



SIGNATURE
PROPERTY PARTNERS



YOUR PARTNERS IN LUXURY LIVING

Signature Property Partners is a luxury estate agency brand showcasing some of the finest homes the UK has to offer.

We recognise the importance of delivering a first class service which leads to outstanding results.

Our agents are highly skilled property experts with a wealth of knowledge and specialise in the marketing and selling of luxury homes.

With tailored packages to suit each client's needs and a personal and bespoke service, our focus is on professional presentation and exceptional customer service.

As a Signature agent, you'll benefit from unrivaled guidance from industry experts, head turning marketing and access to ongoing one to one support, all designed to help you achieve your goals as a self employed estate agent and business owner.

Founded by 2 experienced estate agents and business owners, we understand the difficulties and worries of striking out on your own.

With this in mind, our aim with Signature isn't to sign you up and let you fend for yourselves, instead we want to help you create a business that allows you to enjoy a work-life balance that suits your needs, creating a stable and sustainable income where you'll always receive the advice and support that you require.

No matter your personal goals, we're here to support and nurture your new business from your first day, helping you to achieve the lifestyle and work balance that you want.



ABOUT SIGNATURE PROPERTY PARTNERS

Signature was formed in 2023 by Jordan Halstead and Tom Allen, 2 estate agents and business owners with a combined 30+ years of experience in property sales and lettings.

As a concept, Signature was designed to aid self employed estate agents to thrive by offering them an industry leading level of support and care, knowledge and understanding , helping them to both establish their business and thrive for years to come.

Through the Jordan & Halstead and William Gleave brands, Tom and Jordan have managed the sales of over 10,000 homes over the North West and North Wales, launching 10 branches and employing nearly 150 people in their 10 years of operations.

It's this level of experience and expertise that bleeds into everything that Signature does.

Along with business and property advice from such well respected talent, you'll be supported by an award winning marketing team who will help you to establish your business in your local area while helping you to win instructions with exceptional marketing and presentation.

Signature has been built from the ground up to help you achieve more from your hard work and we pride ourselves in having the experience to take you to the next level.



THE PRIME PROPERTY MARKET

We specialise in the selling of prime or luxury property, one of the strongest and most bouyant areas of the UK property market.

Our agents consitantly sell properties with values of £750,000+ with demand always increaing, both from buyers and vendors.

As a market, the prime real estate sector account for 2.5% of sales but makes up a sizeable portion of the actual revenue generated in the industry, accounting for roughly £15 Billion in sales.

This makes prime real estate an excellent market for our agents to work in due to the excellent fees, high demand and the incredible curb appeal.

Traditional agents struggle with this market due to the time and dedication needed to land these big ticket sales but as an independent, you're afforded the ability to focus on a property and its vendors while also having more time to work with buyers directly.

By selling these type of properties, you allow yourself to focus on the quality of service and presentation as opposed to having the solely focus on selling by volume.

Selling just one of these type of properties a month could prove far more time effective and profitable than selling 6 average priced units and for far less work.

We have seen incredible results for our agents following this model and with the correct support and guidance we can help you to secure both valuations and sales of similar properties.



OUR CULTURE

Being an independant estate agent can be hard, but our business is built on a foundation of support, trust and ongoing education.

We want you to achieve your own goals, no matter how modest or lofty they may be.

Maybe you're looking at a part time schedule to fit around your children or perhaps you want this to be the first step on a decades long career, no matter the aims, we want you to to succeed.

The goals may be different but to us, theyre equally as important.

We take great pride in offering our agents understanding, compassion and belief in their aims.

You can expect us to be here to listen, treat you as an individual and offer guidance that's both relevant to your business but also to your lifestyle.

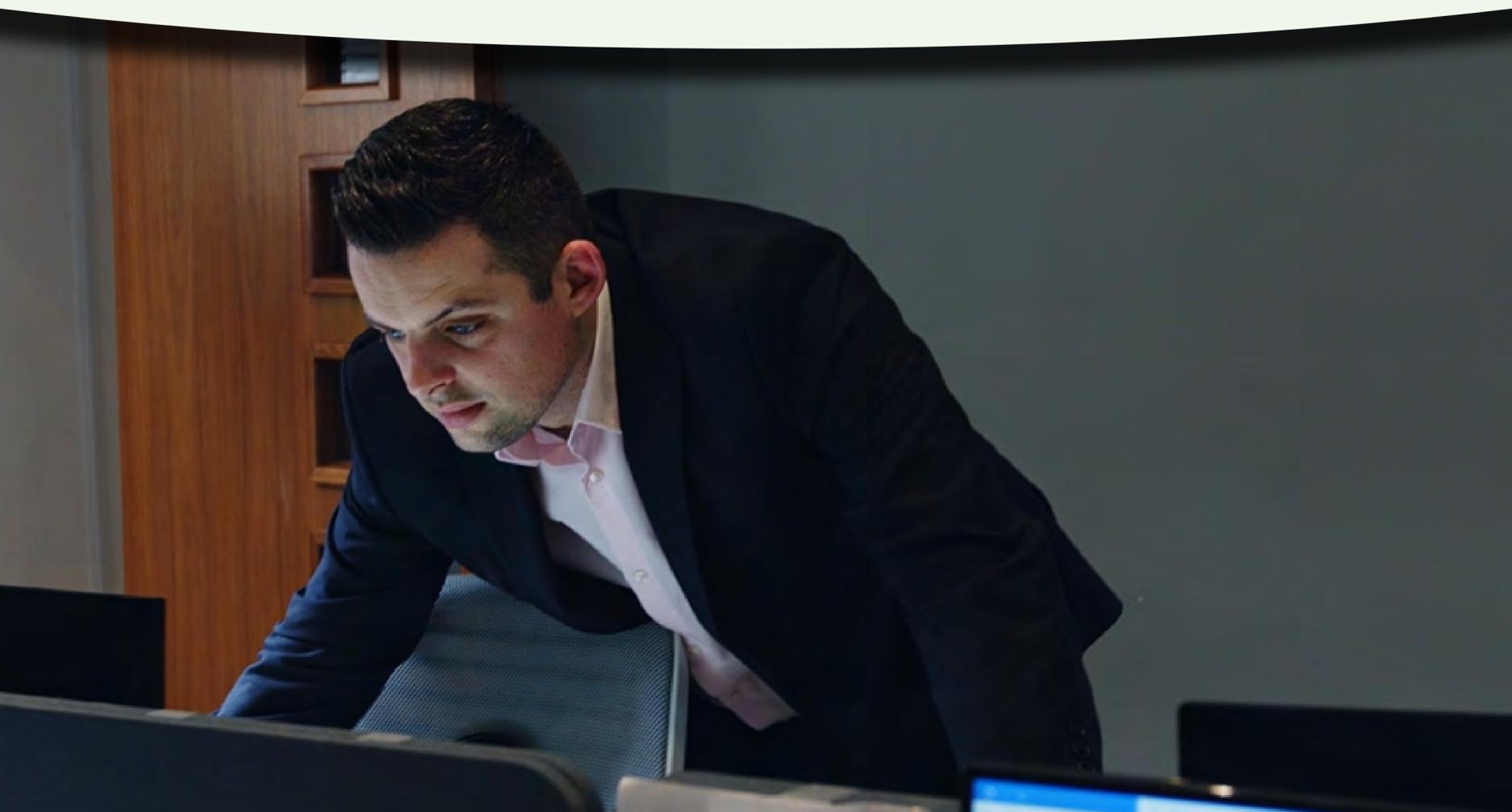
We aren't here to goad you to achieve sales or talk down to you when an idea doesn't work out, instead, we want to work directly with you on how to get to the level of success that you want and help you over any hurdles you might face.

Our culture is built on respect, both of your business and of you as an individual.

When you need support, we'll be there and when you want to share your wins and achievements, we want to celebrate them with our whole network.

Your business goals are important to us but so are you.

That's the Signature difference.



YOUR DEVELOPMENT

One of the deepest benefits of working with Signature is our commitment to your ongoing development as both an estate agent and business owner.

Our Head of Development, Zara Cole has over 20 years of experience in property both in agency and as an independent agent so understands the wants, needs and worries you may have.

From a day to day perspective, Zara and the Signature team will help you to develop your existing skills and support you in learning new ones.

Your development as an agent is important to us as we want you to have all of the tools to achieve your goals at your disposal.

Zara brings a compassionate and thoughtful approach to mentorship, leveraging both her experience in property & her industry knowledge to offer you both excellent advice and motivational support.

Whether you're an experienced agent who needs help with social media or a relative newcomer who has sales skills but is struggling to network and build a client base, we want to build on those foundations and make you the total package.

"I understand the importance of managing time and expectations, setting achievable goals, and ensuring that every move is as smooth as possible.

No one business is the same and everyone's goals are unique, that's why I tailor support and guidance to the individual"

Zara Cole - Head Of Development, Signature property Partners



OUR AGENT PACKAGE

We offer our agents a comprehensive and ever growing package of software, services and features at no additional charge to enable you to launch your business immediately without having to source your own, often costly solutions.

As well as business support and mentorship, all Signature agents receive:

- **Loop Property CRM access.**
This allows you to database clients, list properties directly to our website and Rightmove, arrange appointments and contact applicants directly.
- **Company Email and microsite on Signaturepropertypartners.co.uk**
This allows you to have a professional email and website.
This also includes Google services such as Docs and Drive.
- **Call answering and forwarding service with landline number**
- **Agents Portal and Academy access**
A section of our website exclusively for our agents, featuring events calendar, Item ordering, educational section with tutorials and marketing collateral.
- **Rightmove Listing & HomeSearch access**
Allowing you to prospect leads & valuations as well as list your properties on the UK's largest property site.
- **Social Media and Marketing support**
A full package education on how to market properties, build your personal brand, photography and video guidelines and so much more.



FEES AND FINANCIALS

We are transparent with our fees and earnings structure and like to keep things simple.

We charge our agents a flat fee of £150 per month+ VAT and for this you get access to mentorship, support and the full software and services package discussed on the previous pages.

We operate a commission structure of 70% of sales fees to you, 30% to Signature and after £150,000 in revenue, that revenue share ends and you'll earn 95% of all fees. This resets annually on the date of you joining.

SAMPLE EARNINGS



1.5% FEES

£133,500 IN COMMISSION

Completing on 1 home at £1,000,000 per month at a fee of 1.5% will net you £133,500 after the revenue split of 70%.



2% FEES

£190,500 IN COMMISSION

Completing on 1 home at £1,000,000 per month at a fee of 2% will net you £190,500 after the revenue split of 70% on the first £150,000, with you earning 95% on the additional £90,000.



YOUR SIGNATURE STORY

Before starting on your journey with Signature we'll arrange an initial Zoom call, followed by a face to face meeting with both Tom and Jordan to discuss your aims, goals, abilities and queries to create a custom business plan best suited to your needs.

This business plan will be the foundation of your initial eighteen months working under the Signature banner and covers everything from sourcing property and prospecting clients to business management, cashflow and marketing, making sure that you're fully prepared and organised before you start.

Business plans are genuinely bespoke and catered to you as an individual, meaning we take in to account your goals and expectations, but also your history and abilities, allowing us to create honest time scales for you to achieve stability, profitability, and ultimately, whatever goals you've set to achieve.

We're transparent and realistic with our expectations meaning that you'll have a business plan that reflects a real and achievable time scale and workload which accounts for the highs and lows that come with owning a new business.

We want you to achieve every goal that you set and, through thorough planning and mentorship, we'll support you at every step of the way of your Signature story.

As a business, we want you to achieve YOUR goals, that means no matter how humble or grand your aims, we're here to nurture your business and guide you to where you want to be.



BEING PREPARED

As mentioned earlier, during our initial call, we'll discuss your current situation, experience, aspirations and goals.

It's important to be honest and prepared as this way, you'll get the most accurate and realistic business plan possible.

To be prepared for this we'd recommend considering the following points and having the information to hand during your call

- **PERSONAL FINANCES**

Do you have enough saved to cover your living expenses for at least the first 3 months of trading?

Remember that completions and income won't be immediate and you should be prepared for that.

- **GOALS**

What sort of income are you looking to achieve annually?

Are you looking for a more relaxed work / life balance?

- **LOCAL KNOWLEDGE**

Do you have an idea of the local housing market?

What competition is in your area and what markets do they cover?

Which areas do you intend to operate in?

What types of properties perform well in your area?

- **MARKETING**

Do you have an existing website or social media following to use to promote your business?

What experience do you have of promoting yourself as an estate agent?

- **EXPERIENCE**

Which estate agents, property investment companies or lettings agencies have you worked with?

What types of properties have you sold before?

Which elements of estate agency would you consider your strengths and weakness'?

Having these details to hand will help us to better understand your positioning in the marketplace and will make the creation of your business plan far more simple.



HOW IT WORKS - KEY POINTS



Meet recruitment Director, John Allen, via zoom to discuss the business in more detail and to learn about your ambitions, to ensure that both parties are a good fit.



Meet face to face.

Create business plan, discussing aims and goals you have. Look at areas which you feel you'll need support and development



At this point, you'll show proof of funds to afford the move and will agree all compliance, this includes:

- Registering your company
- Signing up to the ombudsman.
- AML & HMRC supervision
- ICO

You'll then register your bank accounts, secure your insurance and equipment and finally sign our T&C's.



New partners will begin their onboarding, training and orientation with our Head Of Development, Zara.

We'll cover how to get your business off the ground, marketing, creating social media pages, prospecting, sales progression and will also cover software and platform training as well as discussing any additional support you may require.

In the first initial 3 months, there will be 1 weekly zoom call to catch up and a monthly meeting face to face, to discuss your business, keeping you accountable to your business, offering advice and keeping you focussed and motivated during the initial period of launching your new estate agency business. You'll also gain access to our Whatsapp group where all other agents will be, helping to create a community of brilliant partners, sharing ideas, guidance and support.

We then hold quarterly face to face meetings with all partners.

LEGAL PROCESS

Once signed up, we will begin the onboarding process with you.

Before you begin trading, we'll require proof of the following:

Public Liability Insurance (up to £1m cover)

Professional Indemnity Insurance (up to £2m cover) both combined

Full LTD company name, reg address and reg no

TPO/PRS registration

AML registration

ICO registration

Driving License / photo ID

In total, this will cost around £700 p/a

After these have been provided you'll begin onboarding and be fully on your way to running your Signature business.



YOUR FIRST 120 DAYS

While every agent's journey will be slightly different, here is an example of what your first 4 months with Signature will look like and some of the tasks you'll need to complete.

FIRST
30
DAYS

Creating social media channels or adapting existing ones. Drop into every local business with your personal brochure, offer referral deals, special rates for the business owners and plug their business through socials.



Prospect every single property that is in the area and price bracket you are looking for, enclose a personal letter, ideally hand delivered.

Create weekly video content on local areas, market updates, useful info, our marketing guide will help you to create great looking content.

Aim to achieve the number of valuations you have set yourself in your business plan.

30 TO
60
DAYS

Continue doing all the above, consistency is key. For all instructions arrange weekly phone calls with full progress reports.



You must achieve a sale during this period to earn income on month 4.

Continue doing basics, never forget to prospect, never forget to communicate with local businesses, talk to everyone and anyone about your business and what you do.

Add video tours and walk rounds to your social channels, you should also try to interview buyers, sellers etc

Begin to understand your local market, what makes it tick.

All successful agents become part of the local economy, helping people, supporting causes and being part of the area.



YOUR FIRST 120 DAYS

While every agent's journey will be slightly different, here is an example of what your first 4 months with Signature will look like and some of the tasks you'll need to complete.

60 TO
90
DAYS

Again, continue with the previous months tasks.

Be confident in having honest conversations with customers on current state of play with property, if a price reduction is needed then, now is the time.



Utilise your social media to prospect for leads and generate interest for valuations.

Promote any successes you have with your audience, word of mouth is important in any business growing.

Ensure you are sticking to your original business plan on valuations, instructions and sales. If you are not, why not? Ask yourself which part is missing. If plan isn't going the way, you hoped change process accordingly, we're always here to help you adapt.

90 TO
120
DAYS

This month, if you've landed a sale in the first 60 days, you should be receiving income!

As always, continue with your social media strategy and with your word of mouth and in person marketing.



Take some time to again evaluate your business plan and local market.

With some sales under your belt, you can now start to promote any testimonials you receive to help you secure more valuations.



ONBOARDING & OPERATIONS

After your legal documentation is received and confirmed, we will issue you with the following

Your Signature email address
Access to our agents portal
Credentials for our CRM system, Loop

For any IT enquiries, please contact Ryan@itrio.co.uk

PRINT & PROMOTIONAL MATERIALS

For Sale boards, Sold Slips etc can be ordered from our official partners at EDP Print.

To order, please contact them on Sales@edpprint.co.uk

Business cards, letterheads and all other stationary can be ordered from Promo Ideas.

Contact them on enquiries@promoideas.co.uk

BOARD MOVEMENTS

Please visit Agency Express on www.agencyexpress.co.uk

SUPPORT

For marketing support or enquiries, please email marketing@signaturepropertypartners.Co.Uk

For all general support, email info@signaturepropertypartners.co.uk





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0330 034 4311

WWW.SIGNATUREPROPERTYPARTNERS.CO.UK