

kerfuffle

making sense of the noise

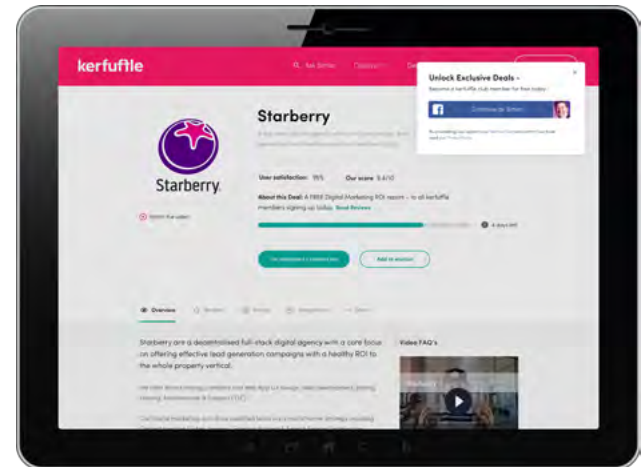
think Which?, Trip Advisor, Compare the Market and Groupon all rolled into one platform – that's the essence of kerfuffle.

what is kerfuffle?

it's comprised of 3 main elements:

collating (the Which? bit)

The consumer world is well served by the likes of Which? but far less so in this smaller industry of ours. That leads to a lack of resources to help agents choose their best partners. kerfuffle aims to fill that gap with the most comprehensive black book listing of all suppliers operating in the UK and with our expert and in depth reviews promoting the very best solutions as essential building blocks for any good agency, not as a cost but an investment.



"It is hard to know where to spend your money with suppliers, kerfuffle is the solution to this issue."

Chris Holroyd, Holroyds




what is kerfuffle?

reviews (the Trip Advisor and Compare the Market bit)

kerfuffle members will guarantee to review supplier products and services being totally honest about their user experience to help other agents in their decision making process. They'll also provide constructive feedback for suppliers to help them understand why a lead hasn't converted for example. The big advantage for suppliers with reviews is the credibility that their fan clubs can bring to their brand to help them stand out in the marketplace as we know how much peer recommendations help in their decision making.





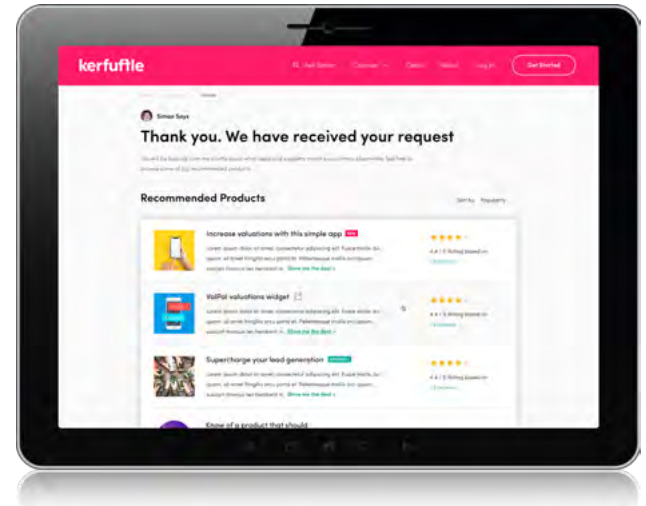
**"Due diligence takes time,
time is money, kerfuffle
saves me that money."**

Mark Manning,
Manning Stainton

what is kerfuffle?

buying power (the Groupon bit)

Exclusive offers will be made available to kerfuffle club members, some on a rolling basis and others with a time or volume limit. This provides a great opportunity for both agents and suppliers. Any supplier that guarantees that it's offering the best deal commensurate with the amount of offices, will get a Price Match Promise award. This prevents a pet hate of agents occurring – the agent down the road getting a better deal than them.



"The biggest struggle is about looking at and speaking to all of the suppliers. Secondly, the biggest thing for us is that we know other agents are getting different prices and we just want transparency."

Callum Rogers, DDM



hello estate agents

this is how it works for you...

SEARCH



for new suppliers
by category,
company or
business issue.

JOIN



kerfuffle
club for free.

UNLOCK



exclusive
supplier deals.

COMPARE



different
providers.

ENQUIRE



instantly.

SHARE



your
recommendations
with other
members.

and why you'll love being a member of the club

a-z guide of industry suppliers

Provide you with a one-stop shop for suppliers which you can browse by category, company or issue.

negotiate exclusive deals

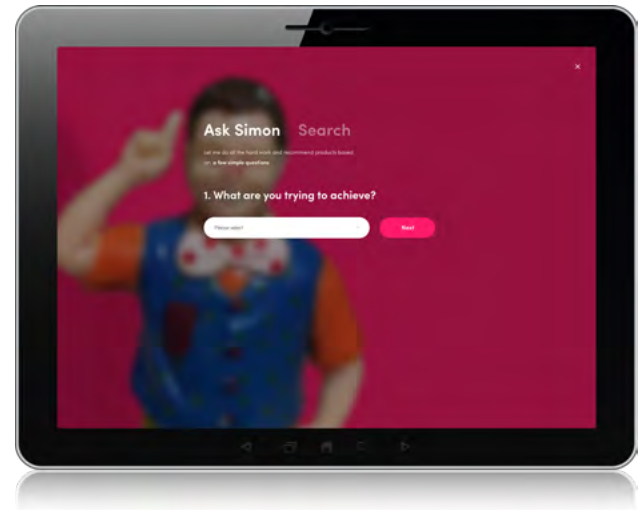
Don't miss out on limited time offers and special kerfuffle club rates on estate agency products, services and software.

offer expert consultancy

'Ask Simon' if you're in a muddle about which suppliers to use and he'll give you his expert recommendations.

make due-diligence easy

Our supplier profiles provide so much of the detailed information you need to compare and choose new suppliers.



hello partners

this is how it works for you...

CLAIM



your
profile.

REACH



interested
prospects by
appearing in
relevant searches.

PROMOTE



your solutions
with exclusive
deals.

EDUCATE



prospects on
your business
using video and
other marketing
collateral.

BUILD



credibility
by collecting
user reviews.

WIN



more business.

and why you'll love being involved

sell more products and services

Claim your page on our website and start promoting your business to thousands of kerfuffle club members.

discover new customers

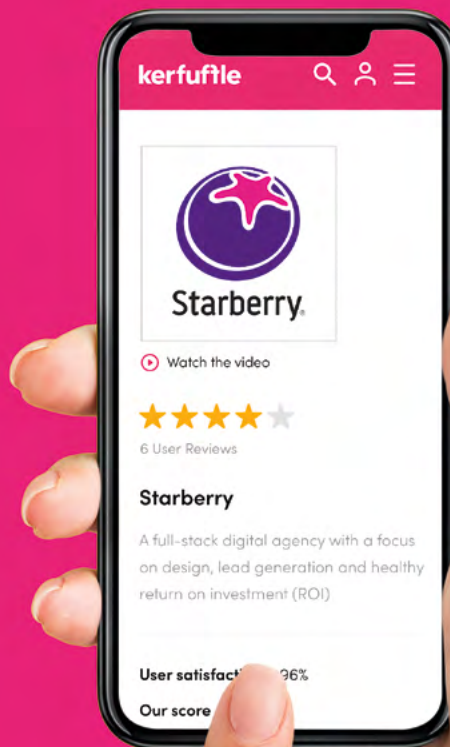
Tap into an audience that is already researching your solution – now that's easier than cold calling isn't it?

promote new products

Use our deals option to get new product sale off to a flying start. Once you get people using it, loving it and reviewing it, more sales will come flying in!

leverage the power of user reviews

Let your customers sell your products for you by building your credibility with authentic user reviews.



“The only factor you control in your business to manage margin and profitability is your cost base.”

Josh Phegan, Real Estate Trainer



join our club

**become a member for free today or
enquire about becoming a partner at
www.kerfuffle.it**

800+

did you know there are 800+ suppliers
for estate agents to choose from?

kerfuffle.it

Get in touch:

simon@kerfuffle.it

