

**The Guild hosts virtual power session for industry business owners**

On 27 May 2021,The Guild of Property Professionals will be hosting an online power session for business owners, providing a platform for estate agency owners to interact with other property professionals and tap into the knowledge and experience of the network. The Business Owners Power Session will focus on housing market statistics and predictions, as well as lead-generation tools and services that will help estate agency owners take their business to the next level in the year ahead.

While the first quarter of this year has been remarkable for the sector with property prices achieving record highs and transaction figures at stratospheric levels, demand is outstripping supply and stock levels are reducing quickly.  With a subdued number of listings coming onto the market, the level of competition among estate agencies will increase and businesses will need to be able to differentiate themselves in the market.

Iain McKenzie, CEO of The Guild of Property Professionals, says that it is during the prosperous times that businesses should be putting plans in place for the more challenging times.

“Business within the property sector is currently booming, however, business owners need to prepare and have a plan in place for the remainder of the year and moving into 2022. The Guild has put together a business power session to provide business owners insight into the current market and how we can expect it to change in the months ahead. Having that information will help business owners plan in advance, be prepared and adapt so that they can thrive in the future,” he says.

The session will include an in-depth, data-driven market review, as well as what projections and trends we could expect to develop as the rest of the year plays out. The session will look to provide answers to questions such as whether the elevated levels of demand will be sustained until the end of the year, and what aspects could have an impact on the market moving forward, such as the end of the stamp duty holiday.

Apart from a housing market review and predictions, The Business Owners Power Session will also cover topics such as the new propensity to move data based on information from TwentyCI, effective digital marketing tips and tools, and how business owners can address the stock issue and win more instructions through lead-generation technology, such as Fee Street.

McKenzie will discuss actions, methods and strategy that business owners can use to prosper and grow their businesses in the years ahead.

Guild Members can book for their spot for the Business Owners Power Session on  27 May 2021 from 4pm to 5:30pm, through the Members Hub. Non-members who wish to attend can email [regionalmanagers@guildproperty.co.uk](mailto:regionalmanagers@guildproperty.co.uk) to register.

-ENDS-

**Editors’ Notes**

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

The Guild is a network 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.