

**Guild launches new platform - Fee Street**

Access to accurate data and property statistics is key for agents who want to focus their marketing approach when looking to win new business. The Guild of Property Professionals is launching a new platform to its Membership called Fee Street, which is dedicated to helping agents better understand their local market and win business more efficiently off the back of this. The platform analyses large volumes of property data to identify the streets and localities in the area that have the highest fee earning potential, allowing agents to target their bespoke marketing automatically to the areas with the highest potential return.

Daniel Pepperell, Regional Director at The Guild, says using years of property data, Fee Street is able to provide an accurate overview of a local property market. “The platform gathers large volumes of property data, giving agents an in-depth insight into what’s happening in their local area. Fee Street is then able to identify the streets and localities with the highest propensity to move which allow the agent to calculate the areas that are worth the most income to their business,” he explains.

Pepperell adds that agents will be able to customise the results of the search based on property size and value. “Once agents have selected the streets and localities they would like to target, they will then be able to send an automated print campaign to these properties at a frequency of their choice. Agents will be able to track their campaign via their personal dashboard on the platform,” he says. “There is a catalogue of different card designs which agents can choose from, depending on the location they are targeting.  Once the agent has selected their template, Fee Street pulls the data from the post codes selected and creates bespoke cards for the chosen locations. Agents can then decide whether to send as a one-off campaign or automate the process for a repeated send, each time automatically updated with the most recent figures. All cards will feature the agent’s logo and brand colours, for a truly personalised campaign.”

According to Pepperell, all of the hard work is done for the agent. “The platform does the research and displays it in a visual, dynamic dashboard, so Guild Members will be able to easily assess their marketplace and identify the areas with the highest chance of moving, which could also produce the highest return on investment. Sending targeted, tailored marketing also means that agents will be able to send less for more effective results. As well as a tool for automated marketing, agents will also be able to build a single-page business plan from the data available,” he comments.

Iain McKenzie, CEO of The Guild of Property Professionals, says: “The platform, which comes highly recommended by those who have used it, will be offered free to Guild Members as part of their Membership, with the direct mail cards the only additional cost. Fee Street will be another valuable tool that will help the network to save on marketing spend while increasing business and gaining more instructions in their local property market.”

-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.