

nichecom

smarterproperty

premium marketing at an affordable cost

# premium marketing at an affordable cost

Niche Communications have a long history of working with estate agents to provide services that not only add value but make sense financially. It is undoubtedly true that whilst floorplans and professional photography help sell houses they can be a cost to the agent.

That is why we have created a series of schemes whereby we work with estate agents to either minimize these costs or in many cases enable the agent to make an income from our services.

The choice of which scheme you want depends on your company business model, whichever you choose you can be sure you will be receiving the finest quality and the best customer service available on the market today.



Regards

A handwritten signature in white ink that reads "Andy South". The signature is stylized and cursive.

Andy South  
Managing Director  
Niche Communications

# the services covered

Our three schemes are based on our core services to estate agents, which are:



## Floorplans

Quality floorplans produced in accordance to RICS guidelines by our employed resource, backed up by 15 years of experience.



## Professional Photography

Beautiful professional photography (including elevated photography if required) using the latest digital SLR equipment, lighting and a professional post production facility for picture enhancement.



## Energy Performance Certificates

All of our Territory Managers are qualified to produce Energy Performance Certificates (EPC's) and having one done during our visit causes minimum disruption to your vendors as well as being extremely cost effective.



## Brochures and Property Details

There was a time when providing a brochure for a clients property would cost hundreds of pounds, not any longer! Digital printing has transformed the cost of short run brochures and our presses produce the best quality available on the market. Our latest press means we can now offer a true landscape option.

# how we work with the estate agent

Our services to agents have been tailored over a number of years and we have always been willing to adapt to agents needs. Currently with have developed three options for agents to use our services.

## 1 Agent Pay

The simplest of systems in that the agent orders any of our services and absorbs the costs. Whilst on the surface the most expensive option for an agent those currently on this scheme can successfully demonstrate that the additional costs are more than offset by offering professional photography, floorplans and brochures as these results are a significant increase in instruction volumes and market share. Lets be honest, they wouldn't carry on using it if that wasn't the case.

## 2 Fee Offset

A number of our agents offer schemes whereby vendors receive some or all elements of our service upon agreeing to an increased fee level (many of them also offer to take the marketing costs off the final fee when the property is sold). In effect they are using our professional marketing to drive their fee levels up and because the perceived value of our service are far higher than the actual cost agents can actually increase their net fee income.

### For example

Property Valued at	£500,000
Normal Fee Charged 1.5%	£7,500
Premium Fee Charged 1.75%	£8,750
Increase in Fee	£1,250

Example cost of 4 page landscape brochure Inclusive of 8 photographs, floorplan and EPC	£169
Net benefit to the agent	£1,081

As you can see not only does an agent's income increase but the property presentation will be substantially enhanced, making a sale all the more likely.

### 3 Partners for Profit

This option has become increasingly popular over the last few years following the introduction of EPC's and the now defunct HIPs. The agent offers all vendors the option of professional floorplans, photography, printed brochures and if required an EPC for an upfront fee. This gives an agent an opportunity to create an income stream from providing our quality marketing. In addition of course to enhancing the presentation of their clients properties.

The reason that this method can be so successful is the perceived value of our services is substantially higher than the cost to the agent, meaning a marketing fee can be returned to the agent.

#### For example

Example charge to vendor of 4 page landscape brochure inclusive of 8 photographs, floorplan and EPC	£199
Example Niche Charge for the service	£169
Marketing Fee due to the agent	£30

If required Niche will even collect payment for the service direct from the vendor meaning all you have to do is explain to the vendor the benefits that our enhanced marketing will deliver and why it will help sell their property, which is exactly what it will do.

## summary

In these days of heightened competition an agent needs an advantage . That is what our service offers, the ability to compete and beat other agents whilst also allowing an agent to decide whether he absorbs the costs or uses our services to increase his profits.



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