

Join us and we will share with you The Chestertons Way

It's time to transform your business to the modern way of transacting and managing real estate.

CHESTERTONS

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Join Chestertons
and become part
of the real estate
revolution

After more than 210 years in business Chestertons is now offering businesses the opportunity to join our brand and together shape the future of real estate.

We are looking for the best in the market to join us to build a network of businesses that provide an enhanced service offering to clients. We are going to find the best in each location and share everything we have that's made us successful to make them number one in their market.

Technology, data and new marketing methods have rendered once trusted techniques of finding and servicing clients obsolete. Companies that don't take on the challenge to evolve will find themselves left behind.

Honed out of the highly competitive London market, Chestertons has developed a winning formula, utilising data, process and modern marketing techniques to make each and every one of its staff more successful.

Real estate is a people business and the best people are being attracted to companies that can support them and their clients. Success breeds success and you need a robust platform to allow your people to become dominant in the market.

You need to be able to respond to customers within minutes with all of the relevant information to hand, 24/7 and you need to be able to do this systematically, easily and with joy. Because clients also want to work with people that are enjoying their job.

Some of what we can offer is in the following pages but there is much more that will be shared with those that choose to join the Chestertons family. Become the number one agent in your area with Chestertons.



Gavin Vercoe
COO (Franchising)
Asia Pacific & Americas



Jamie McMullan
COO (Franchising)
UK & Europe

A brand of trust, integrity and capability

Chestertons has built its brand positioning over the last 200 years and represents the upper end properties in the market



Authentic Heritage

For over 200 years Chestertons has been servicing clients in the upper end of the market with a brand that reflects the value of their property.



Trust, Integrity and Capability —

The Chestertons brand brings with it the market positioning, power and credibility that is needed in today's competitive real estate market. For hundreds of years, buyers, sellers and investors have trusted Chestertons to offer security and a guiding hand when undertaking what for many can be the biggest financial decision of their life. Throughout the years, Chestertons has built its brand and reputation through research, sponsorships, strategic partnerships and maintaining the highest standards in every transaction it undertakes.

Join Chestertons and reap the benefits of being part of a globally respected brand, one with **real heritage**.



Our mission is simple — We are putting together a group of companies that will be selected from the best of the best to build a network of unrivalled specialists that provides the best service to clients in the upper end of the market. This group of experts will mutually benefit from each other, operating under one brand, one platform and with exceptional technology and services.

Brand Driven Events

Chestertons hosts more than 120 events every year to generate new business, entertain clients, cement brand alignment and build brand awareness.



Building Brand Partners

Chestertons are seasoned experts at leveraging sponsorship deals and partnerships to drive leads and enhance the brand through alignment and awareness.



Of consumers cite 'shared values' as the primary reason for their affinity with a brand



Award Winning Social Responsibility

Social responsibility runs deep at Chestertons and is at the heart of our work in the community. Forging links with and supporting local causes helps build our brand from all angles.

Chestertons in the Community

We're proud of our work within the communities we operate. Whether it be hosting our annual Polo in the Park for 30,000 Londoners, collecting and donating coats for the homeless, or helping the Dog's Trust, Chestertons can always be found at the heart of the community, helping to give back.



Once you've discovered The Chestertons Way, you'll realise there is no other way

Our way is more than a set of guidelines. Discover how we use data, processes and a consistent methodology to win instructions, close sales and satisfy clients

THE CHESTERTONS 



The Chestertons Way — Our way is more than just some company guidelines. Our comprehensive processes, strategies, documents and templates will guide you through every step of your real estate business. We share the daily fundamentals and tools that have made Chestertons so successful. Technology and innovation is changing the way real estate is transacted and companies are managed — those that do not keep up will be left behind.

Chestertons is leading the industry in the way that data and a consistent methodology can be used to enhance pipeline, build client satisfaction, increase staff performance and ultimately, improve profitability. Do it The Chestertons Way, the proven way.



The Chestertons Process — It has taken hundreds of years of experience to create a methodology for the way we transact. This has allowed us to outperform the market, and scale our business beyond our competitors. We have proven processes, documentation and training in place to share these efficiencies for sales, leasing and the other business lines to support your business.



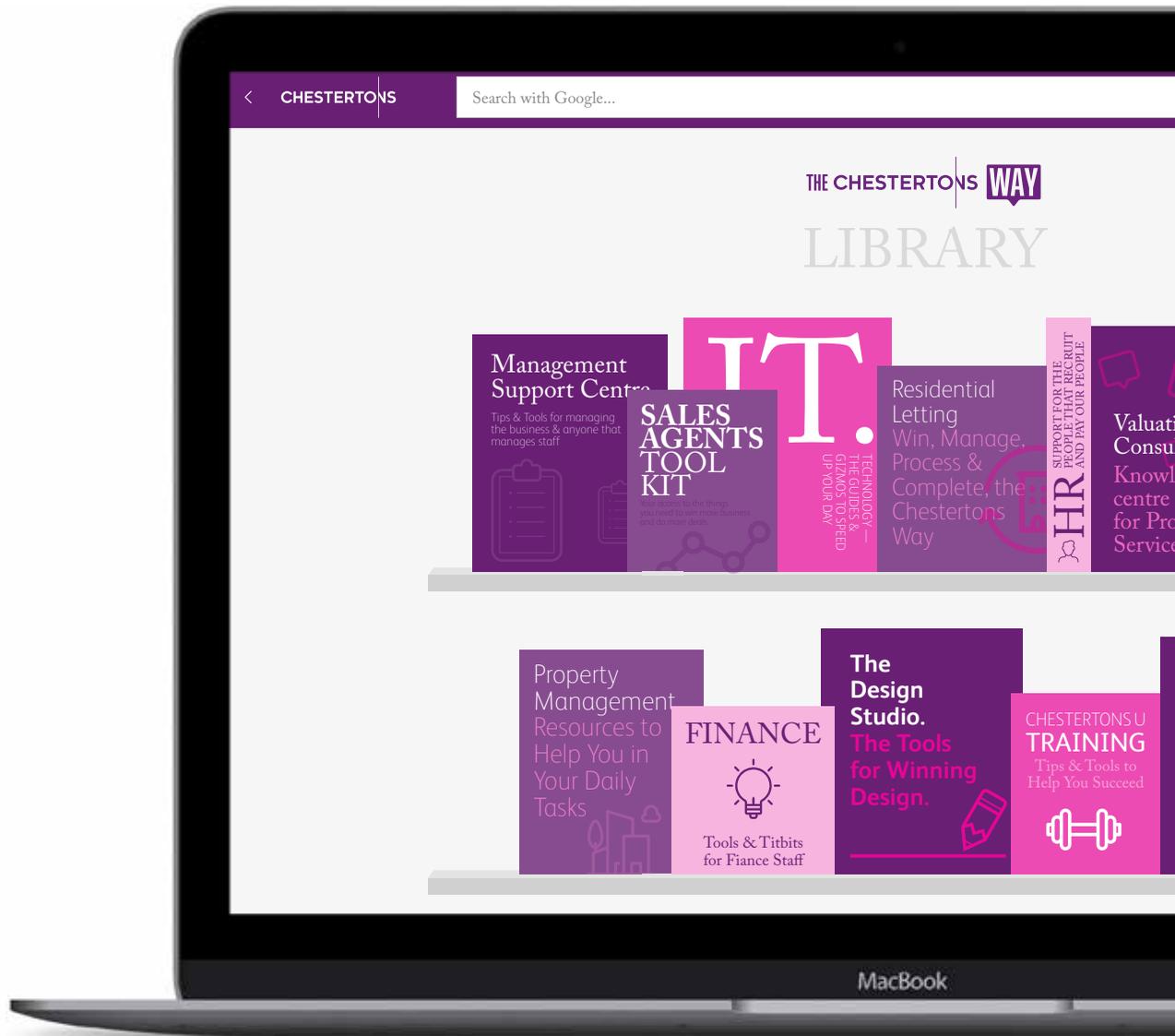
Analysing Data on the Dashboard

Identify and target prospects before your competitors by utilising our bespoke technology to find, track and target the 'needle in the hay stack'. We share the systems and knowledge to give your agents the ability to be always networking.

Effective Team Management

Good people are the backbone of any successful business and those people are attracted by managers who can run a 'winning team' and a business that has the processes to support them.





The Chestertons Way Library

Our online library of documents and tools is designed to help your business on a daily basis. It is a carefully curated selection of tailored materials for every staff member from finance to sales, which is used on a daily basis to be more professional, more efficient and more effective.

Harnessing the power of PropTech

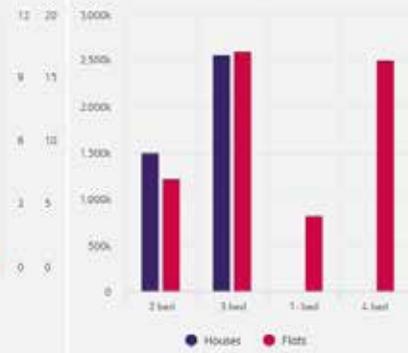
Discover our blend of bespoke technology that keeps our agents ahead of the market and will revolutionise the way that you do business

Market overview of WC2H update

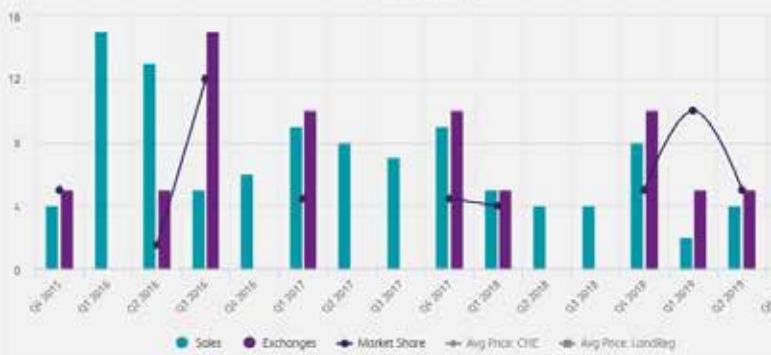
Portal Listings



Portal Prices

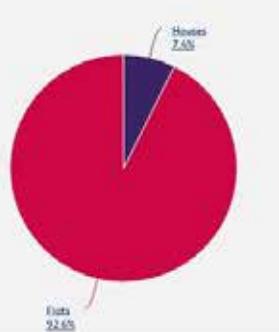


Sales & Exchanges



Active properties

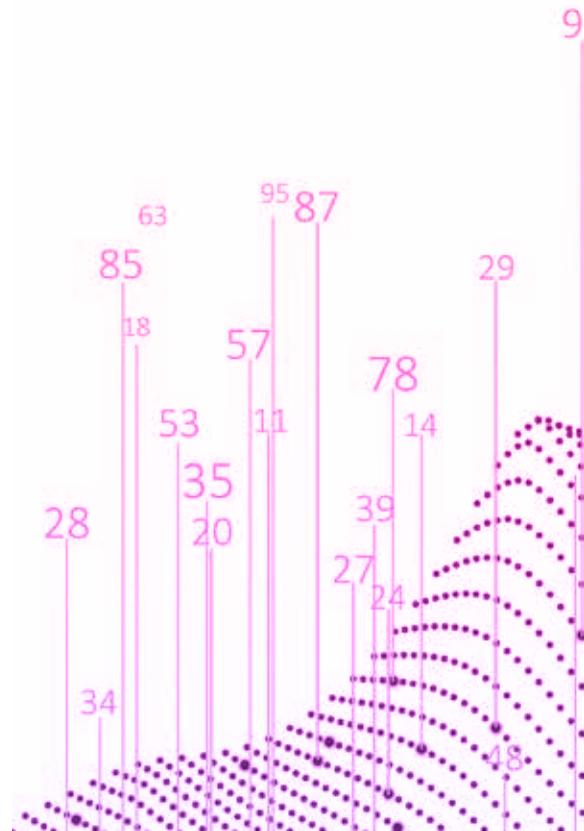
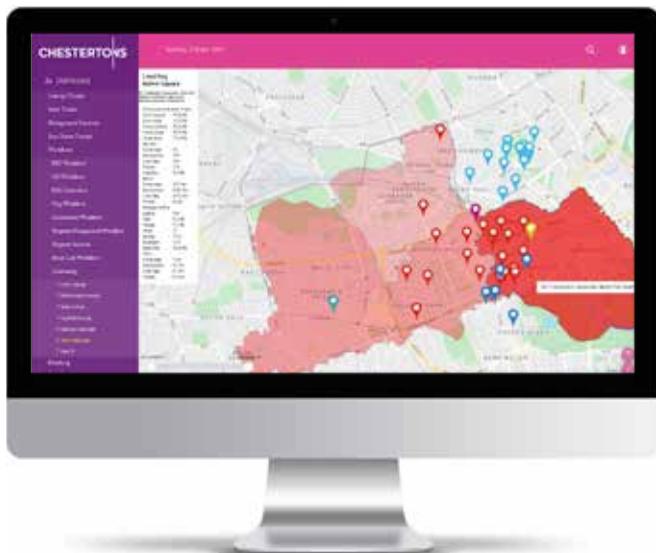
Click the slices to drill down.



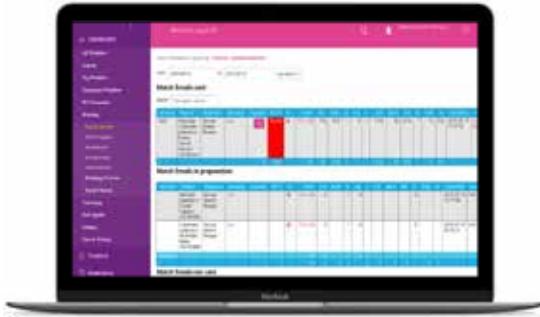
⚠️ In this report we push the Chestertons exchange date forward by 3 weeks to try to estimate / match the completion date

PropTech is now a major driving force of the market. Those agents that know their client best, win the race — Chestertons has developed its own collection of bespoke technology solutions which are now for the first time, available to franchise partners. Developed over many years, using hundreds of data points, many of these have revolutionised the way we do business.

Data will revolutionise the way you run your business — The biggest issue for most agents is having too much data and not being able to use it effectively — Chestertons senior managers and staff have worked with our in-house IT department to take control of the data, turning the numbers into charts and tables that staff and managers can easily use to monitor their results, spot gaps, manage staff and target marketing efforts.



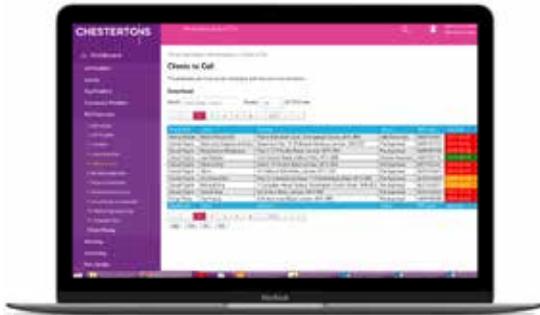
CHESTERTONS DASHBOARD



Property Matching



Sales Heat Map



Clients to Call



Viewings and Feedback



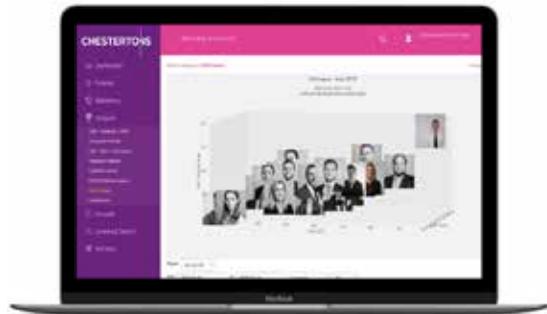
Applicant Data



Events



Property Assignment



Call Numbers

Exploit your CRM — Successful use of a proven and powerful CRM and the data within it is key to growing your real estate business. Having the data is one thing, knowing what to do with it is quite another. Our expert developers worked hand-in-hand with our key management and negotiators to build bespoke technology that sits over our CRM system. This software allows full exploitation of the data within to grow your business, capturing the right data points and displaying usable metrics for both managers and staff.

We collect, measure, trial and repeat

Everything at Chestertons is measured and analysed to see where you can gain efficiencies, find and service clients faster and improve the performance of your staff.

Every call a negotiator makes is recorded and monitored, it's then tracked against a successful appointment and a successful transaction. Our systems allow you to see exactly where individuals are succeeding or struggling and act accordingly. Every part of the business is measured in a similar manner so that we can bring up leader tables, track offices against KPIs and determine market share right down to street level.

PropTech is now a major driver of the market — He who knows his client best and can act first, wins. Our bespoke technology solutions will be shared with franchise partners. Many of these solutions have revolutionised the way we do business.



Global Website
Powered by a true global search



Moodle
Our online training centre



CHESTERTONS First
Broker to broker portal



THE CHESTERTONS WAY
Access to all things Chestertons

We're all about harnessing the power of PropTech — By capturing and analysing data effectively to make the right decisions. Data changed the way we do business, let us show you how.



CHESTERTONS
Designer

Online brochure design and procurement



CHESTERTONS
DASHBOARD

All the data you need to power your business



Referral Vault

Give and receive deal referrals



The Cupboard

Online ordering of Chestertons branded goods

Local expertise, with a global presence — With offices throughout the globe, we better connect your office to buyers and sellers. Being able to demonstrate an international network to a prospective client is key to winning business in today's global society. Our PropTech empowers you to gain and send referrals and share stock worldwide.

The world is shrinking, joining a global network is more important now than ever.



Referral Guidelines

To facilitate better sharing in the network you need a set of known rules. Our guidelines are endorsed by every country, providing a trusted, transparent network to share work and fees.

Chestertons Alpine and Chestertons Coastal

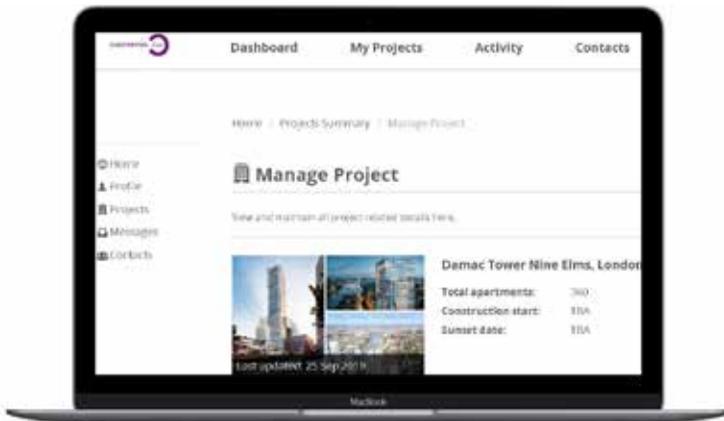
As the world gets smaller, real estate no longer needs to revolve around a location, now lifestyle is as important for people's purchases. That's why we are creating two specialist brands that focus on doing business, in the mountains or along the coast.



Specialist Off-Plan Team

Innovative and forward looking —

Our International New Homes team serves as the single point of contact for global off-plan developments to interact with our clients globally.

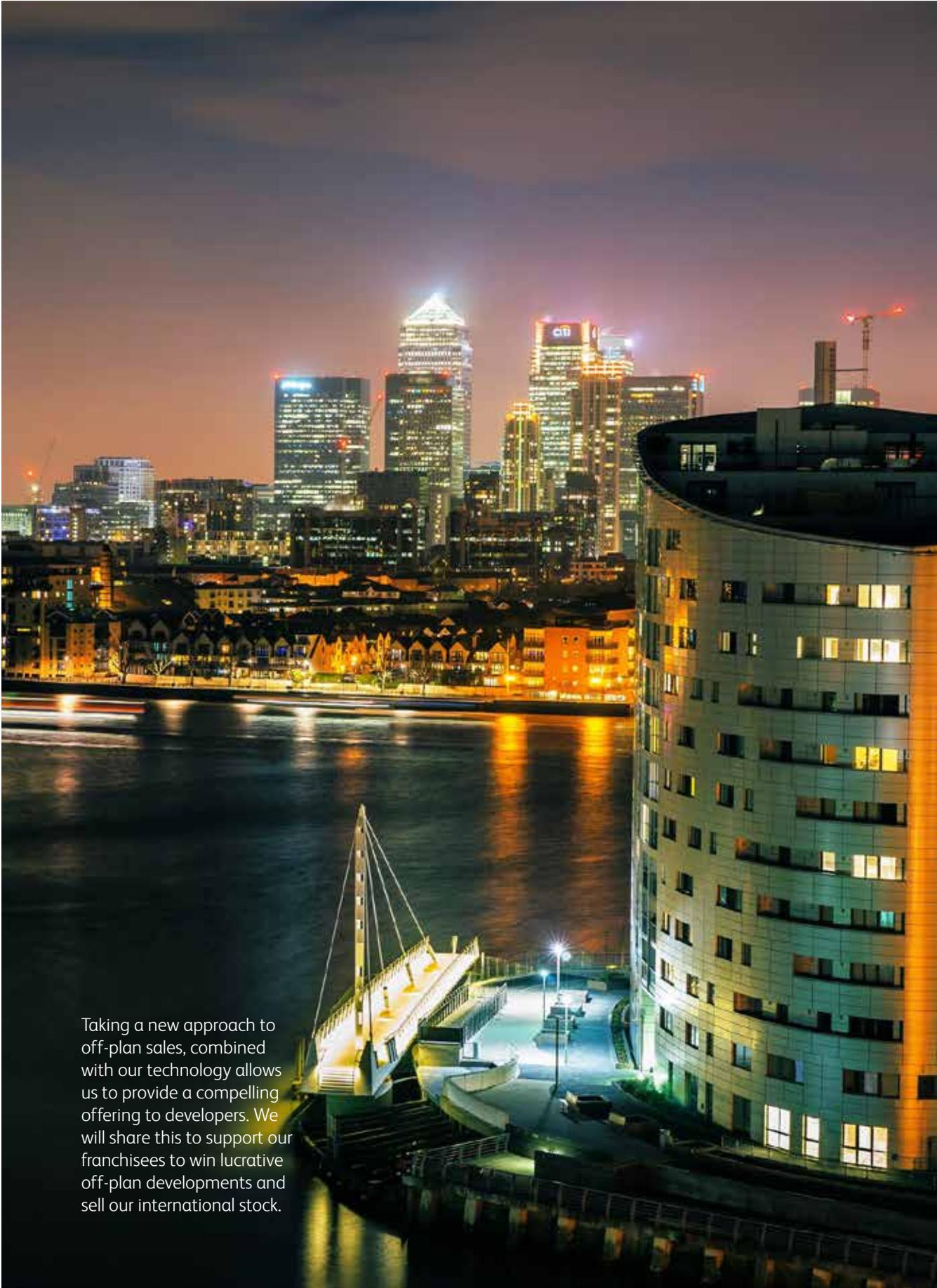


Global International New Homes

We have developed a specialist broker-to-broker platform that releases Chestertons First stock directly to our network partners quickly, efficiently and first.

The dedicated team and platform will both provide you with a wide selection of quality investment grade international stock to sell in your local market and also stand beside you at a pitch to help you win local developments that can then be offered to our global network.

At Chestertons, we take a more innovative and forward looking approach to global sales, being more inclusive, sharing fees and offering stock to everyone simultaneously to get the best result for the developer.



Taking a new approach to off-plan sales, combined with our technology allows us to provide a compelling offering to developers. We will share this to support our franchisees to win lucrative off-plan developments and sell our international stock.



Build your pipeline with laser targeted marketing



Find out how we can send 1.5 million letters, every one of which is highly targeted using our bespoke analysis tools



Marketing, the Chestertons Way —

Our marketing methods have changed and evolved, as big data allows us to be more targeted and understand the effectiveness of our marketing spend much better.

What were once proven advertising methods within the real estate industry are now money down the drain; We know what works and measure everything to continually improve the performance of our targeted marketing campaigns.

This, combined with our scale and critical mass to influence social media and search results, will leave your competition behind.

Chestertons has the critical mass to track, experiment, and learn the best ways to market property today — The London business alone sends out over 1.5 million printed letters every year, each one is tracked with response and conversion rates measured. These techniques, along with proven campaigns, emails and methodology are shared with our franchisees to ensure you reach your market effectively.

PPC

Getting the best from Google AdWords (or PPC) is an art form and is constantly changing as Google tweaks its search algorithms. We use the latest tools and engage the best agencies to get the best return on investment.



PR

Chestertons generates press coverage to increase brand awareness, boost recruitment efforts and drive new business leads. Take advantage of our PR to build your business.

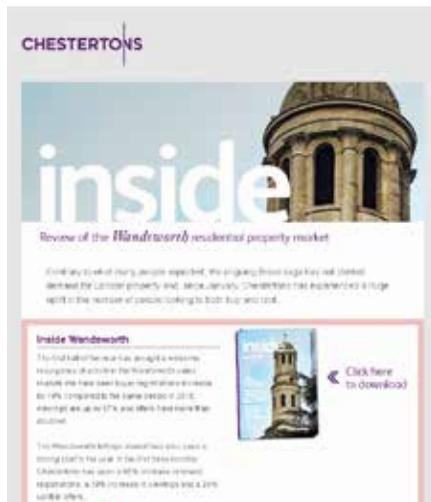


Direct Mail

In London, Chestertons sends over 1.5million targeted letters and flyers every year. This scale has allowed us to tweak and improve our output in order to get the best return on investment.

Social

We are constantly testing ways to best engage our audience across social media channels including Instagram, LinkedIn, Twitter and Facebook.



Email

We develop, test and analyse hundreds of different emails to achieve the best open rate and best engagement.



Winning new business is easy, when you do it our way

We have tried and tested ways to canvas for new business and then secure it when we meet with the client. Let us share these proven methods with you

Win business the Chestertons Way —

New business is the lifeblood of any real estate business, and the old techniques just don't cut it any more. Ensuring we're at the forefront of data driven new business acquisition, Chestertons utilises sophisticated, proven marketing and prospecting campaigns to source and close new clients. Combining these techniques with our brand, network and plethora of tools ensures you provide a compelling pitch.

Lead Generation

We have tested and proven different letters and offers which we know work. We will share this proven track record of generating more instructions with your branch. We have the processes and know what data to collect and how to mine this data effectively.

Our Canvassing and Business developments teams then work with Marketing to produce materials that can go to market. The leads are then processed by Chestertons Canvassing team so they can be fed to the offices.



ART

Sport • Community • Charity

Chestertons in your community

From St Mungo's, Calling London and sport to music and art, Chestertons is working with a wide range of partners to bring you so much more.

To register your interest for our events please visit www.bit.ly/ches-events

Making a difference
in the community

Chestertons canvassing — We have a dedicated team tasked with generating new business leads, positioned in one centralised location for efficiency and knowledge transfer. Their ability to mine our database and work closely with marketing to find new contacts has been a key to our success.

We will provide the tools and processes to help you win new business through database mining, canvassing, community engagement, sponsorship and more. We will then help with crafting effective proposals, valuation packs, and support documentation.

Your success is our success

Our tailored management support programme ensures our franchisees are given what they need to become number one



Gary
Noone

ulhan - £359,508

Supporting your business is our business — Your success is our success, that's why our dedicated support team are here to help every step of the way. From full onboarding and training programmes for managers to on-going training for your staff and division heads. We're committed to providing you with all of the tools, methods, processes and strategies that have proven to be successful in our business.

Real estate is a people business — having happy, well trained staff supported by good managers will retain and attract the best people to your business.

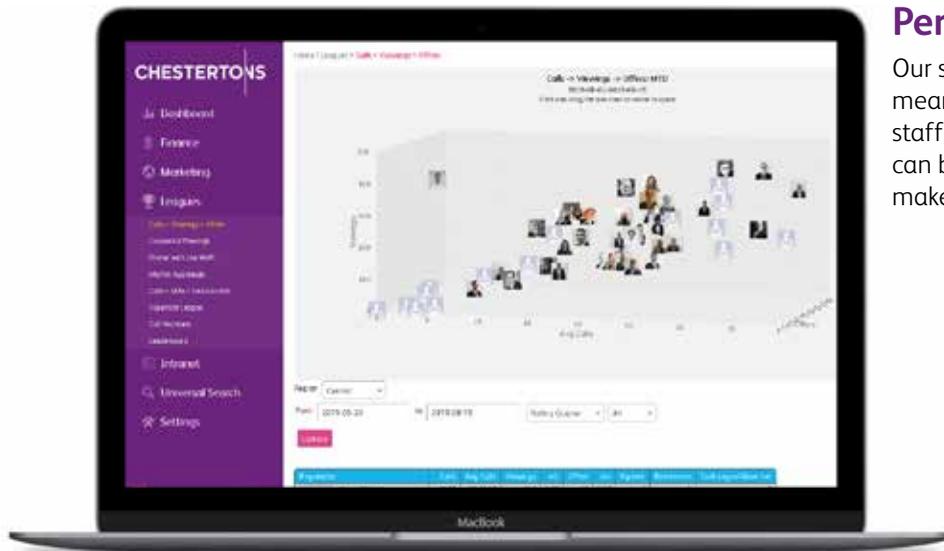
Rewards and Incentives

Success breeds success – and success should be enjoyed to build culture, follow our awards programmes and events to drive performance.

We have the tools to track your staff's numbers, highlighting where tailored training is required — When you can see where your staff are struggling, you can target the training to enhance their performance. We know what to look for and what training is needed to get them back on track and the 'ratios' that ensure success. We believe passionately in giving our franchisees the support and training they require. Visits will be arranged to assist you in your growth.

Performance

Our sophisticated tools mean you can see how your staff are performing so you can better train them to make them more effective.



Accountability Through Proactive Management

We utilise bespoke data metrics to proactively manage staff, including, weekly, monthly, and quarterly KPI reviews. You too can monitor and report on calls, viewings and offers, then compare them against agreed deals and exchanges. With Chestertons, every individual is clear on the numbers they should be achieving and what is expected of them.

Every possible metric is monitored and analysed, from the time they take on a call to the number of calls made, viewings arranged and offers converted, empowering you to take your real estate business to the next level.



Don't let the boring stuff drag you down

We know compliance is a headache that can easily swamp a small business, join us and watch the pressure lift



Compliance and paper work can swamp a business — With authorities demanding ever more stringent processes, this takes up valuable time that can be better utilised to win new business and service clients.

You need a certain scale to be able to afford dedicated teams to undertake these roles and keep up with the ever changing requirements. We can provide you with that scale and processes to streamline these unavoidable tasks.

Whilst not exciting, this for many is critical to allow the business to open a second office, and maximise management time.

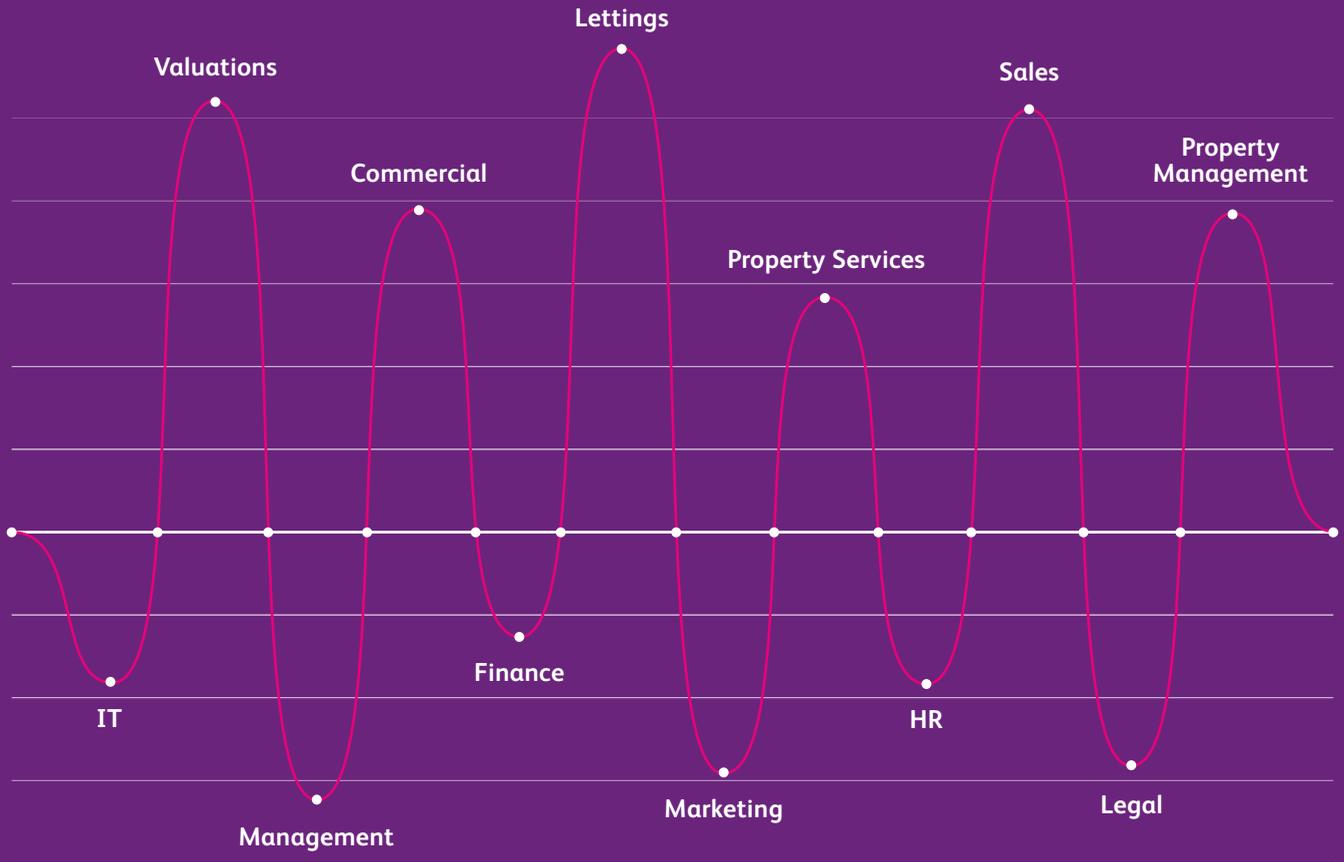
Code Of Ethics And Conduct (Reference) Regulatory Bodies / Estate Agents Act 1979_Intro / Estate Agents Act 1979
 / Competitions Lotteries & Prize Draws_Intro / Competition Lotteries & Prize Draws Provision of Information Order
 1991_Intro Provision of Information Order 1991 Undesirable Practices Order 1991_Intro Undesirable Practices
 Order 1991 / Consumer Protection Regulations 2008_Intro Consumer Protection Regulations 2008 Financial
 Services and Markets Act 2000_Town and Country Planning Act 2000 Consumer Credit Act 1974_Intro
 / Consumer Credit Act 1974 / Town and Country Planning Act 2000 Consumer Credit Act 2007 Anti-
 Money Laundering Regulations 2017 (Formerly the Data Protection Act 1998) / Estate Agents and Redress Act 2007
 2010 / Bribery Act 2010 GDPR 2018 / Strategic Insights on Revenue and Growth / Strategic Insights on Managing Personnel /
 Strategic Insights on Managing Costs / Referral Policies and Growth / Strategic Insights on Managing Personnel /
 Requirements / Territories and Boundaries / Training MIA Requirements and Overview / Commission Policies / CRM System Guidelines /
 Brand Book / Guidelines For The Use Of Chestertons Marks / Marketing And Advertising Guidelines / Global Website
 Requirements / Marketing And Advertising Materials / Policy for Obtaining Approval For Marketing And Advertising
 / Social Media Guidelines / Guidelines For Localising Corporate Marketing & Advertising Guidelines / Local Marketing And Advertising
 Materials / Spend / The Corporate Marketing And Advertising Fund / Local Marketing And Advertising
 Approval For Marketing And Advertising Materials / Marketing Collateral and Content Request Form / Marketing and
 Advertising Collateral Sample / HR Policies and Guidelines / Overview & Disclaimer / Codes Of Ethics And Conduct / For
 Money Laundering/Drug Trafficking/Prevention of Terrorism- Workplace Policy / Intellectual Property Rights Policy
 / Confidentiality & Non-Disclosure Policy / Data Protection & Privacy Policy / Supplier Relationship Policy / Environment Policy / For
 Electronic Communication & Internet Policies / Recruitment Policy / Conditions of Employment Policy / Attendance
 Appearance and Personal Hygiene Policy / Leave Policies (For Employees Only) / Annual Leave Policy / Ethics Reporting Policy
 and Overtime / Training Policy / Maternity & Paternity Leave Policy / Sick Leave Policy / Travel Allowance Policy /
 Policy / Computer Use Policy / Health & Safety Policy / Performance & Redundancy Policy / Termination & End of Employment Policy /
 / Conflict of Interest Policy / Personnel Policies / Recruitment Policy / Salary Review Policy / Travel & Expenses Policy / Working
 Hours / In-house recruiter - external agents- Recruiting Communications / Post Recruitment Procedures (For Agents
 Only) / Performance Management and Retention / Promotion Policy / Performance Appraisal Guidelines / Interview Preparation
 Guidelines / Exit Interviews / Records / Disclaimers / Agent Collaboration Agreement / Key Competencies /
 Contract Sample / Independent Agent Recruitment Communication Sample / New Agent Onboarding / New Agent
 Termination Letter Sample / New Employee Form / New Agent Onboarding / New Agent Onboarding / New Agent Onboarding /
 Business Hours / Daily Duties Procedures for Admin / Sales Practices and Policies / Sales Practices and Policies /
 Telephone / Renewal and Disposal of Confidential Documents / Sales Practices and Policies / Sales Practices and Policies /
 Compliance Procedure / Safety Procedures / Employee

We've made
the ~~mitsakes~~
mistakes, so you
don't have to

Let us share our experience with you, helping
you make money and grow your business

We can help you start new business lines and reduce costs in your existing divisions

Making Money



Spending Money

Whether a division is making money, or spending it — We work with you, helping to identify new revenue streams, control expenses and create efficiencies.

Since our business has a full service offering, we can assist you to start new business lines using our tried and tested methodology and systems.

Building a new revenue stream or cutting costs are not easy and can be risky without experience. However, with the right support and assistance there are many revenue streams that can be explored together, and many opportunities to keep costs under control.

Our support can empower you to take on new challenges.

Let's discuss
doing things
The Chestertons
Way today



Join Chestertons and become
part of the real estate revolution