

**Guild delivers free in-depth regional Dataloft reports to Members**

For agents who wish to position themselves as a trusted resource to their customers, obtaining reliable statistics and property market information is imperative, says Iain McKenzie, CEO of The Guild of Property Professionals.

“If agents want to market themselves as a resource of knowledge and a property guru in their local market, they need to have access to data and statistics from a trusted source, so that they can provide a comparative market analysis to their clients,” adds McKenzie. “Market intelligence is a crucial tool to agents from both a marketing perspective, as well as their overall business strategy going forward, which is why The Guild of Property Professionals provides its Members with a quarterly property market report from Dataloft, an established property market intelligence company.”

Introduced this year, McKenzie says that the data from the quarterly reports can be used by Members to engage with their clients through market report videos, mailers or social media, to name a few avenues. “The Guild receives a national UK report and 14 regional reports from Dataloft, which are given to the Members for free to use in anyway they choose to market their business. The in-depth reports give Members valuable information they can use to position themselves as a hub of information to the local community. With so many people feeling uncertainty in the current climate, being a resource of information and guidance will help agents established themselves further within their local market and will help them growth their brand. The reports, which would normally cost agents thousands over the course of a year, will also provide invaluable guidance to Members when planning their business strategy for the next quarter,” adds McKenzie.

The reports provide statistics about a wide variety of aspects relating to the region, such as fluctuations in house prices, property market activity in both sale and lettings, mortgage approvals, new private homes built, gross mortgage lending, average rentals and percentage of income spent of rent, to name a few. There is also a national overview of the property market, with insight into market sentiment, activity, expectations for the months ahead and more.

“The reports are a peak behind the curtain into what is happening in the market, on both a regional and national level. As a powerful marketing resource, the reports give Members useful and reliable information they can use to engage with customers and plan for the quarter ahead,” McKenzie concludes.

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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.