

**Moving on up**

The Guild of Property Professionals has promoted two of its Senior Regional Managers to Regional Directors, with Kris McLean now the Regional Director in the North, and Daniel Pepperell, the Regional Director in the South.

According to Iain McKenzie, CEO of The Guild of Property Professionals, both men have excelled as Senior Regional Managers for the organisation and have been invaluable to both the growth of the network and service delivery provided to Guild Members in their respectively regions. “Kris and Dan have both been with The Guild for a number of years and have been integral to our success as a Membership organisation. Their promotion is thoroughly well deserved. They are hugely respected within the team and by all their respective members,” he adds.

Kris McLean has extensive experience within the property sector and was a key part of launching and expanding The Guild in Northern Ireland. Speaking about his promotion, he says: “It’s a huge honour to have been appointed Regional Director at the Guild of Property Professionals. Having spent my entire career in our sector as an Agent and business owner, I am excited by the opportunity to share my knowledge and skillset, especially at such an exciting time for the company by leading and driving the Guild forward. We have a proven strategy, and the power of the UK’s largest network of independent estate agents to cement our Members position as the agent of choice in each of their locations. I am hoping to bring my experience and continue to assist new and existing Guild members to maximise the opportunities in their marketplace.”

Daniel Pepperell was the Senior Regional Manager in the South West and Wales, alongside his role as the MD of Fee Street, a platform dedicated to helping agents understand their local market and win business.  As an experienced Regional Manager with extensive business development and operations experience within the property sector, he is the ideal candidate to support and help existing Guild Members, as well as grow the Membership in the South of the UK.

“I am delighted to be made Regional Director at The Guild. The organisation has grown substantially over the past few years and our aim is to continue pushing expansion while helping independent agents to increase their market share and win instructions,” adds Pepperell.

Having worked for The Guild as a Senior Regional Manager for a number of years, Dan is well-versed with all The Guild’s key services and products and how they can best be used to save time and increase office revenue. He will be working alongside the Customer Service Team to ensure the best possible service delivery to Guild Members in the region.

-ENDS-

**Editors’ Notes**

**The Guild of Property Professionals (The Guild)**

The Guild is a network of 800 of the best independent estate agents from across the UK. The Guild is a sign of professional excellence that agents can use to differentiate themselves from their competitors and assure clients that they will act with knowledge and integrity to achieve results, the three core values of The Guild. To allow agents to perform a superior service, The Guild offers marketing, business and technology services to its members.