



*The UK's leading equestrian
property website*

MEDIA PACK 2022



About Us

Equestrianproperty4sale.com is a unique portal used by thousands of homebuyers every month to search for or request valuations on their equestrian property. As an agent, we offer you an unrivalled opportunity to promote your equestrian listings to a niche, engaged audience, maximising sales potential and demonstrating your equestrian expertise.

As a participating agent, you benefit from extensive external brand marketing across industry relevant print and digital platforms, face to face opportunities and our prolific social pillars.

Agents also receive all relevant valuation referrals, buyer registrations and purchase related service enquiries from the site and from users that contact us directly.



OUR NUMBERS



Site Traffic



Pages per
visit



Social
Channels



Social
Reach



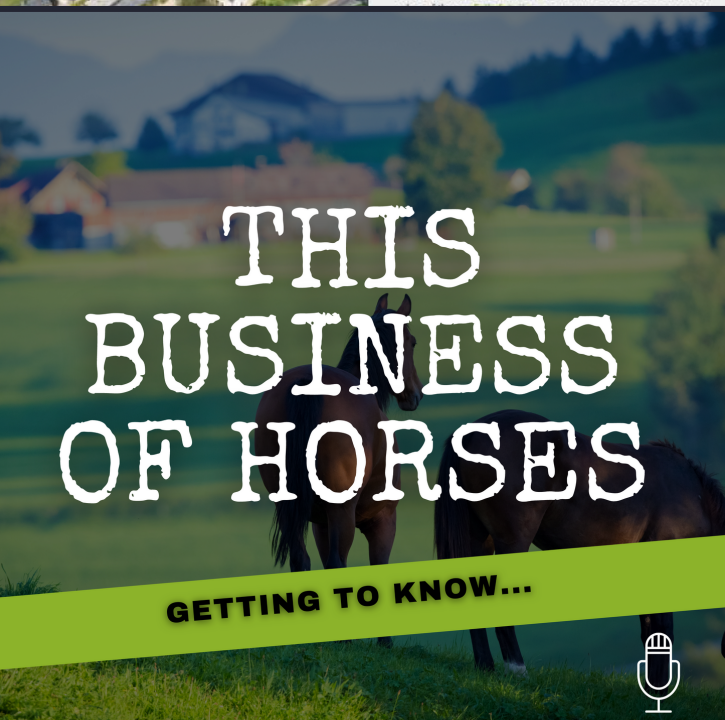
Social
Engagement



Brochure
Downloads



Buyer
Registrations



THIS BUSINESS OF HORSES

GETTING TO KNOW...



Advertising Services

MEMBER AGENT £250

PCM
Unlimited property listing for an unlimited time
Specialist Agent profile under 'Find an Agent'
Agent dash, valuations, alerts, enquiries, Equestrian
Index profile, newsletter features social media,
showcase at partner events, industry print marketing.

SINGLE LISTING £75

PCM
Single property listing on a monthly basis
Agent dash, valuations, alerts, enquiries, social
media. *Manual set up fee applies.

COMMISSION BASIS

A flexible commission based plan is available to
agents offering a negotiable flat fee or percentage fee
structure. Payment only when sale or letting is
completed. *Manual set up fee applies.

DESCRIPTION EDIT

fr. £65

Using the correct terminology demonstrates industry
knowledge and understanding to your clients or
potential clients. Not your bag? We can create
content for you or edit the existing equestrian
element of your property details.

BROADCAST



If you are a member agent, you are eligible to join our podcast
sessions...it's all about customers 'Getting to know' your brand,
your personality and the passion behind what you do.

All joining agents are charged a one off set up fee the cost of
which is dependant on type and quantity of feed required.

*Overview of set up fees:

Portal software feed - £300

Additional branches using 'head office' feed - £50/branch

Additional branches using independant feed - £200

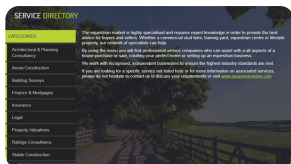
Manual dashboard on CMS - £100



ADDITIONAL BENEFITS

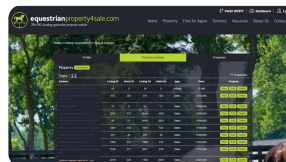
SERVICES DIRECTORY

Showcase your specialist professional services to customers at a crucial stage in their house buying/selling journey.



SITE USE ANALYSIS

Use your agent dashboard to monitor the engagement and interest for each property listed.



DIRECT REFERRALS

We will recommend our member agents to relevant individuals who contact us directly.



SIMPLE SET UP

We support most estate agency software or you can log in to a dashboard for manual upload.



WHAT OUR AGENTS SAY...

SIMON WILLIAMS MRICS FAAV MASONS CHARTERED SURVEYORS



'By becoming a member agent on EquestrianProperty4Sale we are able to offer that something extra to our clients. We ensure customer confidence when choosing to instruct Masosn as an agent who provides an equestrian specific marketing platform for the sale of their home.'

ALISDAIR DUNNE FISHERGERMAN



'EquestrianProperty4Sale is an excellent tool for demonstrating our equestrian expertise, something that can be a key factor for sellers when selecting an agent. It is also great for attracting buyers who are specifically looking for an equestrian property, as providing them with a clear way of accessing a selection of such properties meets their exact needs.'

Prices shown in the media pack are exclusive of VAT

