



# MarketingGuide

A guide to help landlords promote the service to existing or new tenants



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HomeSwapper is...

*"The quick and easy way to find the right property for you."*

*"The UK's biggest and best direct home swap service."*

*"The UK's largest community of social housing tenants looking for a house swap."*

*"The largest national mutual exchange service for social housing tenants wanting to swap homes both locally and nationally."*

*"The easiest way to swap your social home."*

*"The UK's leading mutual exchange service."*

*"A community of 400,000 social tenants."*



# Ideas to help you market HomeSwapper to your tenants

## Mutual Exchange

Explain you are offering mutual exchange as an option and that HomeSwapper is FREE to register on.

## Digital Access

Set up a HomeSwapper computer for the use of tenants without home access to a computer/ internet.

## Leaflets

We can provide promotional leaflets, or you can download them from the Resources page to print or email to tenants.

[www.housingpartners.co.uk/promote-homeswapper](http://www.housingpartners.co.uk/promote-homeswapper)

## HomeSwapper Blog

A collection of useful articles on how to use HomeSwapper to best effect.

## Web adverts

Download our web adverts to promote HomeSwapper mutual exchange across your website.

## Newsletters

Add a HomeSwapper column to your existing tenant newsletter. Promote the site and improve your stats!

[www.swappercentral.co.uk](http://www.swappercentral.co.uk)

[www.housingpartners.co.uk/promote-homeswapper](http://www.housingpartners.co.uk/promote-homeswapper)

[www.housingpartners.co.uk/landlord-newsletter-resources](http://www.housingpartners.co.uk/landlord-newsletter-resources)

## HomeSwapper lists

We can provide a hard copy of homes on the site for tenants if they can't access them online.

## Social media

Our tenant Facebook page is a great platform for promoting your services and sharing updates.

## Technical Support Help Desk

Point tenants to our Technical Support Help Desk for technical problems with accounts.

[www.facebook.com/HomeSwapperOfficial](http://www.facebook.com/HomeSwapperOfficial)

[tenants@homeswapper.co.uk](mailto:tenants@homeswapper.co.uk)  
(NB – as a self-service website, there's no customer services team)

## Events

Hold Speed-Swapping events, Tenant Days and Family Fun Days.

## FREE app!

The HomeSwapper Matches app is available for download. Users with HomeSwapper accounts can simply log on using their phones or tablets.



## Advice for our partner landlords

The more HomeSwapper users there are, the more swaps available for your tenants, so it makes sense to market and promote the service.

- Marketing materials can be found on the resources page for landlord users here: [www.housingpartners.co.uk/promote-homeswapper](http://www.housingpartners.co.uk/promote-homeswapper). You will find posters and leaflets in PDF format as well as online marketing materials such as web adverts
- Try to keep descriptions of HomeSwapper simple, to avoid confusion
- Release regular newsletters and updates to your tenants – we'll keep you updated with what's going on in our newsletters to you
- Quote satisfied customers (See 'Tenants recommend HomeSwapper' below)
- Use the statistics we provide you with to promote the service
- Host tenant days and events (see tips in 'Events' on the next page)
- Designate members of staff to maintain the administration of HomeSwapper – accepting new users, making sure the data inputting is correct, and answering queries (since HomeSwapper doesn't have a dedicated customer service team). This will save time in the long run
- Motivate your tenants to be proactive in checking their dashboard regularly, replying to all messages, even if it is a polite 'no thank you', and regularly searching for new swaps
- We run a HomeSwapper tenants blog, which you can publicise for additional information, helpful tips and advice from other swappers: [www.swappercentral.co.uk](http://www.swappercentral.co.uk)
- Get feedback from swappers and tell us what they think – or need! We are always looking for new ways to improve the site for our users, and it's great to say that our improvements come from your tenants' suggestions!
- Speaking to our customers, we find that landlords like to communicate with other landlords to share best practice and innovative ways to improve support

### Contact info for landlords:



@HomeSwapperTeam



[landlords@homeswapper.co.uk](mailto:landlords@homeswapper.co.uk)



## Event ideas

### Hold a Speed Swapping event

These events are really successful, usually achieving a good turn-out because they are fast and engaging – and don't last long! This works really well for swappers looking to move within the same area.

- Put up large noticeboards in a hired hall or open space. Make sure they are clearly labelled with headings like: '2-bed', '3-bed', 'Bungalow', or locations
- Ask tenants to bring along their HomeSwapper adverts – or you can print them off. Pin them up on the appropriate board for others to look at, like an estate agent's window
- Tenants can take away the adverts for houses they fancy. Then, via HomeSwapper, they can contact the tenants of the properties, and arrange a viewing

### Host a Tenant Day

- This sort of event is direct and to the point - like a 'walk-in clinic' or a coffee morning.
- Mutual exchange reps sit behind tables, offering their advice and registering tenants there and then. This gets more properties in the system and more options for tenants
- Have tea and coffee available!
- It's great to run these events jointly with other organisations in the area, to share costs and attract as many social housing tenants as possible, thereby offering more choices

### Run a Family Fun Day

These events have been quite successful for landlords looking to 'give back' to the community. Promote HomeSwapper – whilst making it fun for the whole family.

- Have mutual exchange reps available to sign people up to the site and promote HomeSwapper
- Make landlord reps available to answer questions and update tenants about their processes
- Get other people or organisations to set up stalls for face painting, colouring/drawing, and other creative ideas
- Invite a dance or fitness instructor to run Zumba or other activities
- Hire a DJ for background music, disco or singalongs
- Have tea and coffee stalls
- Give away "freebies" or ask organisations to bring promotional items to give away

Use these ideas to help to market properties and promote Homeswapper to tenants.



## Tenants recommend HomeSwapper

Select quotes from tenants below. Use them in publicity, posters, newsletters or correspondence to help market your properties and HomeSwapper to tenants:

"It didn't take long to find my perfect swap. I am so happy in my new place - thank you HomeSwapper!" *Circle Housing Circle 33 09/06/2018*

"This is the most useful website I have ever seen. Thanks to Homeswapper!" *Your Housing 07/06/2018*

"I have a beautiful house now and when I wake up every day I still can't believe that it's mine. Have used HomeSwapper a couple of times now. Love it. Easy to use, nice platform and loads of options. Thank you Homeswapper - I couldn't be happier." *Shepherd's Bush H.A. 02/06/2018*

"Homeswapper was easy to use and loved being able to communicate directly with other swappers and seeing photos of the property." *Knightsstone Housing Association 22/05/2018*

"Swapped with the first person who contacted me and who's home I liked, so very simple and the new house exceeds my expectations." *Metropolitan 15/05/2018*

"The best site for mutual exchange. User friendly and better than others I tried. Thank you HomeSwapper!" *Wandle H.A. 05/05/2018*

"Thanks to HomeSwapper I have found my dream place. It was a 3-way swap and very easy to do - very pleased with everything." *Camden 16/04/2018*

"Best thing ever... thank you so much!" *Westward Housing Group 12/04/2018*

"Brilliant... It took time but got there eventually and the person I have swapped with has become a very good friend!" *Sedgemoor D.C. 09/04/2018*

"Brilliant - so happy, can't wait to move x" *Paradigm Housing Group 01/04/2018*

"I enjoyed searching and seeing what was available. Ended up finding a lovely maisonette when we were actually looking for a smaller house, so shows you need to be open minded and patient. Don't give up!" *Aster Group 08/03/2018*

"Thanks to HomeSwapper I have managed to find the perfect swap straight away. I am very happy. Moving into my new home tomorrow - thank you!" *Brighton & Hove Council 24/02/2018*

"HomeSwapper is an excellent website, we found just what we were looking for and are very happy. Found the whole experience very positive!" *Southern Housing Group 11/02/2018*

"Excellent service. I highly recommend, it took us 3 months from joining HomeSwapper to moving homes! It's worth my time and money, thanks HomeSwapper!" *Newham - London Borough 08/02/2018*

"I found the HomeSwapper experience easy to use and very helpful. It's a long hard process but got there in the end! I'm finally moving from a studio flat in London to a one bedroom flat by the coast with sea views! Dreams do come true! It only took me a year and a half to find my dream home which I know is very lucky, especially coming from a studio flat. My advice to anyone looking to swap or move homes is just don't give up! You will find your dream home eventually! Good luck everyone!" *Stonewater Ltd 03/02/2018*



## Advice for tenants

Some tips to get the best out of HomeSwapper

- Draw up a list of 'must haves' and 'would likes' for your new home. This way, you will not be swayed by décor/ furniture
- Use the 'additional text' box on your advert to let others know what you are looking for, as well as what you are offering. This can speed up the process, especially if there is a MultiSwap available that suits you. You could be the missing link in the chain!
- No matches? Try broadening your search using the radius on the maps tool. You may find your dream home in an area you hadn't thought of looking in!
- Check your account regularly and get into the habit of signing in as you would on Facebook
- Download the FREE mobile app, HomeSwapper Matches to use HomeSwapper on the go – available in Apple and Android app stores
- Use social media – Facebook always has the latest up-to-date HomeSwapper information. You will also find that there's a community of other swappers to speak to for advice, or just to have a chat about your experience
- Please respond to all messages left by others, even if it is a polite 'No, thank you'. HomeSwapper provides you with template responses to save you time
- Please treat others the way you wish to be treated yourself. Stay polite, even if their home is not what you are looking for. Don't waste other people's time or leave them hanging on, waiting for a response
- Make sure your rent account is paid up-to-date. Arrears could lead to your landlord refusing or delaying your move
- You might be responsible for repairs to your home, rather than your landlord. Check these details and be clear about such responsibilities before you swap
- Make sure you close your account once you have swapped, to avoid receiving further alerts and messages from HomeSwapper and other users

Contact info for tenants:



[www.facebook.com/HomeSwapperOfficial](http://www.facebook.com/HomeSwapperOfficial)



[tenants@homeswapper.co.uk](mailto:tenants@homeswapper.co.uk)

