

**AN INTRODUCTION TO THE
SELF-EMPLOYED ESTATE AGENT
BUSINESS MODEL**



WHAT WE WILL COVER



Who we are



Our Business Model



Further Information



Becoming a Sales Partner



Join Us

WHO WE ARE

Trellows Estate Agents was founded to offer a bespoke service to sellers. We have grown rapidly due to massive Social Media exposure and recruiting self-employed agents throughout the country and abroad. We currently have over 1,400 luxury properties on our website, benefiting our sales partners from the opportunity to also earn an income from referrals, as well as their own sales.

Our policy for agents is based on a self-employed model, but unlike many of the other companies who claim to offer you the opportunity to create your own brand, but do not give you exclusivity in any area, it is our fundamental policy that partner agents will have their own postcodes which will ensure that they and only they, will benefit from any future referrals, enquiries & goodwill.

We have also been founded on ensuring that partner agents will always receive the Lion's share of the commission, which is set at a competitive rate, to ensure that agents will not lose listings due to fees.

We also strongly disagree with unreasonable upfront contributions, some agents ask sellers to pay excessive sums in advance, which also makes it significantly more difficult for agents to get listings, luxury property does need professional marketing that must be paid for, but it should not be priced at the point where it makes life hard for the agents, who are the ones investing their time and effort.

OUR BUSINESS MODEL

Trellows Estate Agents are focused on ensuring that agents have a real prospect of succeeding, we will do our best to ensure that all new agents have the aptitude, the characteristics and the knowledge to do so.

Some other companies, take on agents, but their efforts are not protected, because when agents fail, the company or other agents will benefit from their efforts, we would like to avoid this.

As an partner agent for Trellows Estate Agents , you will have all the tools that you require to win listings. We have a strict policy on fees, to ensure that other agents working nearby, cannot unilaterally decide to charge higher fees that could have a detrimental effect on the company or other agents.

Agents receive 50% of the commission and that is paid out as soon as we receive cleared funds. Elsewhere, in some cases, agents need to file an invoice before a certain day of the month and wait until the end of the next month at least, until they are paid, this can result in agents waiting up to two months after a completion to receive any money, we do not agree with this.

Our commission is also structured to ensure that agents can compliment each other, not compete with each other, therefore, we have policies in place to cover all eventualities, so that all agents are financially protected.

OUR BUSINESS MODEL

Our flat fee is 1% which is the accepted norm, , you will rarely find any objection at this rate., however none of the nationals offer the bespoke service that we do.

We do not believe in misinforming prospective agents about projected income. We are aware that some other companies encourage agents to ask for 2% or more, but on properties around the £1M and over, that is a significant fee that people do not like to pay, making life for the agent very difficult. In reality, most agents do not achieve this, but by referencing to inflated fees, the projected income of agents is also inflated. We ensure our fee is transparent and upfront, so everyone knows where they stand.

The commission is broken down as follows:

- *25% Listing Fee*
- *25% Sales Fee*

The agent who ties up the sale is responsible for progression, which is basically keeping in touch and chasing up anything to ensure that the property exchanges.

If another agent refers you a listing, the listing fee is split 50/50 to encourage agents to pass on referrals. The same applies to a sale, if another agent refers a buyer, the sales fee is split 50/50. We believe this to be the foundation of a successful formula that will see agents cross-promoting and benefiting as other agents join us, not losing out.

BECOMING A SALES PARTNER

Once we have established that you are a suitable candidate, we will agree on your postcodes, we will provide you with a local area dialling code (or as close as possible) which is more likely to be used, but it will go through to our office, along with anything else you may need, such as business cards, bespoke marketing plan, agent profile etc. You will also have CRM software to manage clients, enquiries and your diary.

We will also provide ongoing guidance on Social Media Marketing, prospecting, valuing, listing and every aspect of the process. Money laundering checks and administration is taken care of by our office, but as part of our bespoke service, we encourage agents to ensure that their clients feel comfortable to contact them directly at any time, with any questions to minimise loss of sales during the progression stage.

The estate agency business has changed, portals are less significant than ever before, a successful agent will generate far more enquiries from Social Media than from any portal and that is what makes us different. The national chains, have listers who promise the earth, negotiators who are trained to pressure sellers to lower their price and people who know nothing about the properties for sale, conducting viewings, we are different. Sellers will have contact with you, the sales partner from their very first enquiry, through to completion, you will not only be their sales agent, you will be their professional concierge.

BECOMING A SALES PARTNER

What do you need to start?

- *To be self sufficient for a few months.*
- *A laptop, internet & mobile.*
- *Transport*
- *A Printer*

We recommend getting your own Inkjet printer, so you can print anything from an agent profile to a Newsletter, which you can use for prospecting to win listings.

We recommend creating another FB profile for business, to maintain a professional image, a Facebook Business Page, plus a business Instagram account, which should be connected to your page, so you can post to both simultaneously.

We will also add you to our Company Facebook Business Page, so you can post & share to it, to get extra exposure. A LinkedIn account which you should work on constantly to increase your connections locally, giving you a large instant voice in your own area.

It is our intention to encourage and support you to achieve the status of a Luxury Property Expert in your area.

JOIN US

Are you ready to take the leap in to this exciting opportunity?

If you are, we must point out all the points that you must consider before you do.

You must be able to sustain yourself for several months, as it takes time to go from prospecting, to listing, sale and then completion. Due to the flexibility that being self-employed offers, you are of course, able to work from home, or part time if you wish, as long as you can still answer your phone, as many clients will choose to call you directly and missing a call, could result in a loss of a lot of money.

You will need to become a 'Property Guru' in your area, which does involve a lot of learning, but it is you, the agent who will benefit, because in time, you will be respected and after a year or so, people will seek you out.

You must learn everything you can about social media marketing to promote yourself, nothing currently beats the targeted marketing that it offers, you can present yourself and your properties to those in your area for very little, giving you the edge over other agents who do nothing.

SUMMARY

What can you earn?

Once again, we endeavour to base projections on the real world and not on an ideal world. Even though we do encourage you to pursue properties of £1M+ we are happy for you to list anything, residential or commercial.

Our aim is for you to have a large pool of available properties in your area, as over 65% of properties do not sell with the first agent, therefore, unlike other industries where you do not always know where your customers are, you will know who is on the market, how long they have been on the market and where they are, you will also know beforehand, what they are priced at.

We base our calculations on an average sale to be between £600/800,000. If we take £600,000 as an example, a 1% fee would be £6,000.00 of which 50% is £3,000.00. Within a year of joining, we would expect you to have between 5/10 active properties at any time (not including SSTC) with an average of 12/15 sales per year.

This is achievable in the real world and there is no reason why you should not be able to do this. It does involve persistence, hard work and patience, but for those who make the effort, there is not reason that a hard working agent cannot generate fees far in excess of £100,000 per year, in the second or third year.

THE NEXT STEP

If you are reading this, then you have already taken the initiative to contact us. In the first instance, we will not only try to establish if you are suitable for this model, but also, if this model is suitable for you.

You may find the application process a little deep, but it is not so much an interview as it is a learning curve for us as well as for you. The key factor that we are looking for is your ability and will to get exposure on Social Media, because without this, you will struggle to succeed.

The days of waiting for the phone to ring are over, by marketing yourself, you will not only gain the attention of sellers and buyers, but you will also demonstrate to potential sellers that we are one step ahead with our marketing, which is why they should consider instructing you to market their home.

Once we have concluded this process, we will prepare everything that you need, we will prepare everything from your email, business cards, Agent Profile and CRM (customer relations management) software.

We will have weekly zoom meetings to ensure we are supporting you in every way and in the near future we will be arranging a monthly meeting, one afternoon a month so that we can meet, learn and network.

Frequently Asked Questions

Q. I don't have any experience, can I still apply?

A. You don't need any experience, in fact, many experienced agents do not suit our model as they are used to waiting for the phone to ring, instead of being proactive and marketing themselves.

Q. Do I need to pay anything?

A. No, we do not ask for anything from you. After six months, when you have an income pipeline, we will charge a partner fee of around £125 per month, to cover your licence, CRM software and to ensure that you are legally self-employed, however this will be deducted from commission, you do not need to pay us anything.

Q. How long will I need to sustain myself for?

A. It normally takes a few months until you receive any money, if you have bought or sold a house, you will know it can take several months, so actively pursuing listings as fast as possible is crucial.

Q. what skills do you require?

A. We require people who are willing to learn, determined to be the best, but most importantly of all, you must be willing to use social media to promote yourself.

Q. How much can I earn?

A. In your first year, we would expect you to break 30,000, rising to £50,000+ in year two . Beyond that, £100,00 a year is a realistic target in year 2 or 3.

Q. Am I better off as a Self-Employed Estate Agent, or should I look for an employed position?

A. If you do not feel that you are able to motivate yourself, make relentless effort and simply speak to people to build relationships, then this is not for you. We do our best to ensure you have every

ARE YOU READY?

The sooner you proceed, the sooner you can get working. We also have a few suggestions that can help you to see some income sooner, rather than later.

Whatever you decide to do, the process is one of learning, not interrogation so what do you have to lose?

We look forward to you joining us soon, we support inter-dependency, as more agents join us, there will be more exposure for all.

In the modern day, networking is key, so don't hesitate, contact us today.

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