

Guide

Get results for your estate agency with See It Here First

By See It Here First



SEE IT HERE FIRST .co.uk

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Introduction

Listing your properties on See it Here First is a great way to differentiate your agency, win instructions, and show homeowners you'll do what it takes to get their property sold.

The real results come when See It Here First is shared proactively, not treated as a passive portal.

In this guide, we'll walk you through how to get the most out of See it Here First, encourage more booked viewings, and position it as a benefit for both homeowners and buyers.

1. Automate emails at key moments

Link to seeitherefirst.co.uk in emails sent to buyers and vendors when:

- A viewing is booked
- A viewing is cancelled
- A valuation is booked
- An offer is rejected
- A portal enquiry is received
- A buyer registers or updates their criteria

This can be done inside your CRM. If yours aren't automated, set this up in any template emails or communication you use.

For details on updating these in Street CRM, please refer to the following [help article](#).

Hi [[enquirer_first_name]],

Thank you for your [[enquiry_portal]] enquiry regarding [[property_short_address]].

A member of our team will be in touch soon.

Looking for your next home? Be the first to see new properties *before* they go live on sites like Rightmove — just head to seeitherefirst.co.uk

Why this works

- Buyers are most engaged at these moments
- It positions SIHF as a buyer advantage, not just another portal
- It trains buyers to check SIHF regularly, increasing early interest

Key benefit to highlight

“Get early access to homes before they appear on the main portals.”



2. Share after viewings

When following up after a viewing:

- Share SIHF as a way to see what's coming next
- Reassure them they won't miss better options

This works best when they didn't like the property they viewed!

Buyers actively looking at properties are the most engaged and most likely to jump at opportunities to see properties on See It Here First, so they can beat the crowds.



Other high-impact places to share See It Here First

In email signatures (subtle but powerful)

A simple line like this could work well:

“For early access to new homes: See It Here First”

Why this works:

- Zero effort once set up
- Reaches every contact
- Builds familiarity over time

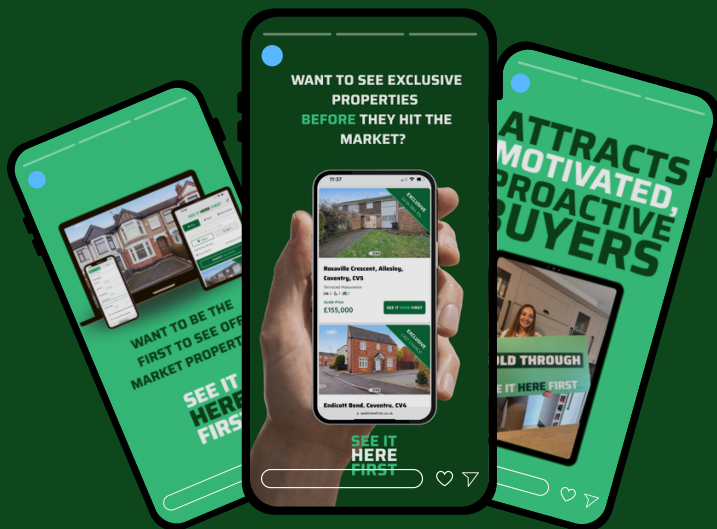


On social media (especially Stories)

Use the graphics provided in the asset pack to encourage people to check properties on See It Here First via your social media channels.

Make sure you link to seeitherefirst.co.uk where possible.

Asset Pack



Additional ideas for social media:

- “Coming soon” posts
- BTS content showing properties before full launch
- Short explainer videos about how SIHF works

Why this works:

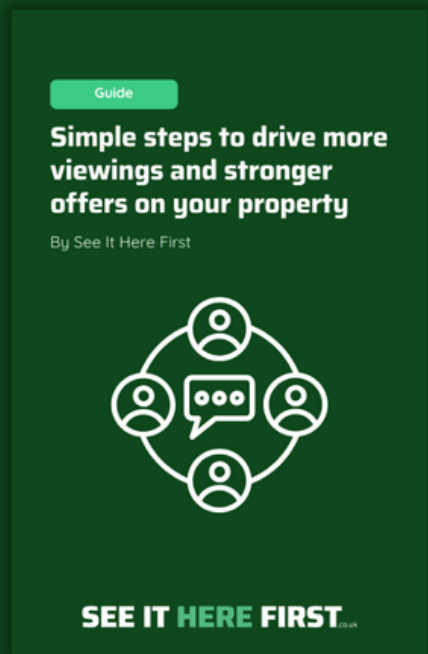
- Builds intrigue
- Educates without selling
- Attracts both buyers and potential sellers



Encourage vendors to share their listing

Share the guide linked below with vendors and encourage them to take action. It's packed with tips they can use to get more eyes on their listing and book more viewings.

The people who take a more proactive approach to selling their home get the best results.



Your checklist

If you want to maximise the impact of listing your properties on See It Here First and get more viewings booked in:

✓ **Add a link to key customer emails when:**

- A viewing is booked
- A viewing is cancelled
- A portal enquiry is received
- A viewing is complete

✓ **Add to your company email signature**

✓ **Share on social media**

✓ **Encourage homeowners to share their listing**

Final message from the team

See It Here First is most effective when it's treated as part of your everyday process—not just another portal link. The agencies seeing the strongest results are the ones that talk about it often, share it proactively, and position it clearly as a benefit for both buyers and homeowners.

For buyers, it creates a sense of early access, momentum, and opportunity.

For sellers, it demonstrates effort, strategy, and a smarter approach to launching their home.

By consistently weaving See It Here First into your emails, conversations, valuations, and marketing, you're not just promoting a portal—you're reinforcing your value as an agent who goes further to get results.

Use the ideas in this guide, adapt them to your workflow, and make See It Here First a natural part of how you win instructions, build trust, and generate more viewings.

**- THE SEE IT HERE FIRST
TEAM**

