

**What does 2021 hold for business owners?**

*The Guild of Property Professionals hosts a virtual power session for industry business owners*

On 1 October 2020, The Guild of Property Professionals will be hosting an online power session for business owners looking to make informed decisions regarding the direction of their business in 2021. This year has been challenging for many estate and lettings agencies throughout the UK, and the owners of those businesses have needed to act quickly and decisively to ensure their businesses were able to make it through the tough months. Since the market reopened in May, the industry has experienced a mini boom in activity but what can we expect to happen as we move into next year and beyond?

Iain McKenzie, CEO of The Guild of Property Professionals, says that while business in the industry is currently booming, business owners need to prepare and have a plan in place for 2021. “We have put together a panel of experts who will 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, rather than just survive,” says McKenzie.

The Business Owners Power Session will start at 9am and will run for two hours. The panel of guests will include Oliver Kamm, a leader writer and columnist for The Times. Before joining the newspaper in 2008, Kamm previously worked for 20 years in the City as an economist and investment strategist. He writes a twice-weekly economics column and a weekly column on language, as well being the newspaper's principal leader writer on economics and international affairs.

The session will also include an update from Gráinne Gilmore, Head of Research at Zoopla, who will provide market-leading insight based on in-depth data regarding the current property market, as well as what projections and trends we could expect in the future. The session will look to provide answers to questions such as whether the shift in demand will be sustained until the end of the year, and what the end of the furlough scheme and the mortgage holiday might mean for the market.

McKenzie will be also be joined by Jon Cooke, CEO of epropservices, the parent company of The Guild of Property Professionals and Fine & Country, to 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 1 October 2020 from 9am to 11am, through the Members’ Hub. Non-Members who wish to attend or are interested in The Guild network, can email [regionalmanagers@121parklane.co.uk](mailto:regionalmanagers@121parklane.co.uk) to learn more.

-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.