

BriefYourMarket acquires Yomdel to bolster digital offerings.

Top estate agency marketing platform BriefYourMarket.com has acquired Yomdel, the market-leading customer experience and live chat provider which specialises in providing award-winning services to the property sector and beyond.

BriefYourMarket, which provides an ROI focused multi-channel marketing platform to the property sector says that the addition of Yomdel will serve to enhance the range and breadth of services it provides to clients by extending technology-driven marketing and customer experience capabilities that will help grow client businesses.

Founded in 2014 by CEO Andy Soloman, Yomdel has grown to become a well-known and trusted brand in the property sector delivering tens of thousands of qualified leads every month to agencies of all shapes and sizes through their innovative 24/7 live chat services.

Damon Bullimore, CEO of BriefYourMarket, commented: "We've long since admired the team at Yomdel and given the synergy of the services we provide and visions for both companies, they've been on our radar for a long time.

"We're extremely excited by having the opportunity to work with Andy, Tim and a really fantastic team at Yomdel who already have an earned themselves an exemplary reputation. This partnership was a match made in heaven and we can't wait to start working together to provide our clients with a formidable digital marketing strategy that will only serve to further increase their revenue and market share."

Tim Breden, COO at Yomdel said: "We're incredibly proud of the business we've built. We have always said if we were going to do anything like this, it had to be with the right partner; with the resources and knowledge to deliver on the technological plans we have held for this business.

"When BriefYourMarket approached us and shared their vision and the passion we knew that it was going to be a win-win for both of us and, most importantly, for our many customers and partners. This will enable us both to realise hugely ambitious and innovative plans to help agents rapidly grow their businesses and we're delighted to be working on a new and exciting future with Damon and the team."

Following the acquisition, Andy Soloman and Tim Breden will continue to lead Yomdel as well as supporting the BriefYourMarket management team. Clients of either business will not see any changes and can look forward to exciting developments in the future.

Contact:

Richard Combellack
Chief Commercial Officer
Richardc@briefyourmarket.co.uk

NOTES TO EDITORS:

About Briefyourmarket.com



Briefyourmarket is a multi-channelled marketing platform, partnered and Integrated with most of the major CRM providers within the property sector. The marketing platform

looks to enable its clients to generate additional revenue through exposing repeat business, cross-sell and up-sell opportunities within the clients database (Valuations, Mortgage leads, Conveyancing leads...) together with providing on-market prospect data and off-market homeowner data.

Related links:

<https://briefyourmarket.com>

<https://www.facebook.com/BriefYourMarket/>

<https://twitter.com/BriefYourMarket>

About Yomdel



Yomdel was the first company in the UK to provide 24/7 fully managed live chat services, and also offers mystery shopping and a range of experiential and customer research services. Yomdel clients have live chat software and fully trained operators standing ready to engage with website visitors 24 hours a day, 365 days a year.

Yomdel's live chat services can be used on any website for online sales, lead generation or customer service and support. Companies that can benefit from Yomdel include everyone from very small, low traffic private businesses, global corporations, public bodies and charities.

Yomdel is the market leader in live chat for estate agents, and also works across multiple sectors including removals, storage, travel, consumer redress, financial services, charities, medical, legal and many more.

Related links:

www.yomdel.com

<https://www.facebook.com/Yomdel/>

[www.twitter.com/yomdel](https://twitter.com/yomdel)