

Property Lead Generation

Direct mail for property developers and traders is a hugely successful way to generate opportunities.

Acting as an extension of your sales team, we provide a bespoke lead generation service tailored to meet your requirements, working with you to plan and execute high-performing direct mail campaigns to generate a regular and consistent flow of property opportunities.

Detailed, in-depth data

Our property databases incorporate thousands of property companies trading Nationwide in the UK and can be segmented by a wide variety of parameters. From the £ value of fixed assets to sales revenue & outstanding charges, datasets can be targeted regionally or even by postcode.

Updated as per companies house returns

The data source is companies house, which is updated as company's submit their information for their annual return. This ensures your databases are verified by the most credible source.

Tailored, targeted campaigns

Databases for each property company are senior level contacts, predominantly directors of the business. A selection of parameters you can target your campaign by are listed below:

- ▶ Location - By city, county or postcode
- ▶ £ of tangible fixed assets
- ▶ £ Turnover
- ▶ Number of employees
- ▶ £ Cash at bank
- ▶ £ Current liabilities
- ▶ Mortgage & Charge data
- ▶ Age of business

Compliant Data

All of our Direct Mail campaigns are despatched to B2B contacts under the basis of 'legitimate interest', ensuring compliance with data protection laws and GDPR

Visit our website at: www.heraldchase.com/lead-generation-property-companies/ or simply scan the QR Code opposite with your smart/android phone to enquire about your own lead generation campaign and pricing.



Sample Datasets Available

- 15,692 companies buying or selling of own real estate with over £200k of fixed assets
- 29,395 companies involved in other letting & operating of own or leased real estate with over £100k of fixed assets
- 177,768 companies involved in buying & selling of own real estate
- 208,303 companies involved in letting & operating of own or leased real estate
- 146,307 companies with total tangible fixed assets over £500k

Indicative Costs

To mail including postage costs is £350.00 / 1000*, price includes:

- Postage
- Data Supply
- Emailed file for follow up
- Merge your supplied logo, contact details and letter text
- Print single sided letter
- Supply envelope, fold and insert and despatch

*Minimum order quantity 4,000

