

Specialist Newsletters

Key requirements for inclusion in the email newsletters

Although it is possible for partners to purchase dedicated newsletters to be sent to any of our email lists, much of the time these are filled with editorial selections.

Inclusion in the following email newsletters is controlled by our staff:

- Global Investment
- Commercial Property
- Land For Sale
- Auction Property
- Millionaire Mansions

Emails such as the Global Investment newsletter or the Commercial Property newsletter can be incredibly successful in driving sales leads and often generate a sharp spike in interest, while all newsletters represent a targeted, effective way to tap into interested potential customers.

However, inclusion in these newsletters is not a given right for partners. Inclusion is at entirely at our discretion and based both on the merit of the opportunity and the commercial value of the relationship.

A number of factors will determine whether your listings are eligible for inclusion:

Revenue Model

All partners with a **cost per lead** account are eligible for inclusion.

Partners with a **cost per sale** account will be subject to a revenue check. If the total revenue generated by the account (advertising, sales commissions etc) is £500 or higher for the previous quarter, the partner will be eligible. If the amount is lower, then the partner must purchase dedicated newsletters.

All partners with a **cost per listing** or **cost per month** account must purchase dedicated newsletters.

Exclusions

All partners will be automatically excluded from all newsletter activity in any of the following circumstances:

- **Poor Images:** blurry photos, too few or unattractive images
- **Property Name:** The listing must have a name, rather than a reference number
- **Property Description:** This must be of a reasonable standard with a good standard of information
- **Misinformation:** Anything misleading, inaccurate or without evidence
- **Lack of Substance:** The listing must justify and support the various feature category selections
- **Reporting:** The partner is not up to date with any reporting requirements
- **Invoices:** The partner has any invoices overdue

Outsourced Listings

While outsourcing your listings won't necessarily mean your listings are included in newsletters, it will ensure that they are of a sufficient standard. For more information contact your account manager.