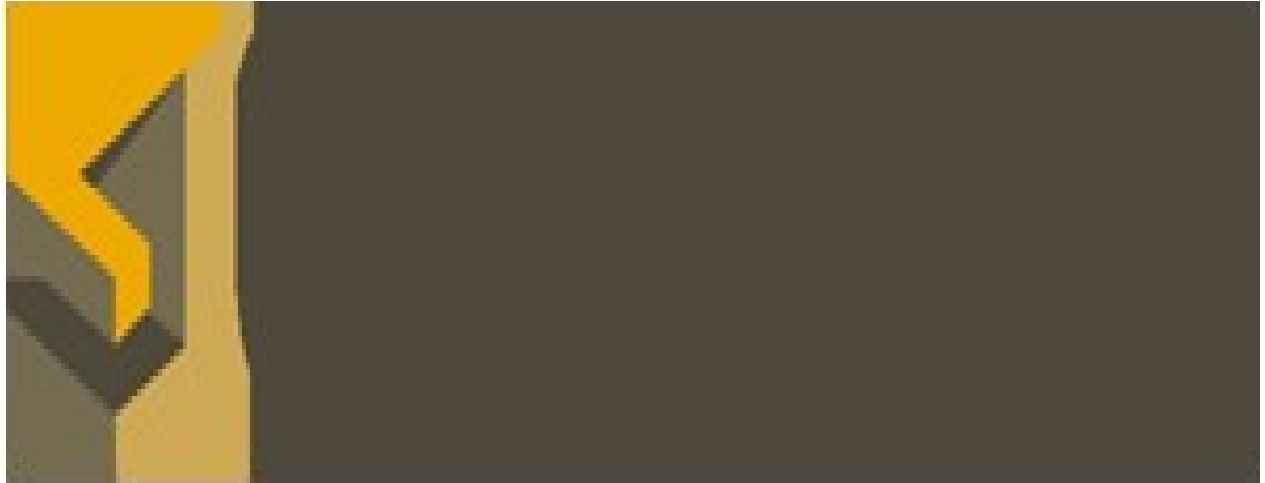




New Reputation Management Beta Program Launched For UK Estate Agents

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Lucidx, a business in London, United Kingdom, has launched their brand new beta program. This program is designed specifically for estate agents in the United Kingdom. Essentially, it is a reputation management program that ensures estate agents can earn a five star review rating in just five days. A full explanation of the program can be seen on www.youtube.com/watch?v=MaxGRZX07aI.

Deon Bryan, from Lucidx, says, "Too few estate agents understand that the majority of people inquire about everything online. If they see bad reviews, or no reviews at all, they are far more likely to go to a competitor that does have positive reviews."

Research has demonstrated that 78% of customers trust peer recommendations. This is true for both positive and negative reviews. Essentially, when a customer reads a review, they accept it to be truthful. This is why online reputation management is so important. It gives businesses control, helps them increase their positive reputation and places them ahead of the competition as a whole.

As can be seen on <http://lucidx.co.uk/>, the company is keen to ensure estate agents start to understand just

how important reputation management is. "A lot of estate agents will say they don't have any negative reviews, or that they already have a lot of positive ones, so they don't need further reputation management," adds Deon Bryan. "This is actually incorrect. We encourage anyone to sign up to our program to receive information about why this is incorrect and why reputation management should be an integral part of any online marketing strategy."

The 5 Stars In 5 Days program is available for any estate agent that currently has a customer email list with at least 250 addresses on it. Lucidx will then create an email server and a five step email sequence. All content for the emails will also be provided and those who sign up are able to track all email opens and analytics. Various tools will then be provided to help estate agents achieve a five star rating, after which they can decide to stay with the program or not.

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For more information about Lucidx, contact the company here: LucidxDeon Bryan 020 3322 2176
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Lucidx

Lucidx is a lead generation company based in London, we are innovative when it comes to local advertising by offering a range of services to generate revenue, qualified leads and potential customers.

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