



**PUTTING YOUR WEBSITE TO WORK**



# Citylets Valuation Tool



**Drives uplift in landlord enquiries**



**Fits seamlessly within your website**



**Trusted Citylets data**



**Sensible valuations range with context**



**Average rent & TTL figures provided**



**Manages landlord expectations**



**Option to request/arrange on-site valuation**



**Connects with Optilet**

*"The Citylets Valuation Tool allows us to start conversations with the landlords and investors of Edinburgh, which allows us to learn their unique goals and offer our services to achieve them."*

Steve Cullen, Managing Director, Cullen Property



*"The Citylets Valuation Tool has proven an invaluable tool for potential clients to gain an insight into prospective rental levels across Scotland. The information enables us to follow up with further details, valuations and figures appropriately."*

Jamie Kerr, Managing Director, Ben Property



*"We've had a steady stream of good quality leads from the Citylets Valuation Tool since we added it to our website around a year ago."*

Jack Gallagher, Director, Western Lettings



# Citylets Valuation Tool - Driving Landlord Engagement

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Citylets Valuation Tool is designed to incentivise Landlords to make contact from your own website. The appeal of an instant valuation for a Landlord's property has been proven to drive an uplift in qualified enquiries compared to a standard contact form.

Valuations are based on trusted Citylets data and designed to give a sensible indication of a property's worth in the rental market. The range ensures there is scope for the agent to apply local expertise and market intelligence to improve on the indication and provide a more accurate valuation, establishing the Agent as the expert.

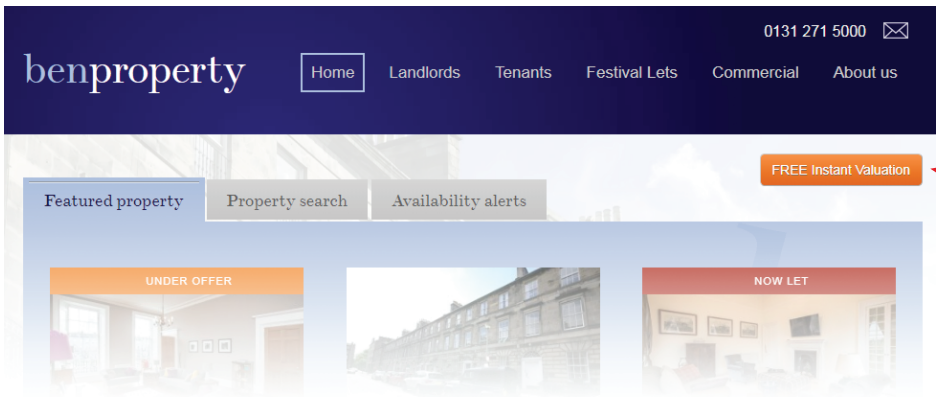
A selection of our Valuation Tool clients:



# Hosting on Your Website

Citylets Valuation Tool sits within your own website, customised to your preferred design. We recommend strong calls to action on your homepage and throughout your dedicated landlord section.

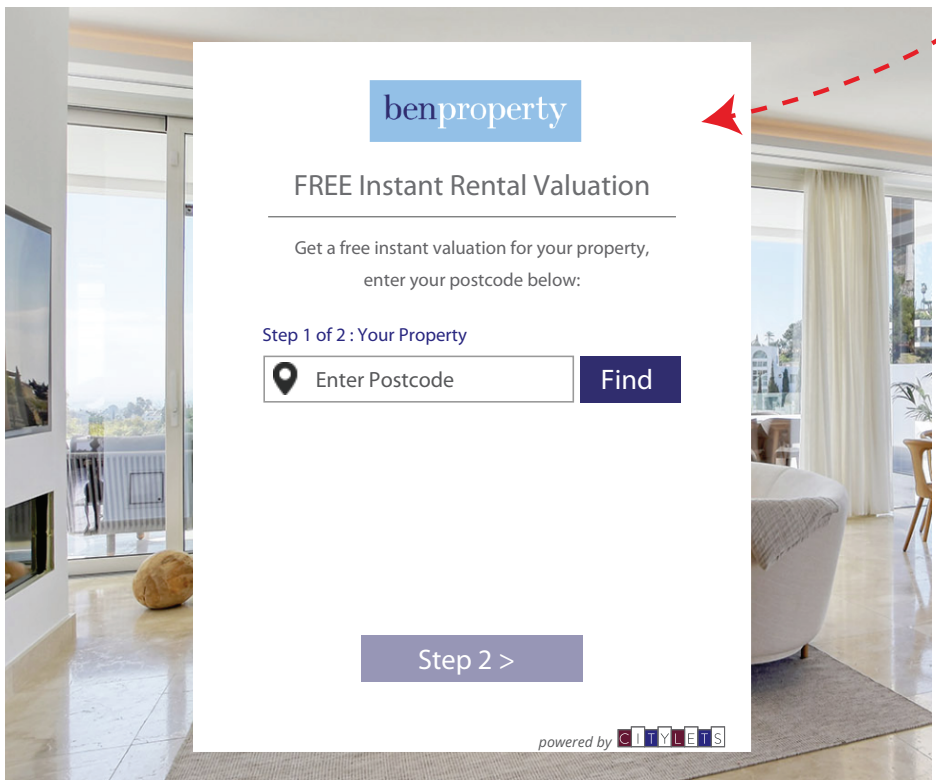
<https://www.benproperty.co.uk/>



Add a prominent call to action on your website

When clicked the landlord will be taken to the valuation tool maintaining the look and feel of your own website

<https://valuation.benproperty.co.uk/>



# The Consumer Journey

1

benproperty

FREE Instant Rental Valuation

Get a free instant valuation for your property,  
enter your postcode below:

Step 1 of 2 : Your Property

Enter Postcode

Find

Step 2 >

powered by CITYLETS

Landlord enters postcode.



2

benproperty

FREE Instant Rental Valuation

Get a free instant valuation for your property,  
enter your postcode below:

Step 1 of 2 : Your Property

EH7 5QA

Find

167 Easter Road

Property Type: ☒ Flat ☐ House

Furnished: ☒ Yes ☐ No ☐ Part

Bedrooms: ☐ 1 ☒ 2 ☐ 3 ☐ 4 ☐ 5+

Step 2 >

powered by CITYLETS

Landlord selects address from the list provided and discloses property type, level of furnishing and number of bedrooms.

3

benproperty

FREE Instant Rental Valuation

Step 2 of 2 : Your Details

David Smith

0131 111 222

dsmith@abc.co.uk

Current landlord looking to change agent

☒ I agree to T&C and Privacy Policy

Value my Property >

powered by CITYLETS

Landlord provides personal details before securing valuation. This ensures the Agent can contact the landlord subsequent to the valuation being provided.

4

benproperty

FREE Instant Rental Valuation

Valuation results for 2 bed flats in your area:

Minimum	Average	Maximum
£795 pcm	£875 pcm	£965 pcm
(Easter Road)		(Albion Road)

Average Time to Let: 13 days

Results based on 14 property transactions

We hope you find this service useful & will contact you shortly to discuss your valuation

powered by CITYLETS

Valuation range is returned to the landlord with address context and basis volume of Comparables to embellish understanding and manage expectations.

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# Valuation Emails

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Both Agent and Landlord receive notification & confirmation of the valuation by email. (For convenience, Citylets clients can link direct to Optilet to provide a more detailed Comparables report for the landlord, establishing the Agent- not the valuation tool- as the expert.)

## Email Sent to Landlord

The logo for benproperty, featuring the word "benproperty" in a lowercase, sans-serif font. The "ben" is in a dark blue color, and "property" is in a lighter blue color.

Hi David Smith

Thank you for your recent enquiry.

Below you'll find the results of your instant rental valuation for 167, Easter Road, City Of Edinburgh, Scotland, EH7 5QA. One of our experts will be in touch shortly to discuss your valuation and letting requirements.

### 2 bed flats in your area:

(Results based on 14 property transactions)

Minimum: £795 pcm (Easter Road)  
Average: £875 pcm  
Maximum: £965 pcm (Albion Road)

Average time to let: 13 days

Regards

Ben Property

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0131 271 5000 | 3 Manor Place, Edinburgh EH3 7DH.

## Email Sent to Agent



A landlord has used the instant rental valuation tool on your website:

Name: David Smith  
Phone: 0131 111 222  
Email: dsmith@abc.co.uk  
Status: Current landlord looking to change agent

**Valuation Address:** 167, Easter Road, City Of Edinburgh, Scotland, EH7 5QA

Property Type: Flat  
Bedrooms: 2  
Furnished: Yes

### Valuation Provided:

(based on 14 property transactions)

Minimum: £795 pcm (Easter Road)  
Average: £875 pcm  
Maximum: £965 pcm (Albion Road)

Average TTL: 13 days

[View valuation in Optilet](#)



## For Existing Citylets Clients

Landlord leads generated from your website are stored for convenience and ease of reference in your Citylets admin area.

### Landlord Valuation Leads

Start Date(dd/mm/yyyy)

End Date(dd/mm/yyyy)

[Get Valuation Leads](#)

Filter leads by:

containing

[Apply Filter](#)[Remove Filter](#)


Page: 1 2 3 Next

[Export to CSV file](#)

Name	Address	Email	Phone	Type	Valuation	Optilet	Date
David Smith	167 Easter Road Edinburgh EH7 5QA	dsmith@abc.co.uk	0131 111 222	2 bed Flat [furnished]	<a href="#">View Valuation</a>	<a href="#">Optilet</a>	26/08/2019
John Gibson	121 Leith Walk Edinburgh EH7 5QT	jgibson@xyz.co.uk	0131 333 555	2 bed Flat [furnished]	<a href="#">View Valuation</a>	<a href="#">Optilet</a>	23/08/2019
Karen Jones	20 Albion Road Edinburgh EH7 5BT	kjones@efg.co.uk	0131 777 888	2 bed Flat [furnished]	<a href="#">View Valuation</a>	<a href="#">Optilet</a>	20/08/2019

Click to view the valuation results in Optilet

Optilet



Find properties by:

Area ☐ Street ☐ Postcode ☒

Bedrooms

Min  Max

Property Type

Type of Let

Furnishing

Recall

Return data from the last

☐ HMO Only

Display results on:

☐ Map ☒ List

[SEARCH](#)

Use Optilet to create & send a more bespoke and detailed report to landlords branded with your company name



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## A selection of clients using the Citylets Valuation Tool:

[valuation.cullenproperty.com](http://valuation.cullenproperty.com)  
[valuation.ardenpm.co.uk](http://valuation.ardenpm.co.uk)  
[valuation.westernlettings.co.uk](http://valuation.westernlettings.co.uk)  
[valuation.benproperty.co.uk](http://valuation.benproperty.co.uk)  
[valuation.1let.co.uk](http://valuation.1let.co.uk)  
[val.trinityfactors.co.uk](http://val.trinityfactors.co.uk)

A demo of the tool can be found at:  
[xyzlettings.citylets.co.uk](http://xyzlettings.citylets.co.uk)

**For more info please contact:**

[hello@citylets.co.uk](mailto:hello@citylets.co.uk)

**(m) 07779 128 471**

**(t) 0131 572 0020**



Home of Scottish Letting

