



## Are you set up to improve the home moving experience?

As an estate agent, you have the ability to either delight or disappoint home movers. Moving home can often be a stressful experience, so the opportunity to provide both buyers and sellers with the best possible moving experience is there for the taking, are you setup to make the most of it?

Ancillary services can be a fantastic revenue stream for agents, are you maximising the income available to you and your business?

For example, GOTO Group offer a unique concierge service allowing agents to recommend and earn from ALL or ANY of the following property services:

- ▶ Mortgages
- ▶ Conveyancing
- ▶ Surveys
- ▶ Removals
- ▶ Floorplans
- ▶ Online Auctions
- ▶ EPCs

### Auctions suggestions

Below are some suggestions about how to approach online auctions.

- Understand the motivation of the seller upon a pre-call or within valuation so you can highlight which vendors might be better suited to the speed and security auction brings
- Before administering a traditional price reduction, refer your vendor to your auction partner to understand how the auction pricing may generate more interest in their property
- Discuss auction as an option with your vendors upon certain time led milestones: - 60 days on the market without selling, 3 weeks without a viewing, coming to end of sole agency period

### Useful tips on how to maximise referrals

*(best practice by service)*

#### Mortgages

- Verify offers and affordability for all buyers
- Provide your sellers with a no obligation affordability check for their onward purchase
- Make sure you use a 'whole of market' mortgage broker/firm
- Be setup to provide face to face, phone based and online focused advice

#### Conveyancing

- Earn from buyers who purchase through another agent by quoting all buyers who make an offer as well as have their offer accepted on your properties
- Earn from sellers who list through another agent by quoting all vendors at the point of valuation
- Ensure you have a compelling conveyancing proposition with clear USP's that staff can recite confidently and competently

#### Surveys

- Work with a survey partner that can provide National coverage so you can refer both buyers and sellers
- Have the ability to refer and earn from all survey options: - Private RICS Valuations, Homebuyer reports, Building surveys, Specialist surveys
- Refer buyers at both offer made as well as offer accepted stage
- Refer sellers who are buying another property

# Referral fees

**The National Trading Standards Estate Agency Team (NTSEAT) recently produced guidelines on how estate agents should treat referral fees.**

Within the new guidelines, agents need to disclose in writing, at the earliest opportunity:

- The price of its services, including any “compulsory” extras.
- Where a referral arrangement exists, that it exists, and with whom.
- Where a transaction-specific referral fee is to be paid, its amount.
- Where a referral retainer exists, an estimate of the annual value of that retainer to the estate agent or its value per transaction.
- Where the referral is rewarded other than by payment, an assessment of the annual value of the reward or the value of the reward per transaction.

GOTO are able to help agents provide the most transparent service possible by highlighting fees within the T&C's of our quotes.



## Key points

Are you able to utilise integrations with your own software or CRM to ensure no referral opportunities are missed?

Get setup with partners that provide national coverage to allow you to support and earn from sellers for their onward purchase (regardless of new property location) alongside clients buying through you.

Train staff to be confident and competent in highlighting all available referral opportunities



*All your home moving  
needs under one roof*

## Help and advice

If you would like to arrange a call or meeting with one of the GOTO sales team or would like us to send you the GOTO Earnings Calculator, then please contact:

**Alex Willis**

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