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PRD nationwide

## Case Study

## Tim Douglas PRDnationwide Paddington

Tim Douglas is a principal of PRDnationwide Paddington and was the winner of the award for the most successful residential real estate agent in Australia for 2003.

Tim has helped set new benchmarks for property prices, by frequently achieving record sales and he has won numerous awards throughout his career, including being named PRDnationwide Number #1 Salesperson – Australia in 2002/2003. Tim also took out the award for the best technology used in real estate.

Tim was one of the first in the local real estate industry to embrace email marketing technology and recognise its potential to transform the business of buying and selling property.

When you list your property with Tim Douglas, it is seen by an enormous database of buyers locally, nationally and internationally. Registering with Tim as a buyer means that you find out about hot new listings the instant they come on to the market.

## Tim Douglas Use Email Marketing for:

- ✦ Automatically growing and managing a Buyer, Vendor databases
- ✦ Latest Property Listings
- ✦ Auction Reminders
- ✦ Open House Reminders
- ✦ Newsletters
- ✦ Finance News
- ✦ Profile emails (with tours and videos) for pre engagement marketing
- ✦ Customer Thank you and congratulation brochures
- ✦ Updating Buyer profiles automatically
- ✦ Managing interested prospect via lead report sheets
- ✦ Following up interested buyers as a result of the statistical reports detailing activity for each property campaign

## How Email Marketing is Implemented:

**Website Registration Forms:**

Automated permission based forms allow buyers to register their interests, specifically stating what type of property, price range and area they are interested in. Lead sheets are automatically delivered to Tim's sales team allowing instant follow up. All details are also uploaded onto central databases that can be segmented and targeted based on profile and interests.

**Property Listings:**

Buyers receive weekly emails that have personalised content specific to their properties of interest. Buyers can view pictures, video tours, information, request inspections and link directly through to the web page for more information.

**Property Research News, General Newsletters and Interest Rate Updates:**

Property research and news is frequently emailed to Tim's database of buyers and seller allowing Tim to easily keep his customers in tune with all the latest property happenings. This also provides an incentive for Tim's customers to remain on his database and is a great way to build loyalty and lifelong customers.

**Auction Reminders & Open for Inspection Emails:**

Auction Reminder can be automatically emailed out to targeted buyers advising of all weekend Auctions. Buyers can easily review all property information and print brochures and agenda's the weekend of house hunting ahead.

## Results

Tim has gone from a database of just under 300 buyers that he was unable to effectively market to other than hard copy mail brochures, to a database of over 2000 qualified buyers that he regularly sends emails. Tim's emails roughly number 30,000 per month and sells between 20 and 35 properties per month.

Due the high number of buyers interested in Brisbane properties, Tim continually has vendors wanting to list with him as they realise the power of being able to instantly communicate and market their properties in an effective, impactful and differentiated manner. As one of Tim's agents Traviss Orr comments "To illustrate the power of Email Marketing and our database, a property we listed had previously been on the market for over 3 months with 2 other agents. We agreed to assist, and within 24 hours of sending an e-brochure, we had 3 offers, a great price, and a very happy client"



## Testimonial

"I've never been able to keep in contact with my customers and instantly provide them with the property information they want at such a nominal cost. Since Email Marketing I've become the number 1 sales person in PRD Nationwide Residential and won the 2002 PRD Australian Technology Award. Thanks guys, great product great service!"

Tim Douglas  
Principal  
PRDnationwide Paddington

"In a highly competitive marketplace, client retention is paramount. Consistent and direct communication is essential to service our clients' needs. It's this systematic approach which has seen our database grow from 300 to over 2000 - a dramatic point of difference for our prospective vendors. To illustrate the power of Email Marketing and our database, a property we listed had previously been on the market for over 3 months with 2 other agents. We agreed to assist, and within 24 hours of sending an e-brochure, we had 3 offers, a great price, and a very happy client.

Having used Email Marketing for over 2 years, we cannot recommend a product with more conviction."

Traviss Orr  
PRDnationwide Paddington

Hilltop-Mail is also used by PRD agents throughout a dozen PRD offices around Australia.

The screenshot shows the PRDnationwide website interface. At the top, there's a navigation bar with 'Home', 'Buying', 'Selling', 'Market Research', 'Inside Team Douglas', and 'Contact Us'. Below this, there are sections for 'Buying?' and 'Selling?'. A 'for property e-Brochures & updates' form is visible on the right, with fields for First Name, Last Name, Email, Contact number, Street Name and Number, Suburb, State (dropdown), and Post Code. There are also checkboxes for 'Price range' (Under 300k, 300k-400k, 400k-500k, Above 500k) and 'Property type' (House, Townhouse, Development Sites, Unit, Vacant Land, Commercial). A 'Join' button is at the bottom of the form.

The image shows a stack of e-brochures. The top one is titled 'Country Charm & Historic Character' and features a photo of a house with a pool. Below it is another brochure for 'PRDnationwide Surfers Paradise' with a photo of a beach. The brochures contain text about property features and contact information.