

**The Guild saved network over £26 million in 2020**

During what can only be described as an unprecedented year for not only the property industry, but the world, Members of The Guild of Property Professionals were able to save thousands on costs each month by being a part of one of the UK’s largest estate agency networks. According to Iain McKenzie, CEO of The Guild of Property Professionals, the organisation was able to collectively save its Membership over £26 million in costs that they would have paid for products and services to third parties had they not been a part of the network.

“There are a wide variety of invaluable tools that are included in our standard Membership package that if purchased separately would cost agents in the regional of \*£3,294 per month if they had to approach third parties independently for those products and services. Considering our monthly Memberships fees are £495, each of our Members is potentially [saving around £2,799 a month](https://join.guildproperty.co.uk/save-money), which equates to £33,588 a year and over £26 million throughout the network,” McKenzie explains. “The size and influence of our network has allowed us to negotiate preferential deals with third party suppliers for our Members, helping to money back in their pockets. Rather than paying for fragmented services, it makes sense for property professionals to join a network such as The Guild and get the exclusivity, the referrals, the income-generating tools, legal advice and compliance all under one roof for a set monthly fee.”

He adds that throughout 2020, the organisation introduced several additional tools and products that not only saved Members money, but also generated further revenue. “The underlying goal of our organisation, which drives our decision making in terms of our service offering is split into three aspects, which are to save money, make money and remain compliant. During 2020 we launched a number of lead generation products such as the virtual viewings and valuation tools, Hooked, and Dataloft market reports, to name a few, which helped our Members to increase their revenue streams and gain market share in a very unpredictable and challenging year,” says McKenzie.

He notes that during 2021, The Guild will continue to develop services and negotiate deals that will enhance the Membership offering and assist Guild network to outshine their competition. “The additional of further services and deals will make the offering that much more cost effective for our Membership. We are perpetually seeking ways to increase the value that we provide to our Membership and driving our mission of helping them increase revenue, save costs and remain complaint,” McKenzie concludes.

To find out how much you could save through a Guild Membership email [parklane@guildproperty.co.uk](mailto:parklane@guildproperty.co.uk) or visit [join.guildproperty.co.uk](https://join.guildproperty.co.uk/save-money)

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**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.