

Nurture homeowners and generate more leads

Transform your sales pipeline with digital property logbooks.





Making property logbooks the norm will make it incredibly straightforward for homeowners to collate and update information during their ownership.

Conveyancing Association

The most talked about change to the way of doing business.

The New Statesmen

There's no denying this 'logbook' concept would be a massive undertaking to pull together, there would be huge benefits. Speed and transparency being the stand-out winners!

Phil Spencer

That's a great idea!

Kerfuffle



Are you ready for a change in the market?

When instructions are plentiful and the business is growing, everyone's happy. But when instructions are harder to come by and lack of stock is really hitting your turnover and bottom line do you have a plan? More importantly do you have a plan

that isn't being replicated by every agent in your area? Twindig digital property logbooks provide the answer to generating new business next month, next quarter and next year!

Digital Property Logbooks

Twindig Digital Property Logbooks are a game changer for the UK residential property market. As well as being an incredibly useful tool for every UK homeowner, it's a transformative marketing and sales tool for estate agents.

Recent decisions by HM Government and the Law Commission have removed previous barriers to the use of digital assets and digital identification in the

conveyancing process and now digital property logbooks will be playing a significantly more important role pre, during and post property transactions.

Our logbooks allow you to nurture prospects, advertise to them every month and identify when they are likely to be selling. It's a powerful tool to win you new instructions again and again.



Your customers will love their Digital Property Logbook!

Your customers will love their digital property logbook! It's absolutely free and allows them to see exactly what is happening in their local property market. At the same time they can manage and store all the key documentation associated with managing their property.

Their digital property logbook comes courtesy of you! So not only will they be grateful to you for supplying it, every time they logon to view their latest local property market updates, your branding and your contact details will be right in front of them.

- 1 Monthly updates on the property market around their postcode. Hottest streets and most expensive streets in their immediate area.
- 2 Real-time tracking of local market trends, including the hottest streets in their area.
- 3 A secure and simple depository for key documentation from deeds to certificates.

- 4 Calendar reminders to schedule repeating activities such as boiler services, building insurance, contents insurance etc.
- 5 Fast and online purchase of critical documentation such as ID/AML reports and EPC certificates when needed.
- 6 Great for landlords, they can manage multiple properties from a single login to the twindig dashboard.
- 7 Store key data and dimensions for every room in the house to make buying new fixtures and fittings easy.
- 8 Access an easy to use equity calculator.
- 9 Download and share a property report at any time.
- 10 Control exactly who can see what documentation and when.

Homeowners can see the hottest streets in their area, track the local market, as well as manage their essential property documentation.

Over 40% of logbook owners view them every month.

Nurture homeowners and win more instructions

For estate agents, the power of the twindig digital property logbook goes much further than helping make their customer's lives easier. It's a powerful tool that helps nurture customers and drives significant new business! And the more homeowners that claim a logbook, the more powerful it becomes.

Free to homeowners, the twindig digital property logbooks bring your branding and contact details into the heart of their home whenever they access local market updates, see their latest house valuation or manage documentation for their most important asset. And over 40% of twindig logbook users access that information every single month!

Offering them their free logbook gives you a whole new reason to communicate with all the homeowners in your area.

Move the conversation beyond 'are you thinking of selling' and 'do you want to know how much your property is worth.' Now you can be the provider of essential street by street property information, real-time market trends and a storage and management facility for all their essential documentation.

Once they claim their logbook, all this happens automatically without any effort or input on your part!



Identify potential instructions before the competition

At the heart of the twindig platform for estate agents is a real time reporting dashboard that lets you see the status of all the customers that have claimed a logbook.

It lets you see and track at a glance which of your customers and prospects are active, which have uploaded key documentation and most importantly what their current status is, from 'settled' through to 'selling'.

For the first time you can identify prospects considering putting their house on the market even before they instruct an estate agent. You can then contact them when they want to hear from you the most... though they may beat you to it as your brand and contact details have been right in front of them every time they used their twindig digital property logbook.

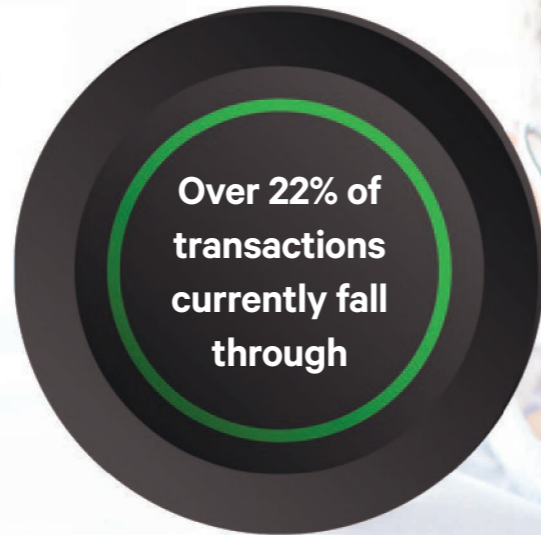


Your management dashboard gives you a view of all your prospects that have claimed a Logbook. It lets you see at a glance which are active, key documents they have loaded and when they are changing their status preparing for sale. All triggers for you to contact them.

More revenue to the bottom line - reducing fall-throughs

For customers selling (or buying) with you, digital property logbooks makes the process more transparent, more efficient and considerably faster. By making key documentation available to all parties from the start, property logbooks are proven to significantly reduce fall-throughs and withdraws.

Fewer fall-throughs and withdrawals means more revenue straight to your bottom line with no extra work. It also means more satisfied customers and more referrals in your area.



Fast access to key documentation - buying EPCs and ID/AML confirmation online

Making critical documentation easy to store, easy to manage and easy to share securely is at the core of the logbook advantage. With the twindig digital property logbook your customers can purchase critical reports and certificates for their property directly from their logbook. And the best bit, that process also carries your branding and contacts details.



UK Government Report

Helping your customers and prospects to claim their free logbook

For your customers and prospects, their digital property logbook is an incredible source of local information that's free of charge with no catch or hidden commitments.

To help homeowners claim their logbooks we have made it as easy as possible. Once on board the programme you'll receive a QR code and url that is unique to your business. You can use these on all your

outgoing marketing communications; digital and print. When a homeowner claims their logbook via either route, your branding and contact details are automatically included – its as simple as that.

PSD Logbooks will also provide you with a Marketing Kit: This is a collection of digital assets such as logos, images, examples & explanations etc that will help you create your own emails and leaflets.

A marketing kit is provided to help you let homeowners know about their free logbook.



How do you get started with twindig Digital Property Logbooks?

Quick and easy to set up

To get the twindig platform growing your business, you just need to sign a simple contract and set up the monthly direct debit. After that the set-up is done for you. Normal you'll be ready to go out to your customers in 7 – 10 days.

Branding and contact details

You'll be asked to provide a few simple details such as logos, images, preferred contact details along with an optional personalised welcome video and the rest is done for you.

A simple monthly fee

The logbooks are free to homeowners, you pay a simple monthly fee to make them available to your customers and prospects with your branding and contact details.

Flat fee per branch

You pay a flat fee per branch. It doesn't matter how many customers and prospects claim a logbook, you won't pay anymore.

Start now: **call 0333 090 9187** or **email enquiries@psdlogbooks.co.uk** to arrange a demonstration.

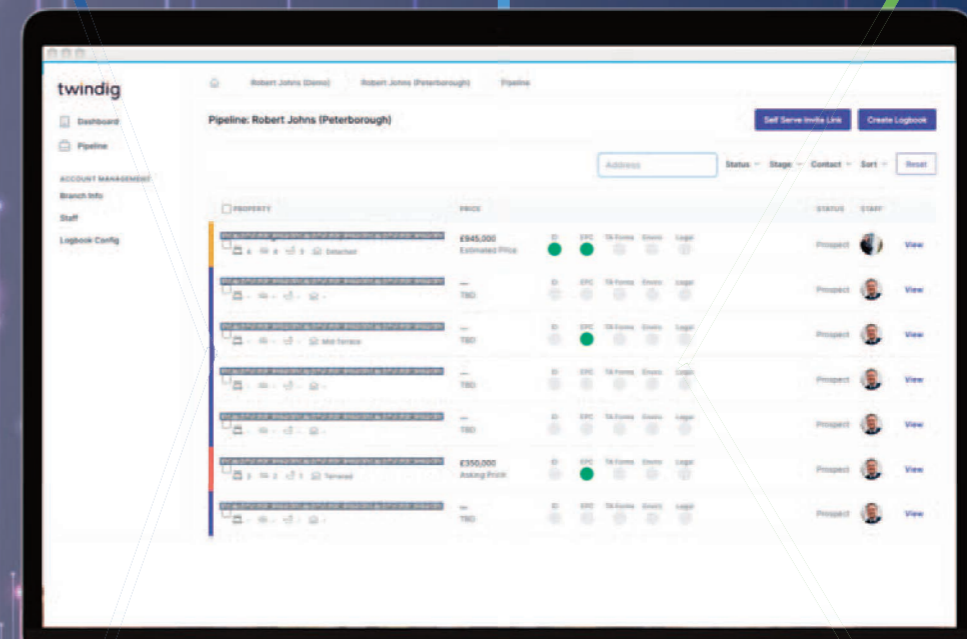
Nurture
the **98%**
not yet
selling!

Win more
of the **2%**
considering a
move now!

Your brand and
contact details in the
customer's home

A new reason to
regularly talk to
customers

Identify those
considering selling,
identify selling
triggers and insights



Generate goodwill
and reciprocity
with prospects

Speed up your
average time to
completion

Significantly reduce
fall-throughs and
withdrawals

PSD Logbooks is the sole distributor of twindig logbooks to the UK estate agent market and is the trading name of Property Searches Direct Limited. Twindig is the trading name of Twindig Limited.

For more information or to arrange a demonstration
please call: **0333 090 9187**
or email: **enquiries@psdlogbooks.co.uk**
www.psdlogbooks.co.uk



SELLING

DOING UP

CONSIDERING

SETTLED

BUYING