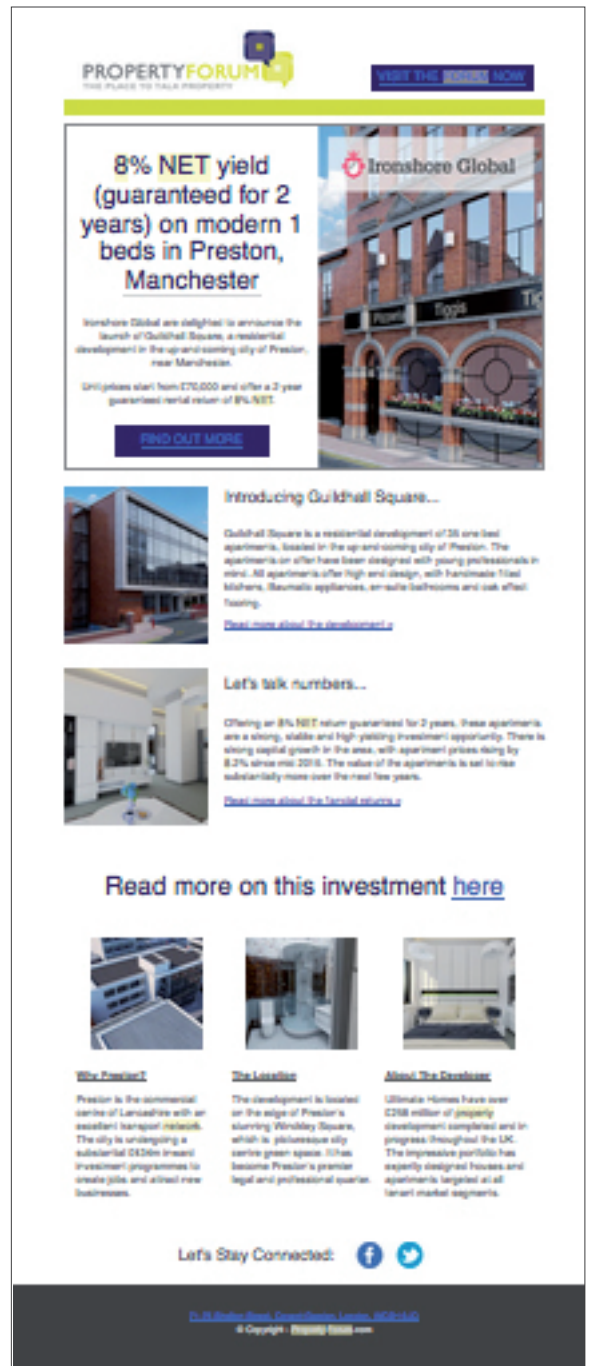


# Guide to using our Mailshot Template

You can choose to use our existing template (shown right) to promote your company, product or service. Here are a list of things our design team need from you to get started:

- 1) 5 good quality images. (If you don't have specific images you would like us to include, we can use our image library instead).
- 2) The wording you would like us to use, written in a Word file format. Please note the layout of sections in our template, and provide us with small paragraphs for each section. If you would prefer to simply send us a full page of text and for us to input the text into the most suitable place on the template, that's no problem.
- 3) Please send us a link to the landing page you would like leads to click through to.
- 4) A high resolution copy of your logo.

When we have received all of the above, our design team will send you a proof to approve. **You are able to request 2 sets of changes. Please allow up to 5 working days to go through the design and approval process.**



**PROPERTYFORUM**  
THE PLACE TO TALK PROPERTY

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## 8% NET yield (guaranteed for 2 years) on modern 1 bed in Preston, Manchester

Ironshore Global are delighted to announce the launch of Guildhall Square, a residential development in the up-and-coming city of Preston, near Manchester.

UK prices start from £70,000 and offer a 2 year guaranteed rental return of 8% NET.

[FIND OUT MORE](#)

### Introducing Guildhall Square...

Guildhall Square is a residential development of 38 one bed apartments, located in the up-and-coming city of Preston. The apartments on offer have been designed with young professionals in mind. All apartments offer high end design, with handmade tiled kitchens, Bauhaus appliances, ensuite bathrooms and oak effect flooring.

[Read more about the development >](#)

### Let's talk numbers...

Offering an 8% NET return guaranteed for 2 years, these apartments are a strong, stable and high yielding investment opportunity. There is strong capital growth in the area, with apartment prices rising by 8.2% since mid 2015. The value of the apartments is set to rise substantially more over the next few years.

[Read more about the financial returns >](#)

### Read more on this investment [here](#)

#### The Product

Preston is the commercial centre of Lancashire with an excellent transport network. The city is undergoing a substantial £20bn investment programme to create jobs and attract new businesses.

#### The Location

The development is located on the edge of Preston's thriving Windley Square, which is a glorious city centre green space. It is close to Preston's premier legal and professional quarter.

#### About The Developer

Ultimate Homes have over £250 million of property development completed and in progress throughout the UK. The impressive portfolio has expertly designed houses and apartments targeted at all tenant market segments.

Let's Stay Connected: [f](#) [t](#)

D.J. Butler, David Davis, Louise, Nicola  
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## What to consider when deciding on content for your mailshot:

If you are emailing our database for the first time, bear in mind they may not have heard of your company before. You may want to consider the following tips to encourage more conversions:

- A special introductory rate for your service or product.
- If promoting an investment, sending leads straight to a landing page that asks for their personal information straight away can be very off-putting. You could offer something in return for their details (such as a free ebook or guide on a relevant topic), or the landing page could have a video where you talk about the investment for 5 minutes before offering them a link to the brochure. This would give a face to your company and make you appear a bit more approachable and less 'salesy'.

## Important notes:

- We do not design landing pages for clients.
- You can book your mailshot send at any time (depending on availability).