



PRESS RELEASE

THE ESTATE COMPANY AWARDED GUILD STATUS

Leading estate agent The Estate Company is proud to announce that it has been awarded Membership of the prestigious Guild of Professional Estate Agents.

The Guild is a nationwide network of over 600 leading estate agents, all dedicated to maintaining the very highest standards of professionalism and customer service. Guild Membership is traditionally only granted to one agent in a given area.

This award means that The Estate Company has been judged to have met or exceeded the Guild's exacting Membership criteria, and in recognition of this achievement has been selected as its sole representative in St Johns Wood.

"We are absolutely delighted to have been chosen to represent The Guild in St Johns Wood," says Darren Richards. "It is a tribute to all the hard work and investment in building our reputation for high quality professional service, and underlines our position as the leading estate agent in the area."

Speaking on behalf of The Guild, CEO Marcus Whewell says: "We are delighted to welcome The Estate Company into the Guild as our new representatives in The Estate Company. Their excellent reputation and focus on outstanding service mean that they will be an important and valued asset to the network."

However, Guild Membership is more than just a badge of quality and professionalism, Darren Richards adds: "Belonging to the UK's leading network of independent estate agents is also great news for our clients! For local homeowners looking to sell, instructing a Guild agent means outstanding and innovative marketing, and also access to the widest possible pool of buyers - not just in St Johns Wood, but across the whole country; and more buyers will help secure the best price for your home!"

The Guild makes available to its members a unique portfolio of marketing services, including:

- A range of high quality, full-colour leaflets, brochures and other sales materials
- An exclusive monthly Property Magazine, distributed through The Guild network
- Internet marketing to a worldwide audience via The Guild's own highly rated property website, www.guildproperty.co.uk.
- A countrywide referral network, linking Guild Members together with hundreds of other agents across the country
- Guild Intelligence: up-to-date local market information to drive its sales and marketing activities
- Access to social networking sites such as Facebook and YouTube, reaching potential buyers in new and innovative ways
- High quality videoettes, to showcase the best aspects of vendors' properties
- A powerful PR facility, helping raise interest and awareness in the agent and their properties
- Direct, high profile access to the important and lucrative international and investment market through The Guild's National Property Centre, located in London's world-renowned Park Lane
- Ready access to The Guild Associate Scheme, an online training programme which ensures that all staff are suitably informed and trained to guide clients through their journey in the property market

With all these advantages, The Estate Company is keen to develop further and enhance its offer and local reputation. "Estate agency is all about people," says Darren Richards, "which is why we remain committed to the principles of good old-fashioned personal service that has always been our trademark."

With the expert market knowledge and traditional customer service you expect from a leading local estate agent, plus unrivalled nationwide marketing expertise, The Estate Company and The Guild really are a powerful, winning combination!

Enquiries:

For further information, please contact Darren Richards, at The Estate Company on Telephone: 020 7372 5000 or see: www.theestatecompany.com

For more information on The Guild of Professional Estate Agents please contact The Guild Customer Care Team on Tel: 020 7629 4141 or visit: www.guildproperty.co.uk