

netanagent.com[®]

the smart way to choose an agent



DELIVERING RISK-FREE
PERFORMANCE ADVERTISING
TO SALES AND LETTING AGENTS

About Us

Netanagent.com is the UK's leading Estate Agent comparison site, providing performance advertising to over 12,000 estate agents.

We have provided agents with opportunities to market stock worth more than £5 billion over the last twelve months, with continual growth across all areas of mainland UK.

We're a transparent business and our service is risk free, with fees only due when you complete the let or sale of a property listed on our site - listings that our support team qualify each and every time.

Agents often ask us 'why wouldn't people come to us directly?' It's a simple answer, search for estate agents in your local area and you'll find at least two pages of different agent listings.

NetAnAgent provides property owners with an objective view of the local sales and letting market - estate agents, both traditional and online, have an equal opportunity to showcase their brand, unique

selling points and fees, to a large pool of property owners. Whether that's at 11pm on a Sunday, or lunchtime on a Wednesday.

No matter the time or day, we allow you to deliver marketing proposals and gain valuations 24/7, 365 days a year.

What does NetAnAgent deliver for agents?

- **Enhanced exposure** - we advertise your services to vendors looking to come to market, with no upfront cost, reducing reliance on door drops and local marketing.
- **A way to deliver proposals instantly** to property owners, no matter the time of day, tackling marketing campaigns that claim high street agents are difficult to reach outside of office hours.
- **An opportunity to set yourself apart** from local and online competition.
- **A way to prove your value**, either through competitive fees or an exemplary service and sales process.
- **Return on investment** - you only pay us when you get paid, delivering risk free ROI.

Our data shows that property owners do not instruct the agent that pitches the lowest fee to sell. Owners want an agent they can both trust and afford. This isn't a race to the bottom.

Every agent that lists on NetAnAgent stands to benefit from:

- **Enhanced brand awareness** - by being presented to every lead, brand recognition and recall increases.
- **Increased audience** - reach property owners from a range of demographics, from young first time sellers, to experienced movers and reinforce your offering.
- **A level playing field** - the majority of property searches start online and property owners can't assess every agent within the local and online market. You can either look to outspend the competition across marketing channels, build an incredibly strong word of mouth network or use NetAnAgent and stand out from the crowd.
- **Selective marketing** - deliver your marketing proposals only to property owners within a certain postcode ensuring you only reach the owners you want.

The Process



SYSTEM SETUP

Log in to the system and fill in a short profile and automated response. This allows you to provide instant indicative responses, detailing your services, culture and fees, varying if you wish across set price ranges, to owners.

If you choose not to set an automated response, you will have 48 hours to respond with a manual proposal.

▶ Agents with automated responses receive significantly more valuation requests.



PROPERTY OWNER ADDS THEIR PROPERTY

An owner will login to the site and add their property for sale or let. Your proposal will be shown alongside neighbouring agents' proposals. The vendor then chooses which agent(s) to invite for a valuation. Sometimes vendors will contact you directly



VALUATIONS

If chosen by an owner to value a property, you will receive the vendor's full contact details to arrange a valuation and you then deal directly, as usual.



COMPLETION

When the property is sold or let, the successful agent agrees to pay NetAnAgent a small fee (see P6 Need to Know for full details)

System Overview



1 Our selling or letting form is completed by the property owner or landlord. Each completed form triggers checks from our support team to qualify the listing.



2 Automated agent proposals are instantly provided to the user.

AUTOMATED MARKETING PROPOSALS

Instantly meet vendor demand, at any time of day. Set it up once, set your fees depending on property value, keep it updated and you have 24/7 marketing proposal delivery.



3 If you have not automated your response, you will be sent a link with property information and a request to enter a proposal.



4 Vendors review the list of proposals and select one or more agents to value their property.

REVIEWS & PREMIUM LISTINGS

Collect reviews from people who used your agency - at no cost! You can also upgrade to a premium listing, helping you to stand out from the market.



5 Vendor details are released to selected agents by email and agents contact the property owner directly.



6 Following valuations, the vendor selects an agent to proceed to market. If it's you, congratulations!

Need to know

What can we bring to your business?

Why would a vendor use netanagent.com instead of going direct to an agent?

Time is scarce in an 'always on' world and whilst there will always be people who take a great deal of time over a decision and will ring each and every estate agent in a town, the majority of people want a convenient way to choose an agent, with the legwork done for them. This is where we come in.

Will netanagent.com keep us informed if we are successful?

Yes, we will inform you at each stage via email and also on your dashboard when we have any feedback from the property owner. We're happy to help at any point via email or phone as well.

▶ We don't want you to reduce your fees, we want to deliver property owners to your agency when they first research the market.

It's that simple.

What are the fees?

We deliver stock, at no cost until you sell or let the property, to work with your cashflow, not against it.

▶ The only time a fee becomes payable is if you complete a sale or let and receive your fee.

Sales - If instructed to sell a property, which you subsequently complete, the fee is 0.15% of the sale price (min £150 and capped at £500) plus VAT.

Lettings - If instructed to let a property, which you subsequently complete, the fees are, Tenant Find 10% + vat of the first month's rent, &/or Management 10% + vat of the first month's rent.

What advertising would your fee buy me elsewhere?

A small amount - keep in mind the we deliver fully trackable risk free ROI with our service, as you only pay when you've sold or let a property. Compare this to a flyer drop or newspaper advert...

Who is behind netanagent.com?



Alex Thorpe
Managing Director



Josh De Haan
Director



Lloyd Nicholson-Taylor
CTO/Director



Leigh Fitchie
Operations Manager

We're independent from any estate agencies - our directors are property developers and digital pioneers, with extensive experience of the property industry and consumer focused services.

We're dedicated to delivering the best possible system for all, whilst remaining staunchly pro-agent.

➤ **Visit portal.netanagent.com
and setup your agency today.**

We're always more than happy to talk about how we can work with your agency.

You can either:

Call: 0203 747 9830

Email: hello@netanagent.com

Live Chat: netanagent.com

Or reach us by post at:

Net an Agent Ltd
32-40 Tontine Street
Folkestone
Kent CT20 1JU

Delivering real value for our agents

"Since we joined up with netanagent.com we have experienced a number of enquiries from prospective vendors. This has an impact in promoting our company out to the general public, and should a lead convert into a valuation resulting in instruction, then this is a win situation for all."

MARTIN S LONSDALE - MARTIN LONSDALE ESTATE AGENTS

"We have been using the services of NetAnAgent for over a year and having monitored the conversion levels we decided to increase our presence on their site by purchasing many premium listings, since doing this we have seen a dramatic uplift in enquiries and listings. We highly recommend these products and the services provided by netanagent.com."

DAVID HATCH - MANAGING DIRECTOR - ALEX NEIL

"I have used other valuation companies and have found them to give me poor leads, once I joined netanagent.com and signed up to premium leads I found them to be more reliable and genuine. I would also say it's great value for money, highly recommended."

DANIEL GOLD - SALES MANAGER - PLATINUM ESTATES

THE BENEFITS OF NETANAGENT.COM

- Risk free ROI
- Performance advertising
- Brand awareness
- Reach thousands of sellers nationwide
- Automated proposals
- you're never closed with netanagent.com