

The logo for Lifesycle, featuring the word "Lifesycle" in a pink, sans-serif font. The letter "c" is stylized with a play button icon inside it. A registered trademark symbol (®) is located at the top right of the word.

By Iceberg Digital

The World's-first Estate Agency software that
combines traditional Estate Agency CRM and
Marketing software in one platform.

www.lifesycle.co.uk

Contents

- 01 What's your story?
- 03 Why choose Lifecycle?
- 04 CRM Features
- 06 CRM Rocket Fuel 🔥
- 07 Marketing Features
- 08 Marketing Rocket Fuel 🔥
- 09 5-star rated training, support and continued coaching.
- 10 What are the benefits of using Lifecycle?
- 11 What outcomes will using Lifecycle give me?
- 12 Client Testimonials
- 13 Who are Iceberg Digital?
- 14 Contact Details

What's your story?

Let me have a go at this... you want a CRM to store the vital details of your buyers and tenants, to contact with details of your new listings when you get them? A CRM that enables you to upload your properties to your website and the portals for attracting new leads. Maybe a few other nifty tools to make you more efficient (and there are many out there) like Diary management, sales progression, property matching, lead management, marketing - and perhaps some automated for you?

The list goes on... And all with a promise to make your life easier, and why not - you put a lot of time, money and effort into brochures, window cards, SMS and Email campaigns to share new properties. Walk-ins, mail drops, cold calls, and the portals you rely on so heavily for more leads. Forever on the phone, qualifying new leads and gathering feedback from viewings to close more business. We know how busy you are, but answer me this...

How will that give you an edge over your competitors?

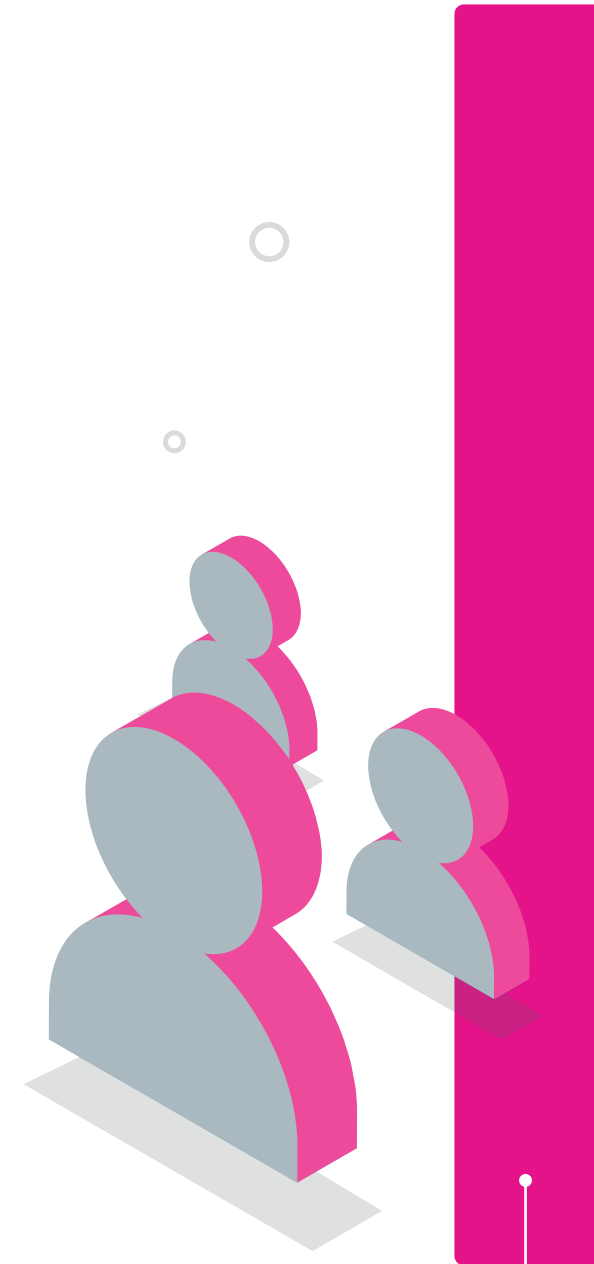
Every Estate Agent in your area has been doing the same thing as every Estate Agent before them - in fact, it has been the same for as long as we can remember.

So what now..?

How will what you want in a CRM get you more listings, grow your business and make sure YOU are not left behind.

That is what you really need, isn't it..?

... continued on next page



Now imagine a CRM that gave you everything you wanted, but this time it shared new listings with your community as soon as you get it – long before it goes on the portals. Generating enquiries and providing actionable lists to make the right calls? Gathered automatic feedback on viewings, all while delivering ongoing communication and providing you with the ultimate source of new instruction leads for your team to call in real-time... long before you have even created a single brochure!

Now ask yourself again... What do you really need in a CRM?

Leave window cards, leaflets and brochures in the past and join thousands of other agents who have discovered how Lifecycle will get you more listings and remove your reliance on portals. Grow your business and improve your top line. Be ahead of your competition and top-of-mind in your community.

Lifecycle – the World's-first and ONLY solution available to Estate Agents that combines traditional Estate Agency CRM and Marketing software in one platform.



Lifecycle
A smart way of working

Why choose Lifecycle?



Using outdated technology and making the wrong decisions can result in you getting left behind and NOT being top-of-mind in your community.

Developed by Iceberg Digital, Lifecycle is the World's-first Estate Agency software that combines traditional Estate Agency CRM and Marketing software in one platform. For agents wanting to succeed in this digital world, Lifecycle allows you to manage your everyday tasks as an Estate Agent while delivering ongoing communication, gathering automatic feedback, and identifying where the best opportunities for new instructions are likely to be.

"Identifying where the best opportunities for new instructions are likely to be...."

Lifecycle will not only provide you with the insights you need, but create actionable lists for you to make the right calls, be ahead of your competition, and remove your reliance on portals.

With the support of a thriving community of Agents, and our 5-star rated training, support, and continued coaching, Lifecycle will allow you to get more listings, grow your business, and improve your top line.

Welcome to the most powerful Estate Agent software in the world.

Welcome to Lifecycle.



CRM Features

Traditional CRM Features

 Lifesycle Rocket Fuel



Tasks

Your team can keep track of their day-to-day tasks.

Lifesycle's AI automatically creates crucial tasks to keep your team on target.



Calendar

Diary for your team to keep track of availability

Work on any device anywhere in the world



Sales Progression

Keep track of your sales through to completion

Modern, simple to use interface that allows you to see which sales are on or off-track and, upon completion, new vendors are nurtured with personal messages like anniversary emails.



Market Appraisals

Book market appraisals and send the confirmation on any device anywhere in the world

Create web-based trackable presentations with automated follow up emails.



Viewing Feedback

Book viewings and send the confirmation on any device anywhere in the world

Let Lifesycle chase your viewing feedback automatically.



Property Matching

Manually register applicants and run a basic match against their profile

Give your applicants, sellers and landlords the edge by allowing them to register and update their details directly into your CRM and receive automated property updates 24/7.



Upload to Portals

Advertise your properties on your website and the portals

Schedule the dates and times you want your properties to go live on the portals and social media.



Statistics

Stay on top of your branch and personal targets

Travel back in time to specific days to compare you and your team's performance.

CRM Features

Traditional CRM Features

 Lifecycle Rocket Fuel



Digital Signature

Send out electronic contracts to close your deals faster



Responsive one-click contracts with two-factor authentication.



Dashboard

See a list of your outstanding tasks and appointments



See a list of who to call for your next listings, viewings, and a list of personal tasks for maximum productivity from your team.



Leads

Connect your portal enquiries into Lifecycle



Lifecycle automatically qualifies enquiries and delivers custom messages based on their responses turning portal enquiries into listing opportunities.



Database

Store all of your contact and property information and notes in one central database



Never archive data again. See a timeline of your database's on and offline activity allowing you to know who to call at the right time for your next listings and viewings.



Brochures

Produce details for print use



The planet is on fire – save money on paper and ink. Send web-based brochures so you can track who views them and when. Get your property details approved online instantly.



Property Mgmt

Many of our clients run big lettings portfolios but they do not currently use Lifecycle for property management.

Lifecycle

A smart way of working

CRM Rocket Fuel



Completion Tool



Send anniversary emails and newsletters to your completions nurturing them into new listings.



Potential Viewings



See who has been looking at your properties online to know who to call to book for your next viewings.



Potential Listings



A database of potential sellers and landlords and their likelihood to move.



Tracking



See which contacts are looking at your website, social media and emails in real-time so your team know who to call from anywhere in the world.



Score



Score allows you to see how many interactions a contact has had online with your company.



Touchpoint



Allows you to see how many different times someone has interacted with your brand online.

A smart way of working

Lifecycle

Marketing Features

Traditional CRM Features

 Lifecycle Rocket Fuel



Instant Online Valuation

Offer a lead generation tool for potential sellers and landlords on your website



Instant valuations are long term leads, Lifecycle will communicate with them forever and let you know when they are at the right point to call.



Content

Create your own content to use in your marketing each month



Lifecycle supplies you content each month, automatically posts content to social media every week, builds and sends a company newsletter to your database monthly and tracks who is interacting with your content. All of this to keep you top of your potential customer's thoughts.



E-mail Marketing

Send communication out to your database



Let Lifecycle put the right content in front of the right people to keep people engaged while you focus on day-to-day tasks.



Newsletters

Manually create and send an adhoc newsletter via email to your database



Let Lifecycle create the consistency of a major brand by automatically compiling and sending a newsletter every month without fail.



Social Media

Manually post to social media



Create the consistency of a major brand by automatically posting to social media, create targeted ads to put the right things in front of the right people, reducing your spend.



Database

A single source of truth – meaning you have one central database and one unique user.



No more duplication between databases, see the results of all of your marketing spend.

Lifecycle

By Iceberg Digital

Marketing Rocket Fuel



Personalisation

Let Lifecycle use AI to put personalized, engaging content in front of the right people by email and social media.



SMS

With 94% of messages read in the first 3 minutes, SMS is the perfect channel to deliver high engagement marketing campaigns.



Digital 20/20

We have taken traditional sold or let near you 20/20 marketing and created an automated digital version.



Social Distancing Valuation

Allow your customers to send you photos and descriptions of their property for your team to engage with more prospects.



Forms

Create web forms and surveys that directly feed the answers into your software.



Tracking

See which contacts are looking at your website, social media and emails in real-time so your team know who to call from anywhere in the world



Score

Score allows you to see how many interactions a contact has had online with your company.



Touchpoint

Allows you to see how many different times someone has interacted with your brand online.

Supporting you through growth with our 5-star rated training, support and continued coaching.

We strive to build a stronger and more rewarding connection. Build trust, provide strategic advice, remain inclusive, and focus on quality.



Lifecycle Academy

100's of help guides, videos, and multiple zoom training sessions on different functions every month.



Elite Performance Coaching

Join our 6-month Innovation & Growth Program, hosted by Elite Performance Coaches (Ex-Agents), working with you to refocus, review and achieve your goals.



Whatsapp

Access to our thriving community of Estate Agents, just like you sharing ideas.



Manage your everyday tasks as an Estate Agent, while delivering ongoing communication, and automatically gathering feedback.



Identify where the best opportunities for new instructions are.



Actionable lists for you to make the right calls.



Support from a thriving community of Agents.



5-star rated training, support, and continued coaching.

What are the benefits of using Lifecycle?



Lifecycle[®]
A **smart** way of working

What outcomes will using Lifecycle give me?



Get more listings, grow your business, and improve your top line.



Be ahead of the competition and top-of-mind in your community.



Real-time insights to win and close more instructions.



Remove your reliance on portals.



The structure and processes to expand into new areas without opening an office or increasing staff.

"My review of Lifecycle after two years of using it."

Jack Shukie, of the award-winning estate agency Think Estate Agents, gives his thoughts on Lifecycle, a platform that combines both traditional CRM functions and marketing, after a full two years of using it.



<https://youtu.be/3q0kWOKgye4>

View 100+ more: www.lifecycle.co.uk/testimonials

Who are Iceberg Digital?

Founded in 2009 by Mark Burgess and responsible for many innovation firsts throughout the years, Iceberg Digital are the pioneering force behind many of the industry standards you see in Estate Agency today.

In 2015, Iceberg Digital broke new ground with Fragra, the first marketing automation platform for Estate Agents, allowing them to send trackable appraisals and nurture their clients automatically.

Today, Iceberg Digital bring you, **Lifecycle**, the World's-first Estate Agency software combining traditional Estate

Agency CRM and Marketing software in one platform. Enabling Estate Agents to manage their everyday tasks while delivering ongoing communication, gathering automatic feedback, and identifying where the best opportunities for new instructions are likely to be.

Iceberg Digital has won an enviable selection of awards for both innovation and technology along the way. To empower the property industry around the world to work smarter. You might wonder how we're going to do this when we only work with Estate Agents - however, this industry is just the tip of the Iceberg.

Contact us

☎ 01255 568265

✉ info@iceberg-digital.co.uk

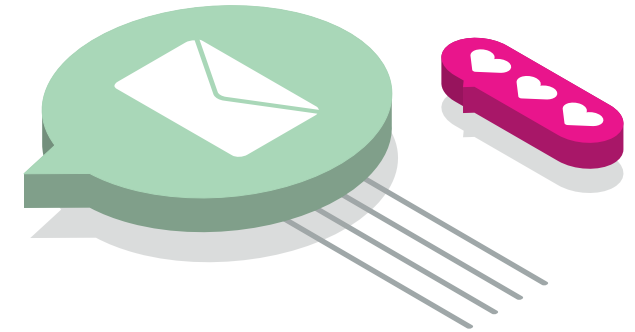
Connect with us on social media:

-  www.facebook.com/icebergdigital
-  www.instagram.com/icebergdigital
-  www.twitter.com/Icebergdigital
-  www.linkedin.com/company/iceberg-digital.co.uk
-  www.youtube.com/user/icebergdigital

Lifecycle

By Iceberg Digital

www.lifecycle.co.uk



“Learn more about why so many Estate Agents are switching to the Lifecycle way of working.”

Book a Demo

<https://www.lifecycle.co.uk/#book-a-demo>