

**100 completed referrals help The Guild and its agents to keep giving**

Last year, The Guild of Property Professionals pledged that it would donate £50 to Agents Giving for every successful referral completed. With over 100 referrals completing in quick succession during the past few weeks through the network, the organisation will be donated over £5,000 to the charity this month.

Iain McKenzie, CEO of The Guild of Property Professionals, says that there has been a high number of referrals that have come through the network during the past few months as buyers raced to try complete before the Stamp Duty deadline. “With many buyers looking for a change in lifestyle, which meant possibly moving to another part of the country, Guild agents were able to refer buyers to other Members in those regions that they wanted to move to. The result is that agents within the network were able to help each other gain more business, while being able to support Agents Giving,” he adds.

According to McKenzie, approximately 25% of the leads sent through to the referral system are converted to instructions, of which 50% are completed. “The Guild’s referral system is another business generation tool that independent agents would not have access to without being a part of a larger network. It is a great way for our Members to make use of the size and reach of the network to increase their market share, while helping those in need and giving back,” McKenzie comments.

Agents Giving is a fantastic platform that has helped many within the industry, along with their customers and suppliers, to realise their fundraising goals for existing charities nationwide. Agents can apply for grants from Agents Giving to help them put together charity events that will raise money for those in need. “Through Agents Giving many within the industry have been able to directly impact the lives of people within their communities who are struggling, especially with the pandemic having impacted so many people financially. The Guild of Property Professionals is proud to be able to support the organisation and help those within the industry with the financial support they require to assist those in need and make people’s lives better,” McKenzie concludes.

-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.