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**epropservices to provide property intelligence platform Homesearch to its Members**

epropservices, the parent company of Fine & Country and The Guild, has announced it will provide Licensees and Members with access to the Pro version of [Homesearch](https://homesearch.co.uk/the-future-of-the-uk-property-industry) for free for the next six months.

Based off public, licenced, and proprietary data, Homesearch currently has comprehensive property information on all 28.8 million homes in the country and have reinvested over £3 million in data and engineering to ensure that they can provide the information and context about any property in an agent’s database or marketplace.

As agents cannot visit people’s homes, they need now more than ever to demonstrate their knowledge of the property, the street and the area to show vendors that they don’t physically need to be in the home to value it accurately. The Homesearch tool will allow our agents to carry on valuations remotely, which is a great addition to the virtual video viewing tool epropservices launched recently.

According to Sam Hunter, COO of Homesearch, last year the software was used on over a billion pounds worth of market appraisals by the agents using their services. “We are in a unique position in that our platform has more data on every single home in the country than even the government, including everything currently on the market. This, matched with demographic data on over 54m adults, gives an agent a complete picture of the makeup of their market,” Hunter adds.

Iain McKenzie, CEO of [The Guild of Property Professionals](https://www.guildproperty.co.uk/search/list), says that there is currently nothing else on the market that has more intricate information about a property or a specific area. “The level of detail that an agent can access through the platform is extensive, and the fact that it can be done while the agent is speaking to a potential client on the phone, or over a zoom call, makes it that much more impressive. The product will assist our Members to provide up-to-date information for nurturing campaigns and valuations while working from home, helping them to continue to build strong pipelines during the current crisis and beyond.”

[Fine & Country](https://www.fineandcountry.com/uk) CEO, David Lindley, says: “Another remarkable aspect of the platform is how is can be used to target certain properties or demographics of buyers for marketing and lead generation purposes. Contacting a hundred data-driven leads would yield greater returns than contacting thousands of people that don’t fit into the marketing demographic of a certain property type,” he explains.

Hunter says that Homesearch is a tool that designed to enhance the service agents can provide to their clients. “Homesearch works to partner with an agent’s existing knowledge to support them in prospecting, nurturing, valuing and negotiating. Having Homesearch at their fingertips will help agents remain visible and relevant during the current challenging climate” he adds.

McKenzie concludes by saying, “We’ve made the decision to work with Homesearch with a view of doing everything we can to support our Member agents through this crisis, and also with an eye on the future. We’ve learned a little about their new portal offering and are watching that develop over the next few weeks with great interest.”

-ENDS-

**Editors’ Notes**

**epropservices PLC**

epropservices PLC provides brands, technology services and additional revenue streams to property professionals. eProp Services PLC is the parent company to The Guild of Property Professionals, Fine & Country and gogetdigital.