

**The Property Jungle launches innovative marketing toolkit – Market Maker Pro**

Awarding-winning website developer, The Property Jungle has recently launched Market Marker Pro, an amazing toolkit designed to help property professionals generate more leads, improve website conversions and ultimately both save and make them money.

Mike Smithson, Founder and Managing Director of The Property Jungle, says that in today’s competitive digital market space, agents need more than just an online presence, they need the digital tools to be cut through the noise and convert more leads to listings, and more listings into sales. “Market Maker Pro combines all the digital and print tools an agent would need to both increase listings and actively market them. What’s even better is that many of the tools are automated, so agents will be able to increase their valuation requests and lead opportunities, without adding to their current workload,” he adds.

Smithson says that within the product’s instruction winning toolkit, agents get the following:

* An Automated Prospecting System which connects them with available listings.
* An Automated 20/20 Tool which sends branded cards to the neighbours of properties the agents sell.
* An instant valuation tool, which can be added to the agent’s site.
* LeadPro Lead Nurturing, as well as a Lead Nurturing Dashboard.
* Autocaller Tool, which converts any type of email enquiry to a phone call directly to the agent’s office.
* A print hub to automatically create branded canvassing cards, direct mail and letters for less than the cost of a stamp.
* A fortnightly branded online magazine that includes automated videos of their latest properties
* A video branding tool and a videoette of each of their instructions

In addition to the above-mentioned features, the toolkit also includes the Propensity to Move tool, which predicts which homeowners are likely to move in the coming months, before they have placed their properties on the market. Using data science developed by TwentyCi, who have been refining the modelling over the past four years, the tool is able to score every home and its occupiers in the country based upon their ‘propensity to move’. They then identify the top 10% of those and the ones that are in the agent’s region are revealed to them in the Market Maker Pro product. “Around 76% of new instructions are properties that are currently not on the market, so the ability to determine which homeowners of likely to place their homes on the market before it happens is a huge competitive advantage. This tool not only tells agents who is likely to move, but also automatically starts sending them the agent’s marketing mailers, all printed and posted for less than the cost of a stamp. It provides the agent with the opportunity to start establishing a relationship with a potential vendor and keeps them top of mind when the homeowner does decide to sell,” says Smithson. “A more targeted approach and only prospecting the people who are likely to move, rather than everyone in the area, will mean less time and money is spent to gain an increased number of instructions.”

Smithson adds that through Market Maker Pro, The Property Jungle can make introductions to some of their other valuable partners for agents to take advantage of their services. This includes digital marketing services through Starberry, portal lead nurturing through LeadPro, 360° technology through immoviewer, online auction services through iAmSold and Conveyancing services through Moving Hub.

On the 16th of November at 13:00, The Property Jungle will be hosting a webinar dedicated to demonstrating how agents can make most of Market Maker Pro to gain more instructions. Agents who want to know more can register for the webinar or contact their National Sales and Accounts Manager, Steve Ryan on 0208 050 8822, or email steve@thepropertyjungle.com

**ENDS**

**About The Property Jungle**

The Property Jungle, winners of Best Supplier at EA Masters, are the UK's most experienced provider of websites for, Estate Agents, New Homes Developers, Lettings Agents and Property Professionals. In addition, they are also the UK representatives of immoviewer, market leading providers of 360° Visualisation technology.

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