

ESTATE AGENT UK NETWORKING

The Online Community for Estate Agents

TEL: 01206 700888

WWW.ESTATEAGENTNETWORKING.CO.UK

RATE CARD 2017



ESTATE AGENT UK NETWORKING

The Online Community for Estate Agents

Why advertise with Estate Agent Networking?

Reach **10,000's** of active and target website visitors each and every month.

We understand the power of **Social Media**.

With options starting at just £49, have your message shared with our fast growing social media community of over **40,000** on Twitter, **15,000** on LinkedIn and **10,000** across Facebook.



We're also the home of the immensely popular **#EAUK200** & **#EAUK500** leaderboards.

We have a selection of the **top industry professionals** writing for us from different sectors of the industry with every day new posts and breaking news being shared.

ESTATE AGENT UK NETWORKING

The Online Community for Estate Agents

Advertising Options

Advertising available to reach our Estate & Letting Agent community

Banner Advertising

From just £150 monthly + VAT you can choose from key banner placements on our website and have the chance to appear in front of our 10,000's of monthly website visitors.

Website advertisements:
See page 5 for more information



Free News / Press Releases

Many 100's of posts are shared for free on our website each month, take advantage of our unique concept and share your educational posts, breaking news and press releases with us.

News/Press Releases: Free

Continued...

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Advertising Options

Sponsorship



Sponsored Blog Posts

Our website gets 10,000's of monthly visitors and for just £49 + VAT you can have a sponsored blog uploaded with live URL's to draw traffic to your business website.

Sponsored Blog: £49 +VAT

Leaderboard Sponsorship

Sponsor our hugely popular #EAUK200 or #EAUK500 leaderboards and be exposed to thousands of members with weekly score releases across Twitter.

Sponsor #EAUK200: £200 +VAT per month

Sponsor #EAUK500: £500 +VAT per month



Continued...

ESTATE AGENT UK NETWORKING

The Online Community for Estate Agents

Email Marketing

Options to access our large database via email

Send your marketing message to our communities via email

Two options:

Email out to our subscription database of 10,000:

£350 +VAT

Email out to our LinkedIn Members of 13,000:

£350 +VAT



ESTATE AGENT UK NETWORKING

The Online Community for Estate Agents

Website Banner Advertising

Costs and placement options

Banner 1: £400 +VAT monthly

Banner 2: £700 +VAT monthly

Banner 3: £250 +VAT monthly each

Banner 4: £300 +VAT monthly each

Banner 5: £200 +VAT monthly

Banner 6: £150 +VAT monthly each

Banner 7: £350 +VAT monthly
(including sponsorship of Leaderboard #EAUK200)

Banner 8: £500 +VAT monthly
(including sponsorship of Leaderboard #EAUK500)

Banner 9: £250 +VAT monthly (Per Category)

Banner 10: £300 / £500 + VAT monthly
(depending on category chosen to sponsor)



**Find banner locations on
the following pages**

All the above advertising and sponsorship opportunities also include **promotions** out to our growing audience across social media including Twitter and LinkedIn which will increase your reach and brand awareness to our active target following.

Home Page

UK's Premium News and Education Site for Estate and Letting Agents

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MID WEST Displays
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A BLOCK MANAGER'S BEST FRIEND
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Latest Posts

INDUSTRY INTERVIEW: NIKKI PROCTOR, PR YELF PROPERTY GROUP LTD
December 20, 2016

Q: It's just another property portal many will say
What though makes Yelf different? Yes Yelf.co.uk is indeed another property marketing portal, BUT, it is one with a difference that has been designed with agents and consumers very much in [...]

MAKE 2017 THE YEAR YOU ACTUALLY INCREASE LETTING FEE INCOME
December 19, 2016

It's about now when property experts start looking into their crystal ball to predict what might happen in the coming year. While speculation makes for entertaining reading, it's planning – not star gazing – that should form the last few weeks [...]

INDUSTRY INTERVIEW: MICHAEL DAY, INTEGRA PROPERTY SERVICES
December 19, 2016

As a whole, is the UK estate and letting agency keeping up to date with the latest in both marketing and technology or is there still vast room for improvement? The property industry generally remains quite conservative (with a small c) but there [...]

WHAT'S IN STORE FOR SOCIAL MEDIA IN 2017?
December 16, 2016

I think it fine to say that social media has performed highly since it's humbled beginnings in the mid 2000's in facing many doubters, breaking many stiff barriers and also becoming adopted by not only the young and trendy generations, but by the [...]

Estate Agent Talk

WHY ESTATE AGENTS COULD DO WITHOUT SOUNDING LIKE ESTATE AGENTS

"God this is going to be a long journey." "These people are blathering corporate knobs." "I am seriously considering throwing myself out of this moving car." "The conversation is so painfully dull I want to put my head out of the window and start [...]"

PROPERTY – IT'S ALL ABOUT THE EMOTIONS!

Buying and selling a property has long been known to be one of the most stressful things someone can do in life. In fact, it ranks alongside death and divorce. Part of the reason why property negotiations can feel so stressful are that we have to [...]

JUDGE AN ESTATE AGENT ON SALESMANSHIP ALONE AT YOUR PERIL!

In this fast paced, instant access, target driven world we live in, so much emphasis is often placed on salesmanship. It doesn't matter whether you are involved in potatoes, prosecco or property, the principles behind selling and selling techniques [...]

Breaking news

MONETARY POLICY COMMITTEE DECISION ON THURSDAY
December 16, 2016

The Monetary Policy Committee voted unanimously on Thursday to leave interest rates at 0.25% and asset purchases at £435bn, this was a decision very much expected by analysts. The Bank of England (BoE) reiterated that it was ready to tighten or loosen [MORE]

HELP TO BUY SCHEME HELPS OVER 220,000 PEOPLE
December 16, 2016

Announcement published Thursday 15th December 2016 on the Gov.UK website headlined 'Help to Buy helps over 220,000 people buy a new home'. The latest Help to Buy statistics released yesterday show that over 220,000 people have been able to [MORE]

GROSS LENDING FOR NOVEMBER 3% UP ON PREVIOUS MONTH
December 16, 2016

The Council of Mortgage Lenders (CML) yesterday published new housing market forecasts. Market commentary: 2017 and 2018 forecasts Reported gross lending of £21 billion in November, that is up by an estimated 3% on October, and 3% up on a year ago. [MORE]

HUNTERS REPORTS THAT STRONG PERFORMANCE CONTINUES
December 15, 2016

Hunters Property PLC, one of the UK's largest National sales and lettings agency and franchise businesses, yesterday published their latest trading update. The trading update began: "The strong performance that we reported at the time of our interim [MORE]"

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Join Us! **13283** Members
Like Us! **9196** Likes
Follow Us! **702** Followers

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Estate App
Our services
Native (iOS / Android) Apps

GETAGENT.co.uk
Convert Your Website Visitors Into Leads
Get Started
50% off forever!

avr
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GO ON. CLICK HERE.

Letting Agent Talk

MAKE 2017 THE YEAR YOU ACTUALLY INCREASE LETTING FEE INCOME

It's about now when property experts start looking into their crystal ball to predict what might happen in the coming year. While speculation makes for entertaining reading, it's planning – not star gazing – that should form the last few weeks [...]

ARE YOU A LETTING AGENT IN THE GRAVEYARD OF LETTING AGENCY BURIED DREAMS?

When I started my business 3 years ago, everything seemed hard. Marketing seemed hard. Selling seemed hard. Finding my best clients seemed hard. Finances seemed hard. Managing every piece of the business seemed hard... And it was. I was [...]

FREE PODCAST TO UNDERSTAND LANDLORD OBLIGATIONS AS _RIGHT TO RENT_ BECOMES CRIMINAL OFFENCE

From today, 1st December 2016, under The Immigration Act 2016, there is a new maximum criminal sentence of 5 years imprisonment for landlords or agents who fail to carry out 'Right to Rent' checks or remove illegal migrants from their property. [...]

A BLOCK MANAGER'S BEST FRIEND
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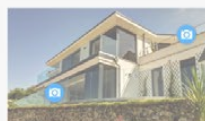
Marketing

HOW GOOD SIGNAGE CAN GENERATE YOU MORE BUSINESS

How Good Signage Can Generate You More Business

Estate agency boards have recently come under a lot of scrutiny regarding the impact that they make in this modern world of online marketing. The biggest argument, is signage still important? Kremer Signs are strong believers that estate agency boards and office signage, still has a huge part to play in the estate agency marketing [...]

read more



Will vendors pay for additional property marketing?

Over the past year I have spoken to a number of Estate Agents who tell me that vendors will not pay any upfront costs to market their property. More recently however, I have spoken to others who believe if the property hasn't sold within an 8 week period, this is the time to have another [...]

read more

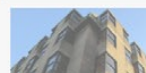


Communication, Communication, Communication

For an estate agent marketing a property there's a catch phrase that you will all be familiar with, "Location, Location, Location." For solicitors providing conveyancing services, should theirs be "Communication, Communication, Communication." The residential property market has changed significantly over the past few years. We have moved from too much property stock and prices falling, [...]

read more

Finance



BASING YOUR INVESTMENT ON RENTAL YIELDS

The property market continues to grow but why, when it comes to making investment decisions, does it all revolve around the price? This may seem like a strange suggestion given that almost all investments are made from a financial perspective [...]



WHAT MORTGAGE OPTIONS DO PEOPLE WITH BAD CREDIT HAVE?

Having a bad credit score should not prevent you from securing a mortgage loan and paying for that dream house you have always wanted. Instead of spending the money on rent, you can actually gain so much more by buying a property with the help of a [...]



HMRC CLARIFIES CHANGES TO NON-DOM STATUS

Back in March when everyone was pondering the ramifications of George Osborne's eventual Summer Budget, we outlined the key changes to non-dom status in an article for our overseas clients. Then the details were hazy, and there were more questions [...]



THE RISE OF THE PRIVATE BANK MORTGAGE

Gone are the days when private banks were seen as old, stuffy institutes run by aristocrats. Once reserved for the super-rich and famous, they have become increasingly accessible as demand for high value mortgages continues to grow. The key [...]






Portals



ONTHEMARKET.COM LAUNCHES COMMERCIAL PROPERTY CHANNEL
December 5, 2018



PERFECT ESTATE AGENT AND LETTING AGENT
PERFECT LETTING AGENTS VS NOT SO PERFECT ESTATE AGENTS
October 21, 2018



ABSOLUTELY MAGAZINES AND ONTHEMARKET.COM ANNOUNCE ONLINE PARTNERSHIP
October 17, 2018



WHY IS IT SUCH HARD WORK TO GET NEW INSTRUCTIONS IN LETTINGS AND ESTATE AGENCY?
October 14, 2018

Interviews



INDUSTRY INTERVIEW: NIKKI PROCTOR, PR YELF PROPERTY GROUP LTD
December 20, 2018



INDUSTRY INTERVIEW: MICHAEL DAY, INTEGRA PROPERTY SERVICES
December 19, 2018



INDUSTRY INTERVIEW: SPENCER FORTAG MARLA MNAEA OF DOCKSIDE PROPERTY SERVICES KENT
December 8, 2018



INDUSTRY INTERVIEW: JERRY LYONS OF PROPERTY EXPERT
December 7, 2018

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OVERSEAS PROPERTY TIP

Slash the hidden costs of buying property from abroad for your clients with the best international money transfer providers

LATEST TWEETS

@EAUKNetworking 3 hours
Are you section 21 compliant? Cut through the chaos of changing legislation > goo.gl/Ek8z2X

@EAUKNetworking 4 hours
An Innocent Way of Doing Things Even for an Estate Agent - estateagentnetworking.co.uk/blog/2018/09/2... https://t.co/gXyYV5LAuj
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@EAUKNetworking 4 hours
Building on green belt land is now "inevitable", says Aston Mead - estateagentnetworking.co.uk/blog/2018/09/2... https://t.co/zCOMMVUBiu
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Leaderboard Pages

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by Estate Agency UK Networking

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Rank	Player	Klout score	Index
1. ▶ (1)	Rightmove We're not estate agents ourselves but, as the UK's number one property website, we sure do know a lot and we're here to help you find your happy! :-)	84	100
2. ▶ (2)	Zoopla The UK's most comprehensive property website - smarter property search starts with Zoopla. Find your next home: http://t.co/ZqHSJd31dG	82	100
3. ▲ (4)	RICS We are an independent body committed to setting and upholding the highest standards of excellence and integrity in land, property and construction. #RICS	66	100
4. ▲ (13)	ES Homes & Property Homes & Property, London @EveningStandard: all the latest property news, area guides, buying, renting, interiors & design trends. https://t.co/v9fuKv8Pll	64	99
5. ▶ (5)	Henry Pryor Objective housing data, market comment & some trivia from "the BBC's favourite property expert". RT = endorsements	64	99
6. ▶	Peter Krelle MD of the most innovative sales & marketing agency to the land & new homes industry servicing both developers and estate agents.	63	99

› Estate & Letting Agents Top 1,000 Power League

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WANT MORE VALUATION LEADS? FIND OUT MORE

Estate & Letting Agents Top 1,000 Power League

by EAUKNetworking

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Rank	Player	Power Score
1. ▶ (1)	CKD Galbraith Scotland's most comprehensive independent property consultancy Estate Agency Sales & Lettings Rural Commercial Energy Forestry Building Surveying	79
2. ▲ (3)	Victorstone Property Consultants Property Multi award winning Residential & Commercial Estate Agents Guild of Professional Estate Agents & Relocation Agent Network member #ReloAgent #GuildConference2017	68
3. ▼ (2)	Daniels EstateAgents leading independent agents	67
4. ▶ (4)	AbbotFox The largest independent #estateagency in #Norwich #selling and #renting #property with a dynamic forward thinking approach. Tweet us your property questions.	67
5. ▲ (12)	The Property Centre Property We are the Top Selling #estateagent in #Gloucester and #Worcester. We also have the areas only TV channel	66
6. ▶	Aberdein Considine Considine Solicitor estate and letting agent with offices across Scotland including the cities of Aberdeen, Edinburgh, Glasgow, Stirling & Perth. #Property #PropertyNews	64

Other Pages

> Catagory Page

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Estate Agent Talk

ESTATE AGENT TALK
Jerry Lyons

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WHY ESTATE AGENTS COULD DO WITHOUT SOUNDING LIKE ESTATE AGENTS

Jerry Lyons
Written by Jerry Lyons on December 16, 2016 - Estate Agent Talk -
Post Views: 70

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WHY ESTATE AGENTS COULD DO WITHOUT SOUNDING LIKE ESTATE AGENTS

Written by Jerry Lyons on December 16, 2016 - Estate Agent Talk -
Post Views: 70



"God this is going to be a long journey"

"These people are blathering corporate knobs."

"I am seriously considering throwing myself out of this moving car."

"The conversation is so painfully dull I want to put my head out of the window and start screaming help!!! I can't take it anymore."

These were a series of texts I received from my missus yesterday morning between 8 – 8am as she car shared with three other people on a journey into London thanks to Southern Rail's seemingly never ending strikes.

The following are a series of texts I received from her between 5pm – 7pm the same day on her way back home with the very same car sharers.

"This is a bit better to be fair."

"Actually they aren't too bad. They are growing on me."

"Two of them are really nice, it's a lot more enjoyable drive than this morning"

She came home as calm as someone can be who has just put in a 14 hour shift and being stuck in a car for five hours of it.

"So what happened on the way back to change your tune" I asked her?

"In the morning it was a group of strangers trying to impress each other. 'My job is really important', 'I'm working 60 hour weeks' and 'I've a Masters Degree' blah blah f**king blahdee boring blah."

And she continued.

"On the drive home we just talked about normal stuff. Family getting ready for Christmas, dick head colleagues.

The air of pretence was gone. It felt like the urge to impress was replaced with being real and having a chat. I even got an introduction to a potential new client."

There's a big lesson here for a lot of agents about the way they communicate through their websites, their tone and the 'image' they portray.



Don't car share.

I'm kidding – please read on.

I come across a lot of agents whose website copy is shockingly bad.

In fact I'd say the majority is poor.

I can tell within 10 seconds (I'm not kidding) if a professional copywriter has written the stuff on an agency's site.

But it's not so much the skill of the writer, that's very useful for sure.

No, it's the tone the agency is using.

In an age where people want companies to be more personable a lot of estate agency copy is the opposite.

It's far too focussed on sounding like 'the area's leading agent equipped with innovative marketing solutions and shiny windows' and less like a group of decent people who know what they are doing, can be trusted and are here to help you sell or let your home successfully.

The internet and reviews sites are bringing about a new age of authenticity and transparency.

And as your website is increasingly a potential customer's introduction to your agency you better get that tone right.

Think about making your content, copy and any communications as personal, helpful, interesting and above all as real feeling as possible.

Think about what you can do to stop sounding like 'a typical estate agent.' That's a good starting point.

Employing a professional copywriter is another good step on the road to realness.

Thanks for reading and here's to your next instruction.

Jerry

PS: Think the tone of your communications doesn't matter? Tell that to Eive Move, Innocent drinks and those companies whose success is built on good products and a fun, interesting and honest tone of voice



Author: Jerry Lyons

Post Views: 70



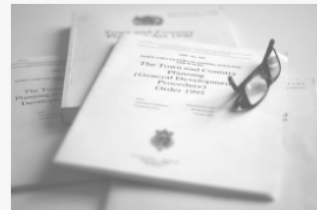
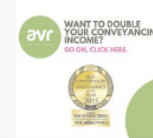
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VTUK's guide to getting licensed: The Housing (Wales) Act 2014

We aim to assist every agent in Wales as the introduction of the Housing (Wales) Act is introduced. From last Friday (19th September 2014) every



Plants Mistaken for Japanese Knotweed

There are quite a few plants that are mistaken for Japanese Knotweed. In order to help you identify Japanese Knotweed we will explain in detail



How easy is it to become an Estate Agent these days?

I think that the answer to this is still very much easy with no actual qualification required in order for someone to form their own



The Online (hybrid) Estate Agent

The online only (Hybrid) estate agent has for some time now been discussed as the future for estate agency in general. PurpleBricks appears to have



Imbalance between supply and demand pushes house prices even higher.

A second month in a row that house prices rose following reports from Halifax, inflation in the property market is showing no signs of slowing

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