

**The Guild recommends Boomin to its Members**

**And accepts guarantees on data ownership and the preservation of the agent/customer relationship**

The Guild of Property Professionals today announces its full support for Boomin, the new property platform for agents and their customers. This follows an agreement between the parties, that guarantees the integrity of data and its ownership rights, as well as the primacy of the agent/customer relationship.

The Guild has been in discussions with its membership and the leadership team at Boomin over the last few months. Like the broader industry it represents, opinion on Boomin has been divided, though the need for fresh competition in the portal space is absolutely clear. The team at Boomin have made themselves available to The Guild and the membership as and when we have called upon them and have been open, transparent, and flexible in their response.

In November last year The Guild hosted an open debate to freely discuss the Boomin offering to agents. “At the time there was a polarisation within the Membership regarding the new portal, and we wanted the network to be able to voice their concerns so that we could address them directly with Boomin,” Iain McKenzie, CEO of The Guild of Property Professionals says. “Members were concerned about two main areas, namely whether the portal was, in the long term, planning to go directly to consumers cutting out the agent, and who owns the data and how Boomin intends to make use of it.”

To address these key concerns of the network, The Guild asked Boomin to provide them with a specific integrated tech platform and solution, which they agreed to. “What this essentially means is that Members listings data will first pass through The Guild’s platform and then feed through to Boomin in accordance with the agreed service level of each agent. This gateway provides the necessary reassurance that the Guild Members’ data is protected. As a result of the agreement and the open and transparent engagement with Boomin The Guild is recommending that Members sign-up to Boomin, safe in the knowledge that there is no conflicted data play, and that the portal has no intention whatsoever of going direct to the consumer,” McKenzie explains. “We believe that Boomin will act in the best interest of agents, providing them with more options and additional revenue streams.”

**Michael Bruce, Executive Chairman and Founder said:**

“We are proud to have entered into an agreement with The Guild that reinforces beyond any doubt our commitment to an agent and customer relationship and puts pay to any concerns of a data play. To be very clear Boomin has not, and will not, ever look to move to a direct model, something this agreement guarantees.

We encourage all agents who are yet to sign up with Boomin to join other leading agents, as pioneers for change, rather than be forced into a future that does not embrace and support them and their customers and almost inevitably continues to feed a financial model that is, or will become, unaffordable for the vast majority of agents. We will work tirelessly at Boomin in partnership with agents, to repay their trust, deliver on our ambitions to provide a transformational experience and earn agents more income than they pay over in fees.”

**-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.