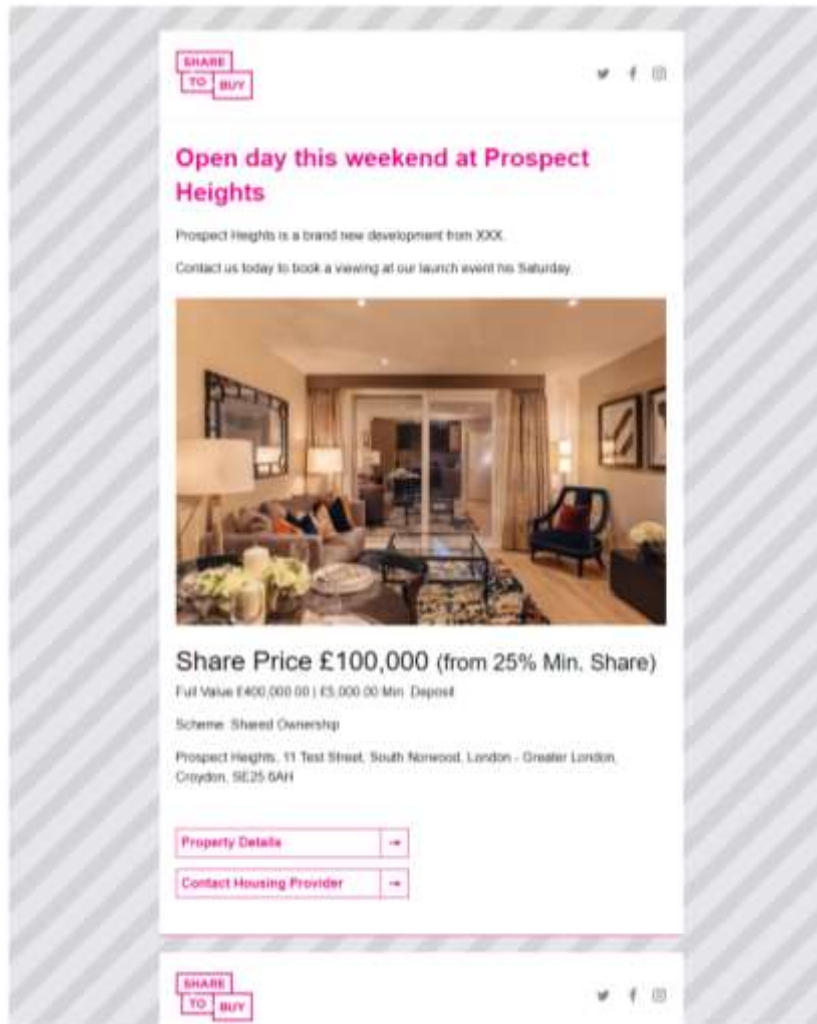


This guide covers:

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Property & Development Alerts



Example Property Alert

Types of alerts

An Alert is an email that sends a snapshot of your Property Listing to relevant customers from the Share to Buy database. The Property Manager enables you to create and test an Alert, and then submit it to Share to Buy for distribution to the database.

Types of Alerts

There are two types of alerts:

- Property Alert: promoting a specific property listing, with links back to that listing on the website
- Development Alert: promoting a whole development, with links back to the Development Page on the website

Audience options

There are two types of targeting for alerts, with different pricing options.

Standard Alert: This alert type is sent to all registrants who have requested Alerts about homes which match the criteria of your property/development. The fee for a Standard Property Alert is £129+VAT, the fee for a Standard Development Alert is £195+VAT.

Properties/Developments outside of London are entitled to 1x free Property or Development alert.

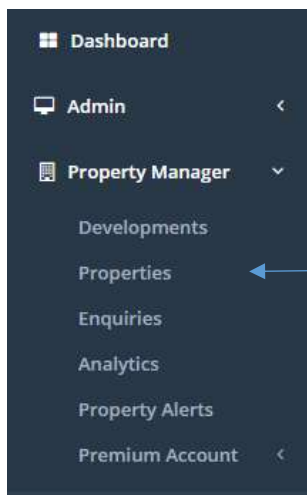
PLEASE NOTE, IF YOU HAVE ANY BULK ORDERS WITH SHARE TO BUY, ANY DISCOUNT ARRANGED, A RESALES SUBSCRIPTION OR A NON-LONDON ALERT THE QUOTE WILL SAY £129+VAT, BUT WE WILL INVOICE APPROPRIATELY.

Targeted Alert: With this alert type you can set filters on the database to specifically target users on the database according to certain demographics. The fee for a Targeted Alert is £0.07 per recipient, with a minimum fee of £225+VAT and a maximum fee of £895+VAT.

Creating a Property Alert

You can create an Alert from any of your Published Properties. Please note, the Property has to be Published first. To read about how to create Property read the [Create a Property User Guide](#).

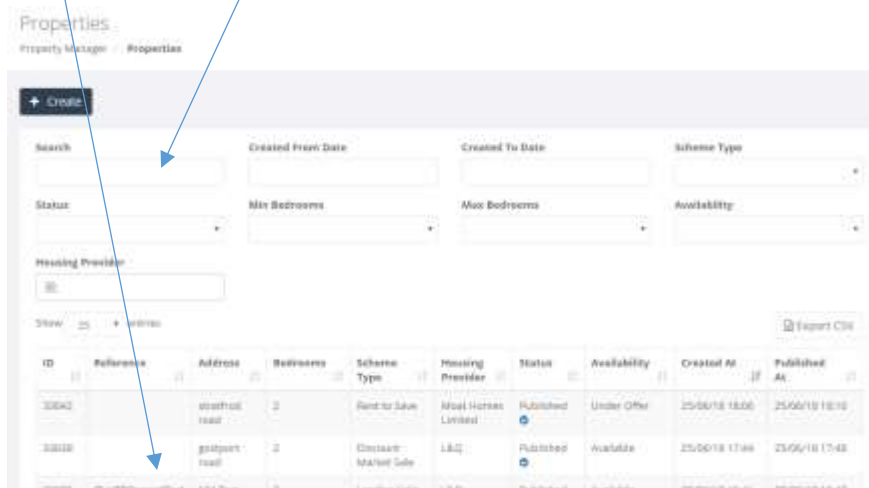
Step 1. Click into the Properties tab



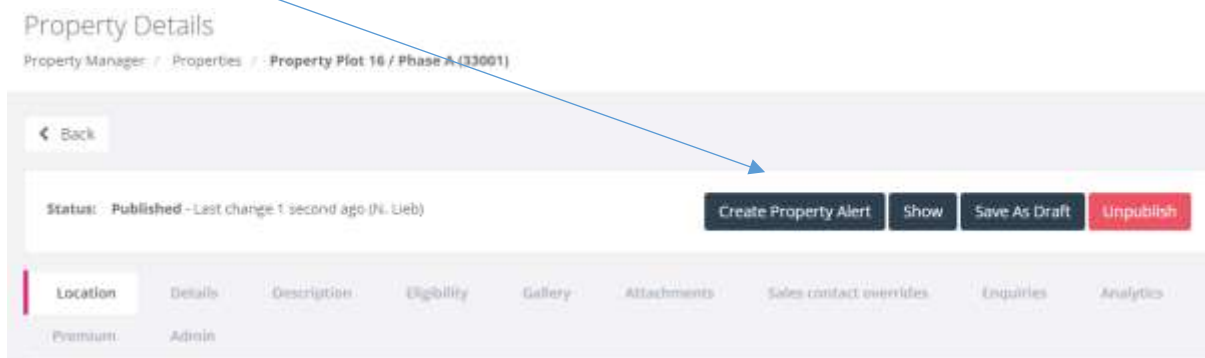
Click on the 'Properties' tab from the Property Manager menu

Step 2: Find your Property in the Property List

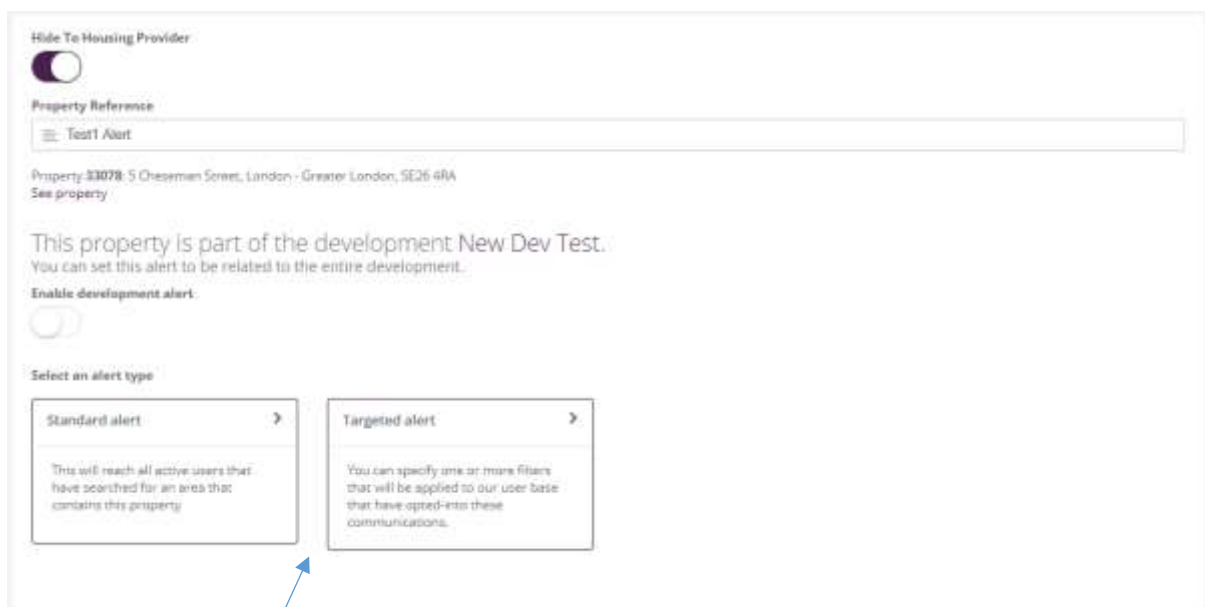
You can use the Search box and the filters to quickly find your Property. Click through to your chosen Property.



Step 3. Click Create Property Alert button



Clicking the Create Property Alert will open the Property Alert selection screen. The selection screen looks like this:



Step 4. Select the alert type

There are two types of Property Alerts:

- Standard Alerts
- Targeted Alerts

Select the alert type you wish to send. This will then give you an estimated number of users who will receive the alert, and the fee.

Standard Alerts: There is a set fee of £129+VAT for a Standard Alert regardless of the number of recipients. (Please note, we are currently offering Property Alerts for non-London properties free of charge)

Select an alert type

Standard alert ✓

This will reach all active users that have searched for an area that contains this property

Targeted alert >

You can specify one or more filters that will be applied to our user base that have opted into these communications.

Impacted Users
9,142
estimated

Cost in £
129.00 + VAT
estimated

[Refresh Estimate](#) [Continue >](#)

Targeted Alerts: You can set specific filters to ensure you are targeting exactly the demographic you need. The fee for a Targeted Alert is £0.07 per recipient, with a minimum fee of £225+VAT and a maximum fee of £895+VAT.

User Home Location

User Work Location

User Home or Work Location

Min Income

Max Income

Min Deposit

Max Deposit

Min Number Of People In The Household

Max Number Of People In The Household

Current Housing Status

Wheelchair / Mobility

Children / Dependants

[Apply filters](#) [Reset filters](#)

Impacted Users
17,031
estimated

Cost in £
895.00 + VAT
estimated

[Refresh Estimate](#) [Continue >](#)

Step 5. Click to Continue

If you have reviewed the estimated user count and the fee, and wish to proceed then click the Continue button. This will open up the Alert template.

Step 6. Enter the subject line and sales message

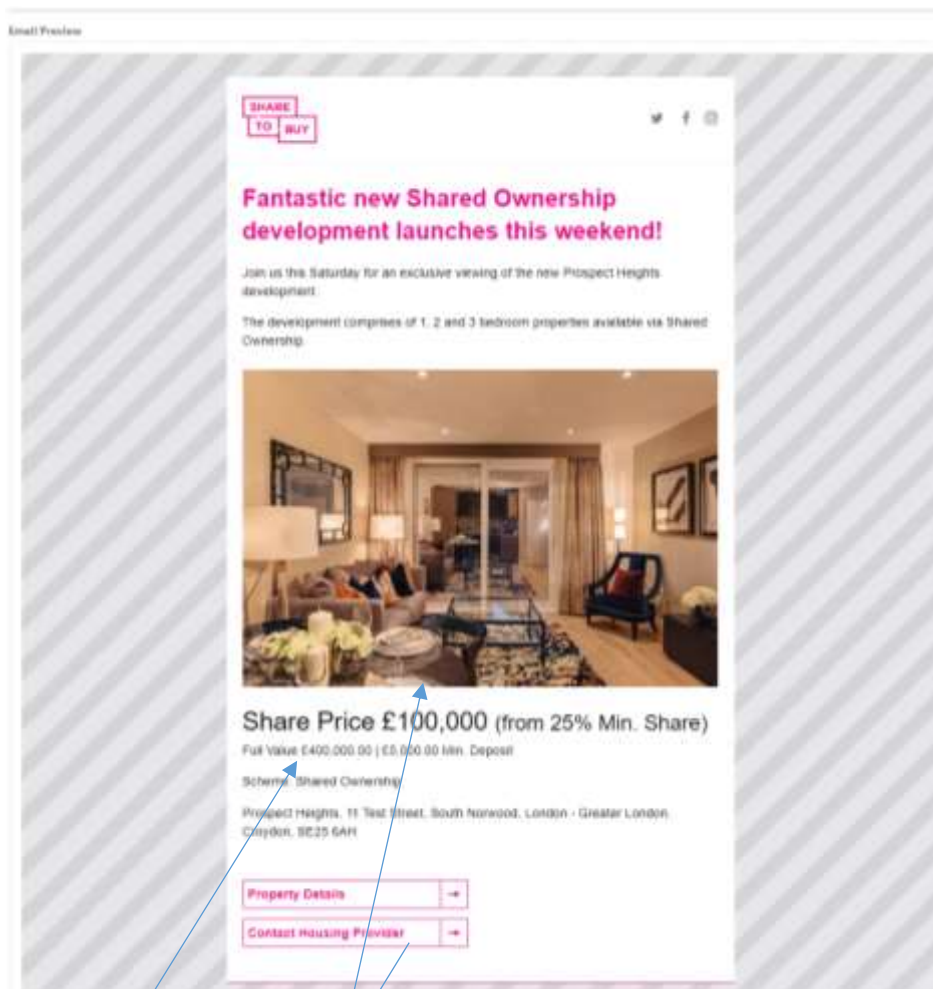
Use the Email Subject and Email Introduction Text fields to create the copy for your Property Alert.

Email Subject

Email Introduction Text

Step 7. Preview your Property Alert

Use the alert preview pane to check the copy you have entered into the alert.



The image used is the Main Image from your Property listing's gallery.

The pricing information, scheme type and address is pulled through from your Property listing.

The Call to Action buttons take the user to your listing on the Share to Buy website.

Step 8. Send yourself a test email of the Property Alert

Click the 'Send A Preview' button to send an email test version of the alert to yourself.



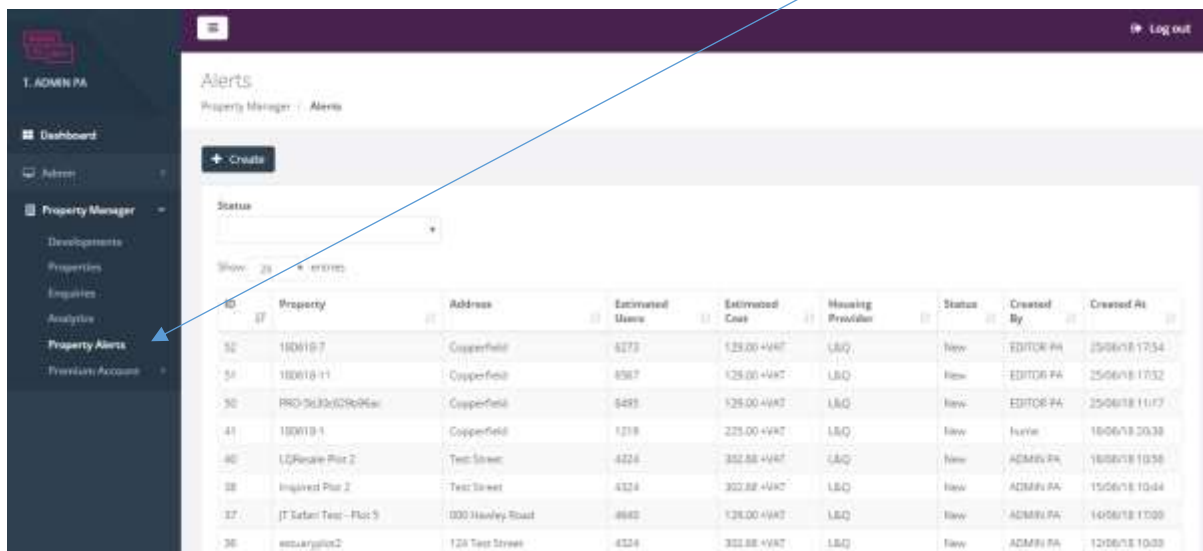
Step 9. Save and submit the alert for distribution

When you are happy with your Property Alert and have tested it, then you are ready to submit to Share to Buy for distribution. To confirm you want the Property Alert to be sent, click the 'Save And Submit This Alert' button.

This will notify Share to Buy that you have submitted a new Property Alert, and we will add it to the distribution schedule.

Step 10. Check the status of your alert

After submitting a Property Alert, you will be redirected to the Property Alerts tab.



This tab will give you a record of the Property Alerts you have submitted, the fee and the status.

There are three statuses:

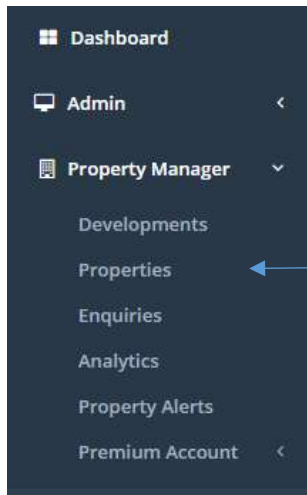
- New: submitted to Share to Buy but yet to be scheduled
- Scheduled: Share to Buy has processed the alert and it is now queued to be sent
- Sent: The Property Alert has been sent, and Share to buy will now invoice

PLEASE NOTE, IF YOU WISH TO SET A SPECIFIC SCHEDULLING FOR YOUR PROPERTY ALERT PLEASE EMAIL SHARE TO BUY AND WE WILL SCHEDULE APPROPRIATELY.

Creating a Development Alert

To create a Development Alert, you must first have created a development and linked properties to it. To read about how to create a Development read the [Create a Development User Guide](#).

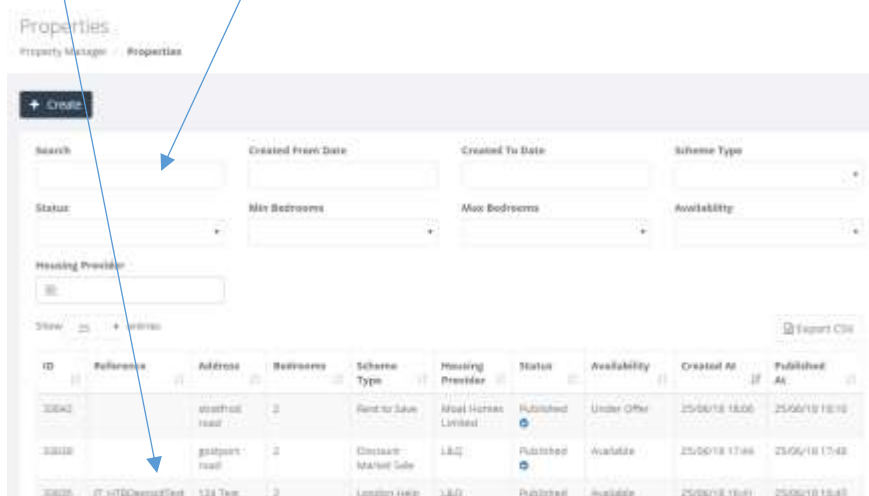
Step 1. Click into the Properties tab



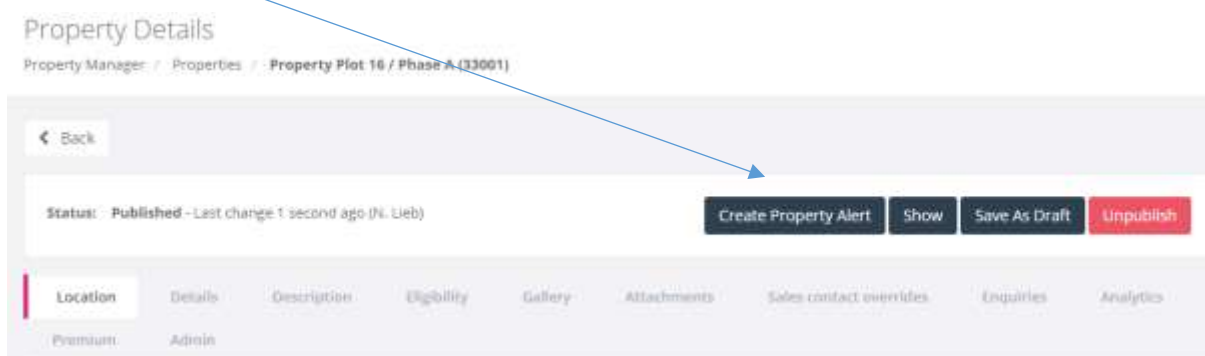
Click on the 'Properties' tab from the Property Manager menu

Step 2: Find your Property in the Property List

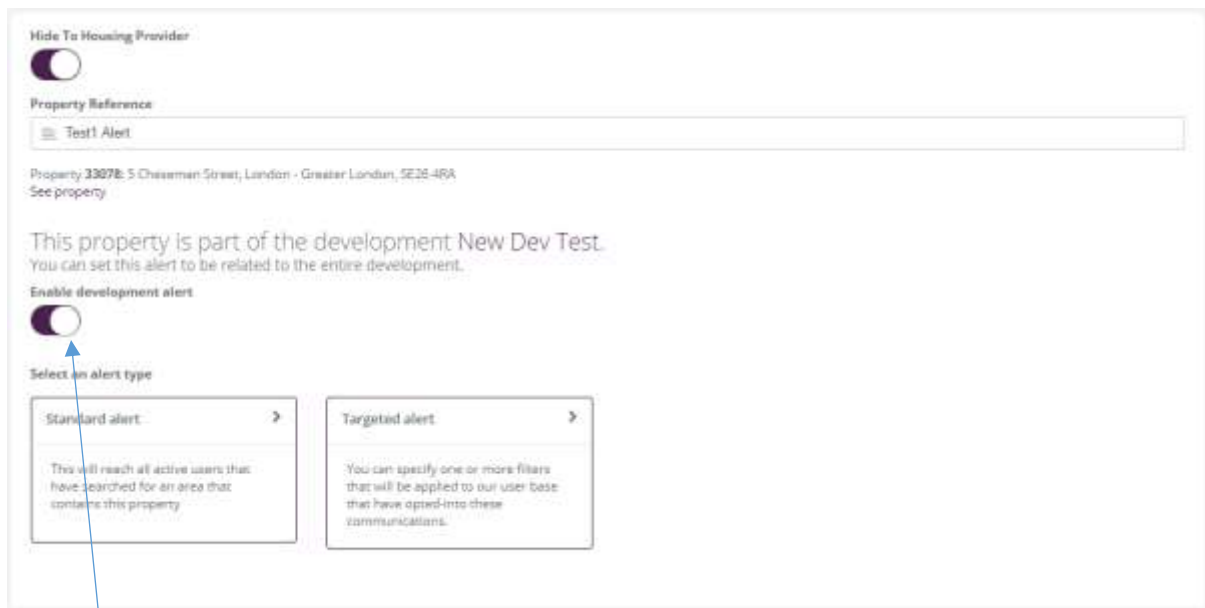
You can use the Search box and the filters to quickly find your Property. Click through to your chosen Property.



Step 3. Click Create Property Alert button



Clicking the Create Property Alert will open the Property Alert selection screen. The selection screen looks like this:



Step 4. Enable development alert

If your property is linked to a development, then you will have the option of sending a Development Alert rather than a single property alert. To select a Development Alert click the 'Enable development alert' button.

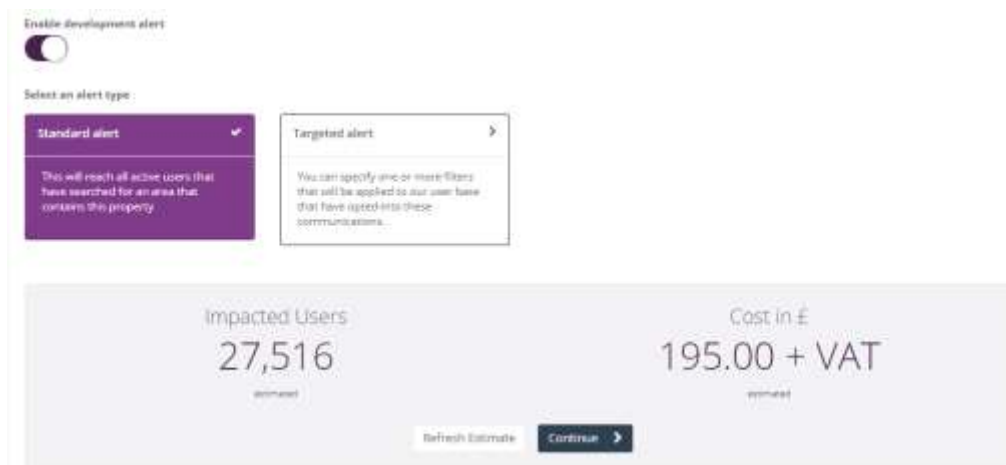
Step 5. Select the alert type

There are two types of Property Alerts:

- Standard Alerts
- Targeted Alerts

Select the alert type you wish to send. This will then give you an estimated number of users who will receive the alert, and the fee.

Standard Alerts: There is a set fee of £195+VAT for a Standard Development Alert regardless of the number of recipients. (Please note, we are currently offering Property Alerts for non-London properties free of charge)



Targeted Alerts: You can set specific filters to ensure you are targeting exactly the demographic you need. The fee for a Targeted Alert is £0.07 per recipient, with a minimum fee of £225+VAT and a maximum fee of £895+VAT.

User Home Location

User Work Location

User Home or Work Location

Min Income £ 40000

Max Income £

Min Deposit £

Max Deposit £

Min Number Of People In The Household 2

Max Number Of People In The Household

Current Housing Status

Wheelchair / Mobility

Children / Dependants

Apply filters Reset filters

Impacted Users 17,031 estimated

Cost In £ 895.00 + VAT estimated

Refresh Estimate Continue

Step 6. Click to Continue

If you have reviewed the estimated user count and the fee, and wish to proceed then click the Continue button. This will open up the Alert template.

Step 7. Enter the subject line, sales message and pricing

Use the Email Subject, Email Introduction Text and prices starting from fields to create the copy for your Property Alert.

Email Subject Open day this weekend

Email Introduction Text **B** Fantastic 1, 2 & 3 bedroom apartments available. Viewing this Saturday.

Prices starting from 300000

Step 8. Preview your Property Alert

Use the alert preview pane to check the copy you have entered into the alert.

SHARE TO BUY

Twitter Facebook Instagram

Open day this weekend

Fantastic 1, 2 & 3 bedroom apartments available. Viewing this Saturday.

Alert Test

Scheme: Shared Ownership

Prices starting from £300,000

Test Street, London - Greater London, Southwark, SE5 0AF

1 bed available

[Development Properties](#) →

[Development Details](#) →

The image used is the Main Image from your Property listing's gallery.

The scheme type and address is pulled through from your Property listing.

The Call to Action buttons take the relevant Development and Development Search pages on the Share to Buy website.

Step 9. Send yourself a test email of the Development Alert

Click the 'Send A Preview Email' button to send an email test version of the alert to yourself.



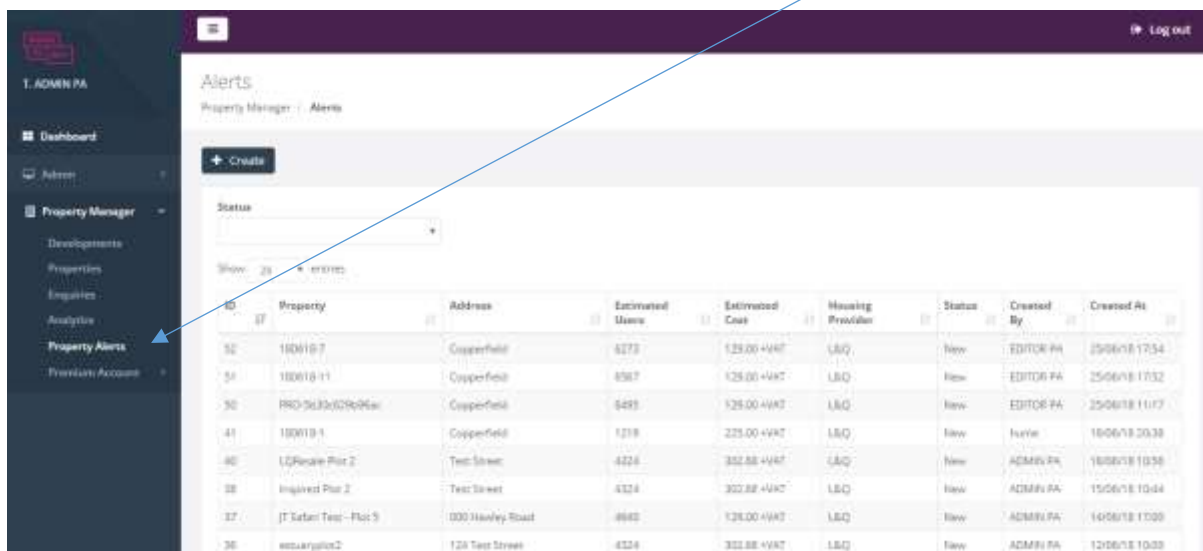
Step 10. Save and submit the alert for distribution

When you are happy with your Development Alert and have tested it, then you are ready to submit to Share to Buy for distribution. To confirm you want the Development Alert to be sent, click the 'Save And Submit This Alert' button.

This will notify Share to Buy that you have submitted a new Development Alert, and we will add it to the distribution schedule.

Step 11. Check the status of your alert

After submitting a Development Alert, you will be redirected to the Property Alerts tab.



This tab will give you a record of the Property Alerts you have submitted, the fee and the status.

There are three statuses:

- New: submitted to Share to Buy but yet to be scheduled
- Scheduled: Share to Buy has processed the alert and it is now queued to be sent
- Sent: The Property Alert has been sent, and Share to buy will now invoice

PLEASE NOTE, IF YOU WISH TO SET A SPECIFIC SCHEDULLING FOR YOUR PROPERTY ALERT PLEASE EMAIL SHARE TO BUY AND WE WILL SCHEDULE APPROPRIATELY.