when: You want to raise awareness of your agency in a wider neighborhood by referencing an active listing nearby.







Max price

No Max

£20,000

£30,000

£40,000

650,000

Min price

No Min

£10,000

£30,000

£40.000

5. Minimum and Maximum Price Filter

- Min price Max price

 No Min

 No Max
- What it does: Lets you focus your outreach based on the price of the property.
- How to use: Narrow down properties to a specific price range that fits your agency's expertise.
- Example: Target properties priced between £300,000 and £500,000 to match the buyers your agency works with regularly.

Search for property

Search

5. Property Address Search

- What it does: Quickly find a specific property by typing its address.
- How to use: Great for following up if you've previously noticed a property or for tracking a specific home over time.
- Example: Check if a house you're interested in has recently changed status.

6. Property Type Filter

- What it does: Helps you select properties based on their type (e.g., detached, semi-detached, terraced, flats, etc.).
- How to use: Pick property types you specialise in or types that your current buyers or tenants often request.
- Example: Select 'detached' houses when your buyers specifically request larger, family-friendly homes.

Examples of Effective Filter Combinations

Here are some examples of how you can combine filters for powerful targeting:

Property type All Commercial Property Bungalow Detached House Detached Bungalow C End Terrace House Flat Flats / Apartments House / Flat Share Houses C Land Maisonette Mews Park Home Retirement Property Semi-Detached House Studio Town House

Example 1: Price Reduction Outreach (Direct Campaign)

- Postcode: SW15
- · Status: Price Reduced
- Weeks on Market: 4+ weeks
- · Campaign Type: Direct Campaign
- Approach: Offer immediate support or advice to sell faster.

Conversation Starter Example:

"I noticed you've recently reduced your price—can I share how we helped another homeowner nearby sell quickly after a similar situation?"

Example 2: Withdrawn Properties for a Sensitive Approach

- Status: Withdrawn
- Weeks on Market: Last 8 weeks
- Campaign Type: Direct Campaign
- Approach: Empathetic outreach, gentle introduction, and relationship-building.

Conversation Starter Example:

"I noticed your home was withdrawn from the market recently—if things change, we'd love to support you whenever you're ready."

Crafting Your Prospecting Letters (Framework & Examples)

Letter Structure Explained

Every great letter should have these sections clearly laid out:

1. Letterhead (Your agency details)

Clearly show your agency name, logo, phone number, and address so homeowners know exactly who you are.

2. Personalised Greeting

Always use the homeowner's actual name if possible. It feels friendly and respectful. You can purchase Land Registry for both Sales and Lettings with Territory Insights!

Example: "Dear Mr. Smith," rather than just "Dear Homeowner."

3. Friendly Opening (Why you're reaching out)

Tell them exactly why you're writing clearly and kindly.

Example: "I saw your home recently came back onto the market."

4. Main Message (Show empathy and value)

Briefly explain why you're reaching out, showing you understand their situation, and clearly explain how you can help.

Example: "I noticed your home recently had a price reduction. We specialise in homes like yours and recently helped another local homeowner sell quickly."

5. Clear Call to Action (CTA)

Tell them exactly what you want them to do next (call you, email you, or book a meeting).

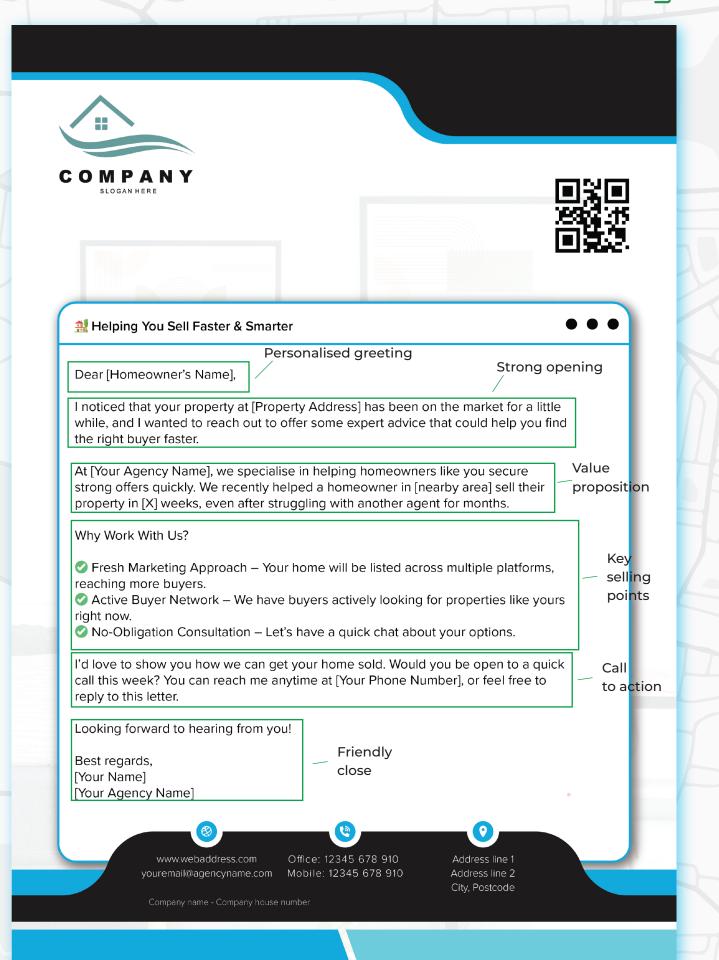
Example: "I'd love to arrange a quick, friendly chat to show you how we can help you sell quicker. Could I give you a quick call this week?"

6. Friendly Closing (Your personal sign-off)

End warmly, adding your name and direct contact details.

Example: "Warm regards, [Your Name]"





Crafting Your Prospecting Letters (Framework & Examples)

Do's and Don'ts for Prospecting Letters

ODO:

- Keep letters short, friendly, and clear.
- Personalise as much as possible (use homeowner's name, property details, etc.).
- Clearly explain how you will help solve their problem.
- Include real examples or success stories if possible.
- Always provide clear next steps (e.g., "Call me today").

X Don't:

- Write overly formal or complicated language.
- Make your letters too long or wordy.
- Make unrealistic promises (always keep it honest).
- Forget to proofread for spelling and grammar mistakes.
- Send identical letters without personalisation.

Tips for Personalisation (Increase Response Rates!)

Make your letters stand out by including:

• The homeowner's name:

"Dear Mr. Johnson," rather than "Dear Homeowner."

Their exact property situation:

"I noticed your property at 12 High Street has been withdrawn recently."

Specific data from Territory Insights:

"As your home has been on the market for 8 weeks now..."

· Relevant local success stories:

"We just sold a similar detached property nearby at full asking price."

· Empathy and understanding:

"Selling your home can be stressful—I'd love to make things easier for you."



Dos and Don'ts Quick Reference



- · Personalise the letter.
- Use clear, simple language.
- Offer genuine help and solutions.
- · Keep it friendly and professional.
- Provide clear next steps.

O DON'T

- Send the same generic letter to everyone.
- Use complicated words or jargon.
- Make exaggerated claims.
- Forget to proofread for spelling mistakes.
- Leave the homeowner unsure of the next step.

Best Practices for Maximising Results

Now that you know how to find properties and write great letters, here's how to make sure your letters bring you the most success:

How Often to Send Letters & Follow-ups

First Letter:

Send your first letter as soon as you identify an opportunity, such as when a property has recently had a price reduction or has been withdrawn.

Follow-up Letters:

If you don't get a response right away, it's helpful to send a friendly reminder about 7–10 days later. Keep it simple and kind, reminding them you're there to help.

Long-term Follow-ups:

Set reminders to send friendly letters at important moments, like the anniversary of when they bought their home, or six months after the property has been sold. This helps keep your agency at the front of their minds for future services.

Strategies for Building Relationships Through Outreach

To get the best results, it's important to think about your letters as ways to build friendships rather than quick sales. Here's how you do that:

Short-term Approach (Immediate Help)

- Target homeowners who clearly need help right now (like recent price reductions or fallen-through sales).
- Keep your letters friendly and helpful, and always offer clear ways you can support them quickly.

Example:

"I noticed your property sale recently fell through—our team is ready to find you new buyers quickly."

Long-term Approach (Staying Connected)

- Keep in touch with homeowners even after their property is sold or let.
- Send occasional friendly letters or cards, especially around special dates (like anniversaries of their move)
- This builds trust, so when they need property help again, they remember you first.



Tracking Your Letters' Effectiveness (Are they working?)

To make sure your letters are working, keep track of:

- How many letters you send: Keep a simple spreadsheet or note of each letter sent.
- How many responses you get: Track how many people reply to your letters by phone, email, or in-person visits.
- Conversions (New clients): Keep note of how many new instructions or sales you get from your outreach letters.

Simple Example of Tracking Results:

Date	Property		Follow-Up	Response	Became
Sent	Address	Status	Date	Received	Client
10 Ma	r 12 High St	Price reduced	20 Mar	☑ (Phone Call)	√ Yes
14 Ma	r 5 London Road	Withdrawn	28 Mar	× No	× No

This simple record helps you see what works and how you can improve your letters.

Quick Tips to Maximise Your Success:

- Consistency: Regular, friendly letters build stronger relationships.
- Timing: Reach out promptly when you notice important property changes.
- Personalisation: Personal touches (names, specific property details, local market insights) increase your response rate significantly.

Remember, Territory Insights makes finding the right properties easy. Following these best practices makes sure you're reaching homeowners at just the right time, helping your agency grow quickly and successfully!

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Advanced Tips for High Conversion

To take your letters to the next level and win more instructions, here are advanced (but simple!) strategies for higher success rates.

1. Using Social Proof (Client Testimonials)

People love to hear about others who had great experiences. This helps build trust quickly. Here's how to do it:

Include Short Testimonials:

Use one or two short quotes from happy clients in your letters.

Example:

"We tried selling for months without luck, but when [Your Agency Name] stepped in, our home sold within two weeks! – Sarah, Local Homeowner."

Highlight Recent Success:

Mention how you've recently helped someone else sell or let a similar property quickly.

Example:

"We recently helped a local homeowner sell their home just like yours in only two weeks!"

This shows homeowners you're trustworthy and good at what you do.

2. Suggestions for Softer, Empathetic Outreach

Sometimes people withdraw properties or have sales fall through because something personal has happened. In these cases, a gentle, caring approach can really help:

Withdrawn Property Example:

"I noticed your home was recently withdrawn from the market. I hope everything is okay. If you ever decide to try selling again, I'm here to support you every step of the way."

Fallen Through Sales:

"I understand how disappointing it can be when a sale falls through. If you decide to return to the market, I'd love to offer support to help things go smoothly next time."

Using empathy makes homeowners feel understood, making them more open to working with you.



3. Long-term Nurturing Strategies (Stay Connected!)

Good relationships aren't built in just one letter—they happen over time. Here are some simple yet powerful ways to keep in touch and stay top-of-mind:

Anniversary Letters:

Send friendly anniversary messages after homeowners move or purchase.

"Happy 1st Anniversary in your home! We hope you've enjoyed your first year. If you ever need advice, we're here!"

Congratulation Letters:

Congratulate homeowners on special milestones or events.

"Happy 1-year anniversary in your home! We hope you've settled in well. Don't forget we're always here for your future property questions!"

This keeps your agency at the front of homeowners' minds, making them more likely to contact you first in the future.

Quick Summary – Advanced Tips for Higher Conversion:

- Show proof: Testimonials build immediate trust.
- Be Caring: Empathy opens doors to relationships, especially after tough situations.
- Stay in Touch: Thoughtful, friendly messages ensure your agency stays top of mind.

By applying these simple yet advanced tips, your letters will be powerful, personal, and highly effective—bringing in more clients and growing your agency faster!

Troubleshooting & FAQs

Even the best tools sometimes require a little troubleshooting. Below, we've compiled common challenges users face when using **Territory Insights**, along with simple fixes. Plus, you'll find answers to frequently asked questions to help you prospect more effectively.

★ Common Issues and Simple Solutions

1. "I can't find enough properties using my filters."

Solution:

- Double-check the postcode filter to ensure you're searching in the right area.
- Try broadening your filters—remove restrictions on property type, price range, or campaign type.
- Expand the date range filter to see older listings if the current timeframe is too limited.
- Consider using the Cluster Campaign filter to find off-market properties near active listings.
- 2. "My letters aren't getting responses."
- Solution:
- Make it personal—use the homeowner's name and property details to stand out.
- Check your messaging—is it clear, helpful, and offering value?
- Refine your call to action—ensure it's specific, easy to act on (e.g., "Call me today for a free consultation").
- Follow up! Many prospects respond only after a second or third letter.
- responses.
- 3. "How do I know which homeowners to target first?"
- Solution:
- Use Price Reduced or Withdrawn status filters to find motivated sellers.
- Focus on properties that have been on the market for 8+ weeks—these homeowners may be frustrated.
- Target Fallen Through listings—these sellers may be eager to relist.
- → Pro Tip: Start with 50 letters targeting Price Reduced and Withdrawn properties, then track responses.
- 4. "How do I follow up on a property I'm tracking?"
- Solution:
- Click "Save Property" on any listing to keep track of its status.
- Check your **Saved Properties** weekly to see if anything has changed (e.g., price drops, withdrawals).
- Schedule follow-up letters or calls every few weeks for ongoing opportunities.



- 5. "I forgot my password or can't log in."
- Solution:
- Click "Forgot Password" on the login screen and enter your registered email.
- Check your email for the reset link and follow the instructions.
 Still having trouble? Contact hello@territoryinsights.co.uk for assistance.
- * Frequently Asked Questions (FAQs)
- 1. "How often should I send letters?"

For best results:

- Send your first letter as soon as you identify an opportunity.
- Follow up 7–10 days later if you receive no response.
- Use long-term follow-ups (e.g., anniversary letters) to maintain relationships.
- 2. "Should I reach out to properties that have sold or let already?"
- Yes, but in a different way.
- While you won't gain an immediate instruction, you can build long-term relationships.
- Send a congratulatory letter and offer your help for future property moves.
- Stay in touch—homeowners might need your services later.
- 3. "How do I personalise my letters quickly?"
- Solution:
- Use Territory Insights data points (e.g., name, address, property status) to make the letter relevant.
- Mention a specific event (e.g., "I noticed your home was recently withdrawn from the market").
- Keep it short, friendly, and helpful—personalised letters get more responses.
- 4. "What are the best property statuses to target?"
- Top 3 Most Responsive Statuses:
- 1. Price Reduced Homeowners may be getting impatient and open to new agents.
- 2. Withdrawn Sellers might have paused but could return with the right agent.
- 3. Fallen Through These homeowners have already found a buyer once and are likely eager to try again.
- ★ Pro Tip: Always track which letters perform best and adjust your approach accordingly.
- 5. "Can I save properties to track later?"
- Yes! Click "Save Property" on any listing, and it will be stored in your Saved Properties tab for easy monitoring.

Troubleshooting & FAQs

- 6. "What should I say in a follow-up letter?"
- ★ Example Follow-up Message (Withdrawn Property):

"Hi [Homeowner's Name], I noticed your property was withdrawn recently. If you ever decide to relist, I'd love to offer some insights that could help. Let me know if you'd like to chat—no pressure at all! Best regards, [Your Name]"

Following up doesn't mean being pushy—it means showing you're there when they need you.

Final Tip: Track Your Success

Keep a simple tracking sheet to log how many letters you send, follow-ups, and responses.

Date Sent	Property Address	Status	Follow-Up Date	Response Received	Became Client?
10 Mar	12 High St	Price Reduced	20 Mar	☑ (Call)	✓ Yes
14 Mar	5 London Road	Withdrawn	28 Mar	× No	× No

Need More Help?

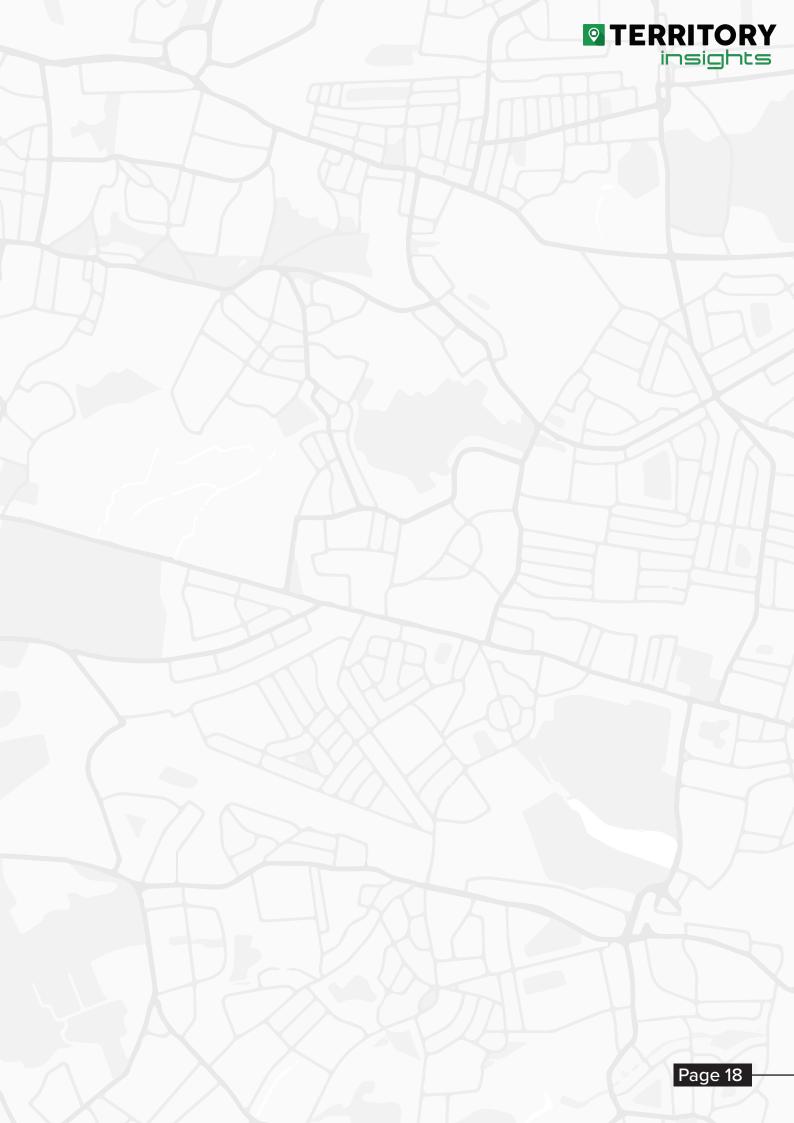
If you ever need support or have questions, we're here for you!

Email: hello@territoryinsights.co.uk

Phone: 02045 380 809

Website: territoryinsights.co.uk

Keep prospecting, stay consistent, and watch your results grow! 🚀



Quick Reference Section (Cheat Sheet)

- Available: Act quickly to introduce your agency.
- Price Reduced: Offer immediate help, homeowners may be motivated.
- Withdrawn: Approach gently—build relationships.
- Fallen Through: Reach out quickly, homeowners are likely frustrated and ready for fresh help.
- Under Offer/SSTC/Sold/Let/Let Agreed: Track for long-term relationships rather than immediate actions.
- 2 Q Powerful Filter Combinations for Quick Wins:
- Fresh Price Reduction (Sales):

Postcode + Price Reduced + within last 2-4 weeks.

Withdrawn or Fallen Through:

Postcode + Status + Recent Date (last 30 days)

• Rental Market Opportunities:

Available rentals or recent price decreases (postcodes) + Land Registry for landlord contact info.

- 3 Vetter Writing Framework (High Conversions):
- 1. Header (Letterhead): Agency branding clearly visible.
- 2. Greeting: Personalise with homeowner's name.
- 3. Introduction: Quickly explain reason for reaching out.
- 4. Main Message: Offer clear help, provide value and reassurance.
- 5. Call to Action: Clearly state next steps ("Call me today!").
- 6. Friendly Sign-off: End warmly and personally.
- ◆ Oos & Don'ts (Quick Tips):

DO:

- Personalise every letter.
- Use simple language.
- · Always include a clear call-to-action.
- · Follow up consistently.

DON'T:

- Use complicated language or jargon.
- Send generic, unpersonalised letters.
- Be pushy—always be friendly and helpful instead.



- Social Proof: Include short client testimonials.
- Empathy: Use soft, understanding language for withdrawn or fallen-through properties.
- Long-term Relationships: Send anniversary or congratulation letters to stay top-of-mind.
- Tracking Your Success (Simple Table):

Date Sent	Address	Status	Follow-Up	Response	New Client

Use this simple cheat sheet regularly to stay organised, effective, and successful!

Conclusion

Ready, Set, Prospect!

You're now ready to start winning new clients with **Territory Insights!** Remember, every great relationship begins with that first letter, so don't wait—pick your first target postcode, choose your filters, and send your first letters today.

Quick Steps to Start Right Now:

- 1. Log into Territory Insights.
- 2. Choose your target area using the postcode filter.
- 3. Select homeowners based on helpful data points like "Price Reduced" or "Withdrawn."
- 4. Craft a simple, friendly, personalised letter using the tips from this guide.
- 5. Send your letters—and follow up consistently!

You have everything you need right now to succeed. The best results happen when you take action right away!

Need more help?

If you get stuck or have questions, we're always here for you.

- Email: hello@territoryinsights.co.uk
- Phone: 02045 380 809
- Website: territoryinsights.co.uk

Happy Prospecting! *

