

BECOME A
PARTNER AGENT



THE
AGENCY
GROUP.



INTRODUCTION

The Agency Group is a network of property professionals who specialise in the marketing, sale and rental of prime residential properties. Our brand is available to license and is designed for individual Partner Agents, who wish to launch their business, in the lucrative upper quartile of the property market, worldwide. We deliver all of the branding, marketing, technical support and widespread exposure needed to create clear points of differentiation over the competition, allowing you to focus on building your portfolio of unique premium properties. Becoming a Partner Agent enables you to have the freedom of establishing your own business, whilst backed by our exciting brand and infrastructure, enabling you to take your career to the next level. The opportunity to become a Partner Agent with The Agency Group is available to select experienced property professionals, looking for a more flexible way of working, and an attractive commission percentage. Perhaps you have considered starting your own business, but the costs of getting started have prohibited you thus far. Becoming a Partner Agent could be the perfect solution for you with the benefits of being your own boss, with like-minded people, with the backing of a respected global brand and all the tools that come with it.



COULD YOU BE THE IDEAL PARTNER AGENT?

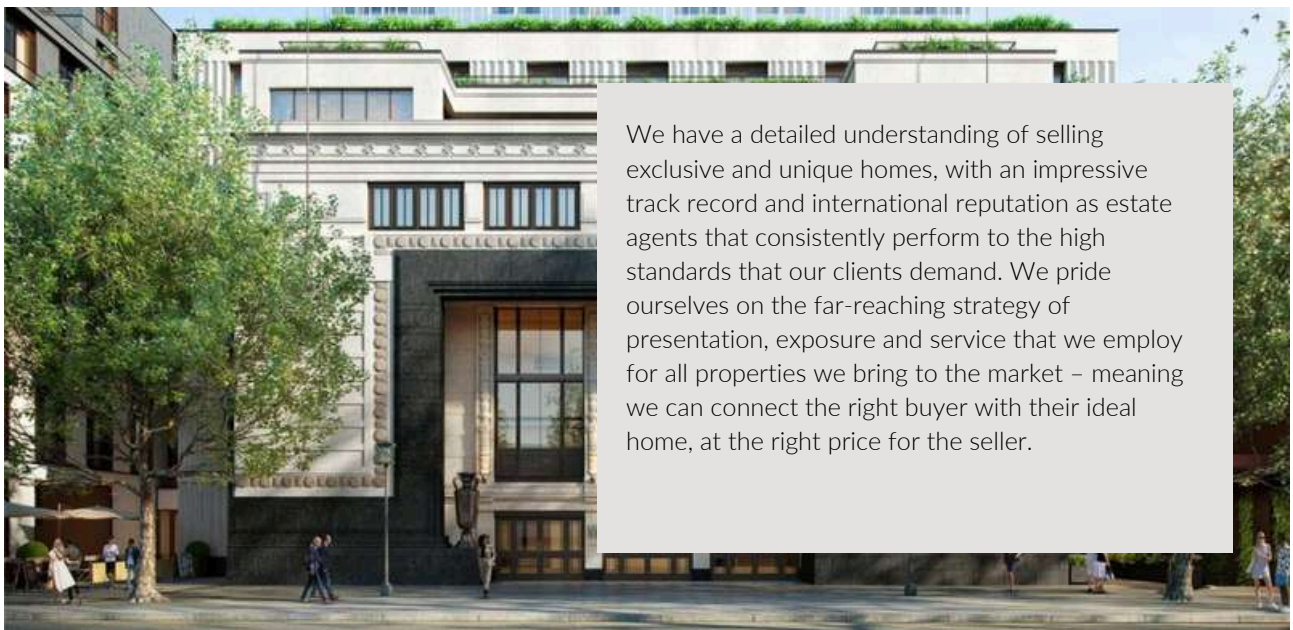
Partner Agents will typically be experienced estate agency managers, valuers or listers. They will be entrepreneurial-minded, and motivated to generate their own listings. Customer service is at the heart of everything they do, providing high-net-worth clients with a quality experience. Agents can command a professional fee using the exposure and presentation tools that The Agency Group offers. This, combined with your own premium level of service offers a winning formula for your client and you.



WHY CHOOSE THE AGENCY GROUP

The Agency Group combines widespread exposure to the international marketplace with national marketing campaigns and local expertise from carefully selected property professionals.

At The Agency Group, we pride ourselves on a genuine commitment to customer service, combined with a sophisticated, professional and award-winning lifestyle approach to property marketing.



We have a detailed understanding of selling exclusive and unique homes, with an impressive track record and international reputation as estate agents that consistently perform to the high standards that our clients demand. We pride ourselves on the far-reaching strategy of presentation, exposure and service that we employ for all properties we bring to the market – meaning we can connect the right buyer with their ideal home, at the right price for the seller.

HOW MUCH CAN YOU EARN?

What you earn depends on you. You are in control of the hours you work, how many listings you deal with and what you charge. Your limited company will then invoice The Agency Group for your percentage of the fee on completion. The earnings are uncapped and we will work with you to create a business plan to maximise your potential.

Partner Agents will receive 60% of the fee.

The fee will vary depending on the price of the property and the percentage the agent charges.

Based on our current average fee of £20,000, the The Agency Group agent will receive 60% which equates to £12,000 for one transaction.

As an example, this could be a £1 million property with a 2% fee.

£1 MILLION
PROPERTY
2% FEE

£20K

YOU WILL
RECEIVE 50%

£10K

PER
TRANSACTION

£1 MILLION
PROPERTY
2.5% FEE

£25K

YOU WILL
RECEIVE 50%

£12.5K

PER
TRANSACTION



For agents that charge 2.5%, the fee is £25,000, and the agent would receive 60% which equates to £15,000 for one transaction.

A £2 million property with a 2.5% fee equals £50,000 and the agent would receive £30,000 (60%).

Working on just one transaction per month (12 per year) based on our average fee of £20,000 an agent would earn £12,000 per month, which is £144,000 per year.

Agents banking £400k a year will earn £240,000 per year (60%)
£400k banked fee income could be 20 transactions with an average fee of £20k (eg £1 million property with 2% fee) or 8 transactions with an average fee of £50k (eg £2 million property with a 2.5% fee).

ADDITIONAL REVENUE STREAMS

- Seller referral to another TAG Agent
- Lettings commission
- Mortgage referral fee
- Conveyancing referral fee
- Buyer Representation
- Overseas Finance Commission
- Home staging referral fee
- Recruitment fee share

GETTING STARTED

All Partner Agents will be operating under their Limited company. In addition, the following will be required from the agent as part of the setup process:

- Registration with Redress Scheme
- HMRC registration for Money Laundering Supervision & Economic Crime Supervision
- Registration with ICO for Data Protection
- Professional Indemnity & Public License Insurance
- Disclosure and Barring Service (DBS) check
- Partner Agents will also be required to pass annual money laundering examinations and pass a level 3 qualification within 12 months of joining (training will be provided).

There is a monthly licence fee, transaction fee and a national advertising contribution which will be discussed at the time of your interview.



WHAT WILL YOU GET?

SETTING YOU UP FOR SUCCESS

SUPPORT & TOOLS FOR YOUR BUSINESS

(included in your monthly licence fee)

- Licence to trade under the TAG brand
- Bespoke marketing menu
- Strategy for success brochure
- Digital Brochures for listings
- Client marketing plan
- Multi-media advertising brochure
- TAGGED magazines
- Monthly national market reports
- Monthly PR reports
- Email address
- Email footer (personalised)
- Auto prospecting postcards
- CRM system
- Rightmove
- Zoopla
- Propalt
- APS Data
- AML risk platform
- Rightmove training hub
- Bi-monthly training, coaching, and
- Quarterly in-person training events
- TAG website
- Referral system
- Email marketing
- Digital agency agreements
- Sales/Lettings Boards

We will provide help and support to set up your business. This includes compliance checks and setting up accounts for the following: email, , CRM, Part of the onboarding includes an Academy day at our HQ.

OUR PURPOSE, VISION AND VALUES

OUR PURPOSE

To provide our Partner Agents with the tools and support they need to be successful, earn a great income and achieve their goals.

OUR VISION

To offer world-class service, extensive marketing and achieve outstanding results for our clients.

OUR CORE VALUES

Bold Action Beats Safe Ideas.
Client First, Always.
Radical Transparency.
Empowered To Elevate.
Culture Of Integrity.
Process Over Perfection.
Normal Gets You Nowhere.

INTERESTED IN BECOMING A PARTNER AGENT?

For more information, contact:



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Becoming a Partner Agent is subject to the successful completion of our application and due diligence process.