SUMMARY OF PROPOSED SOLUTION · FOR PROPTIVITY
PREPARED BY ELEANOR, FOUNDERPILL · NOVEMBER 2026

Who to get in touch with this week, and why. Answered every Monday.

HubSpot is great at sending the email, and ChatGPT can write one. Telling your team who to get in touch with this week, and why, takes the facts joined up: **your own data, CoStar, coverage readings and public records.** That is what the sales engine does. On the right is an example of what it would show, using 70 St Mary Axe.

EXAMPLE · MONDAY · YOUR BEST LEAD THIS WEEK

19 / 19 signals

70 St Mary Axe, EC3

An illustration, built from the report you've seen, scored on the suggested 19 signals

Who	Stephen Doogan, Asset Director, Capreon
Why now	WiredScore re-certification under way
The gap	Your measured coverage: 13 / 100, 49% poor
Proof	3 occupiers already talking to you
Bonus	Same owner's 280 Bishopsgate scores 8 / 100

"Hi Stephen, with 70 St Mary Axe up for WiredScore re-certification, three of your occupiers have already asked us about indoor signal. Our measured data puts it at 13 out of 100. Worth 20 minutes to see the readings, and how one plan could cover 280 Bishopsgate too?"

Approve and send | Edit

INTRODUCING THE SALES ENGINE

A system built for Proptivity that sits alongside HubSpot.

It joins up the data you already have with outside sources, and every Monday tells your team who to get in touch with, why, and what to say.

01 · JOINS
Your data, in one picture
Contacts, buildings, coverage readings, CoStar flags and public records

02 · PICKS
Who, and why now
Ranks every building on the signals you choose and finds the right person

03 · DRAFTS
A note about their building
Your team approves or edits it in a couple of minutes

04 · SENDS
You take the meeting
Sent, followed up and booked in HubSpot, with a one-page brief

GETTING A TUNE OUT OF HUBSPOT

HubSpot is great at what it does, and it stays. **Getting the most from it is the hard part:** its sequences send whatever you give them, so someone has to keep feeding them the right facts, by hand, every week.

01 What wins a building lives outside HubSpot — p. 2
Your coverage readings, CoStar events and who decides for each building aren't in it today.

02 You can type it in, and keep typing — p. 3
Your team can add the fields, one building at a time. Within weeks it's stale: LISA, Moderna and the 280 Bishopsgate sale all landed in two weeks.

03 Or sequences go out generic — p. 3
One template and the same steps for everyone, built on whatever was typed in last.

04 The sales engine keeps HubSpot fed, every Monday — pp. 2–3
Every building re-checked against the latest from each source, and HubSpot told who to contact, what to say and when. Your team gets on with selling.

Same HubSpot
no Enterprise upgrade needed

Minimal training
built to be easy to understand

About 8 weeks
from an agreed start date

HUBSPOT'S ROLE

HubSpot does the sending.
The sales engine does the knowing.

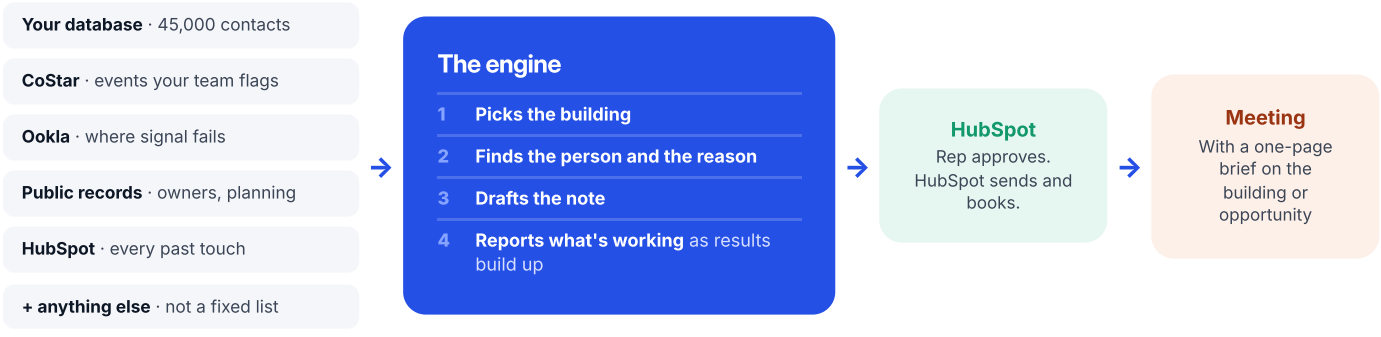
HubSpot is where your emails, sequences, replies and bookings live, and that stays. It can hold all of this, **but only if someone lives in HubSpot keeping it up to date,** which is what HubSpot wants. The facts that win you a building (who's in it, how bad the signal is, what's about to change) come from outside it. **Your team is better spent with customers and prospects.**

What each can do

	HubSpot alone	HubSpot + engine
Send emails, sequences and follow-ups	✓	✓
Book meetings into reps' diaries	✓	✓
See each building as one record: owner, agent, every occupier and contact	✗ Enterprise only	✓
See your measured coverage for that building	✗	✓
Know about a fit-out, sale or lease event	✗	✓
Spot an out-of-office, pause, and pick up when they're back	✗ sequence carries on	✓
Rank every building on the signals you choose, weekly	✗	✓
Write a note with the building's real story	Partly	✓

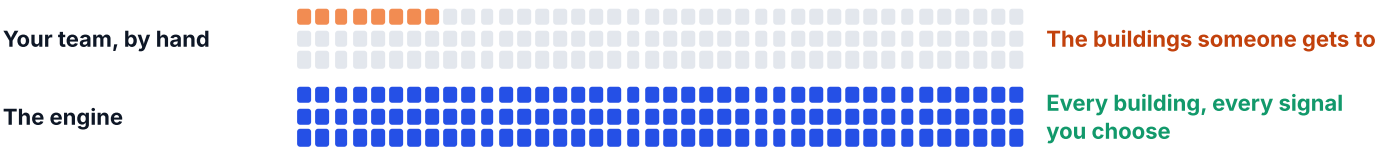
HubSpot can hold any of these as a field, if someone keeps it up to date by hand. **The engine fills them in for every building, every week.** It keeps the building picture itself and writes the facts onto the right contact as standard fields, so no Enterprise upgrade is needed.

How it fits together



You decide the signals. I'll suggest a starting set of 19, such as a fit-out, a lease event, or "we're already talking to a tenant in this building". You choose which to keep, add or drop, and how much each one counts. Sources aren't a fixed list either: whenever you find a new source, report or signal that works, it can be added. Each signal is only as fresh as its source: CoStar events as your team flags them, public records as they're published.

What gets checked each week



Illustrative: each square is a building in your database.

WHAT THE SALES ENGINE ADDS

Same HubSpot, same seats.
A very different contact record.

You can add these fields to HubSpot today. **Filling them in, and keeping them right, is the work.** Here is the same contact with and without the sales engine.

Example: Stephen Doogan, 70 St Mary Axe

Same HubSpot, same seats. The only difference is what the engine writes in.

WITHOUT THE ENGINE — CONTACT RECORD

Stephen Doogan
Asset Director, Capreon

Building	Research which building they run	BY HAND
Indoor coverage	Find the readings, type them in	BY HAND
Why now	Check CoStar every week	BY HAND
Occupiers asking	Search past emails and notes	BY HAND
Same owner	Cross-check ownership records	BY HAND

The fields can be added. Filling them is the legwork: for every contact, again every week, or they go stale.

WITH THE ENGINE — CONTACT RECORD

Stephen Doogan
Asset Director, Capreon

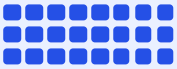
Building	70 St Mary Axe	ENGINE
Indoor coverage	13 / 100, 49% poor	COVERAGE DATA
Why now	WiredScore re-certification	COSTAR
Occupiers asking	3 already talking to you	HUBSPOT HISTORY
Same owner	280 Bishopsgate, 8 / 100	COVERAGE DATA

Next step: approve a specific email, sent this week



Now repeat it for every building, every week

Every contact at every building in your database, re-checked weekly as tenants, owners and readings change.



The engine does this for every building, every Monday

Checked, filled in and up to date before your team starts the week.

And it reports what's working

BUILDS UP OVER TIME

Patterns as results build up

A fixed sequence sends the same steps until someone stops to review it. The sales engine tracks every send and reply, and as results build up it reports what's working, such as which days, messages or triggers get replies, so you can adjust.

SPOTS THE PATTERNS

Who actually responds

Which job titles reply, whether landlords or managing agents engage more, which triggers turn into meetings. It finds the patterns across every building, every week.

REPORTS BACK

Insight you can use elsewhere

A regular report on what's working, useful beyond outreach. For example, which job titles to target in LinkedIn ads.

It reads every reply, including out-of-offices. A HubSpot sequence keeps to its timetable, so someone on leave can get two or three follow-ups before they're back. HubSpot's own guidance says out-of-office replies generally don't stop a sequence. The sales engine holds the next email until their return date, adjusts the message, notes "away until [date]" on the HubSpot record, and tries the stand-in if the auto-reply names one.

The sales engine can't make the sale. **It gets your team the right conversation, with the right person, at the right time.**

Example uses the 70 St Mary Axe facts from page 1. Out-of-office behaviour: HubSpot Knowledge Base, "Unenroll contacts from a sequence", checked November 2026.

THE OTHER WAYS TO DO IT

How other organisations try to achieve this.
A tool for every job, and someone to run them all.

Some sales teams get here by subscribing to a specialist tool for each job. Each is good at one thing. Together they're costly, and **keeping them all connected and up to date takes real time every week.** And the tools keep changing: one widely shared 2026 post mapped newer challengers overtaking established tools in nine categories, from data sourcing to workflow building. Here is a typical selection for two reps, at monthly list prices.

1 Prospecting database — £190
Find the people in each building
LinkedIn Sales Navigator · Apollo

2 Enrichment and workflows — £145 to £390
Pull data together, run research steps
Clay

3 Contact details — £45
Verified emails and mobiles
FullEnrich · Prospeo

4 Signal monitoring — Quote
Spot moves, hires and changes
Common Room · Unify

5 Automation — £20 to £50
Connect the tools together
n8n · Make

6 AI writing — £40
Draft the notes
ChatGPT Business · Claude

7 CRM and sequences — £0, already have it
Send, follow up, book
HubSpot

SUBSCRIPTIONS ALONE, 2 REPS
£450 to £700
a month, before signal tools and before anyone's time to connect and run them

Your real options

OPTION	WHO DOES THE WORK	COST	WHAT YOU GET
AI research by hand	Your sales team, every week	Their selling time	Reports, not meetings
Run the subscriptions above	Someone to connect and run seven tools	£450 to £700 a month, plus their time	Tools that don't know your buildings
Hire a junior BD team	Two people researching, emailing and calling	£25k to £30k each a year, plus National Insurance	Coverage, once they're trained and managed
Hire a specialist or agency	Someone you don't have yet	Around £25k up front	An engine, then who runs it?
Built and run by FounderPill	Me: build, run, improve	From £2,475, then mostly on results	**Meetings, every week**

None of these tools know your buildings, your coverage data or your CoStar flags. **The real choice is who joins it all up, and whether they're paid up front or from results.**

FEES

Pay on meetings, pay on deals, or pay once.

Here are three ways I've structured this kind of work before. **They're a starting point, not the only options:** I'm open to a conversation about what works for both of us.

PAY ON MEETINGS

1 · Success fee

Build, typically 8 weeks	**£2,475**
My time running it each week	**Included**
Per qualified meeting	**£X, to be agreed**

No meetings, no success fee. Paid on results you can see in the diary.

PAY ON DEALS

2 · Partner deal

Build, typically 8 weeks	**£2,475**
My time running it each week	**Included**
Per deal from an engine-flagged building	**5%**
Minimum term	**18 months**

Paid like your referral partners, with a build fee because deals take time to close. Nothing monthly; invoiced once you've been paid.

PAY ONCE

3 · Fixed fee

Build, typically 8 weeks	**£16,540**
My time running it each week	**£150 / month**
On meetings or deals	**Nothing**

One fixed price, owned outright, with no share of results.

What counts as a qualified meeting: a conversation with the right decision-maker for the building, found through the research, who has replied positively and wants to talk. Not a receptionist. We'd agree the exact definition, and the fee, together.

Minimal training

Built to be easy to understand: it runs in the background, your team approves and gets a booked meeting with a one-page brief.

Kept running

Monitoring, fixes and routine tuning are included. New sources, tools or features are quoted separately.

Typical timeline

About 8 weeks from an agreed start date, pausing over Christmas, and depending on access to your data. Plan on page 6.

Adding tools or features beyond this scope is quoted separately. Tool running costs of about £50 to £150 a month are paid by Proptivity directly to the providers, on top of every option.

APPENDIX

The detail, for whoever runs it day to day

What happens in the 8 weeks

WEEK 1

Kick-off and agree

- Kick-off with your team
- You choose the signals and how much each counts, from a suggested 19
- Agree the sources and get access
- Agree the messaging and tone with you
- Define a qualified meeting

WEEKS 2 TO 3

Join the data

- Contacts, buildings, coverage and CoStar flags in one picture
- Match each contact to the right building
- Check the matches by hand on a sample

WEEKS 4 TO 6

Build and connect

- Scoring and note-writing, tested on 50 buildings
- Connect HubSpot: approvals, sequences, replies, booking
- Get each part talking to the next
- Live by around week 6

WEEKS 7 TO 8

Test and tune

- Full weekly run
- Adjust from the first replies
- Hand over the one-page briefs and weekly report
- Then a monthly review of results

A typical timeline. Weeks count from a start date we agree together and pause over the Christmas break. It depends mostly on how quickly we can get access to your data.

Running costs, paid by Proptivity to the providers

Automation platform (n8n), runs the engine weekly	**£20 to £50**
AI usage (Anthropic), pence per note	**£10 to £30**
Data store, the joined-up building picture	**£0 to £20**
Web and news search, spotting fit-outs, sales and moves	**£20 to £50**
Total a month, excluding VAT. An estimate until the build is costed. Excludes your HubSpot subscription	**£50 to £150**

How results are counted · a starting point, open to discussion

What counts: a qualified meeting with a decision-maker at a building the engine flagged, from outreach it started, who replied positively and wants to talk

Tracking: the engine tags every building and contact it flags in HubSpot, so each meeting's source is clear

Partner deal (option 2): £2,475 build; no monthly fee; 5% of each deal from an engine-flagged building, closed within 18 months of first contact, invoiced once you've been paid. Deals already in your pipeline are excluded. 18-month minimum term; the engine stays FounderPill's, and can be bought outright for £16,540 if you end it early

Success fee (option 1): £2,475 build; running included; a fee per qualified meeting, to be agreed, invoiced monthly

Fixed fee (option 3): £16,540, owned outright; £150 a month to run it each week

Running (all options): monitoring, fixes and routine tuning to keep the agreed engine working. **Beyond scope:** new sources, tools or features are quoted separately

Assurance: on options 1 and 2, beyond the build fee, you only pay for results

CoStar: your team decides what to flag from CoStar; we'll confirm with CoStar what your licence allows

This proposal is valid until 18 December 2026. Prices checked November 2026 and exclude VAT. HubSpot prices vary by plan and contract; we'll confirm against your account. The engine uses HubSpot's API, included in every plan.

The difference isn't effort. It's reach.

BUILDINGS CHECKED EACH WEEK

A shortlist → Every one

SIGNALS PER BUILDING

A few → Every signal you choose

A NEW TENANT, FIT-OUT OR SALE

If noticed → The same week

Today: HubSpot, with your team joining everything up

Reaches the buildings someone gets to

	1 Pick buildings	2 Find the reason	3 Write	4 Send	5 Replies	6 Qualify	7 No reply	8 Book	9 Prepare
Prospect				A template email	Replies			Books	
HubSpot			Loads emails	Sends	Logs reply			Booking page	
Your team	Builds a list the ones you know	Checks CoStar and signal one at a time	Writes a template same for everyone		Reads each one	Judges fit case by case	Moves on lead goes cold		Digs up history
No engine									

TWO SEPARATE MAPS

With the sales engine: your team approves, confirms and takes the meeting

Reaches every building, every week

	1 Pick buildings	2 Find the reason	3 Write	4 Send	5 Replies	6 Qualify	7 No reply	8 Book	9 Prepare
Prospect				A note about their building	Replies			Books	
HubSpot			Queues it	Sequence sends	Logs reply			Right rep's diary	
Your team			Approves			Confirms			Takes the meeting
Engine	Ranks every building every signal you choose	Builds the case coverage, CoStar, occupiers	Drafts the note specific to them		Sorts the reply out-of-offices too	Drafts the answer	Tries the next person nothing goes cold	Avoids clashes	Writes the brief

Your team · Engine · Automatic · Line of visibility: the prospect sees only the top row · Nothing happens here today