



# MEDIA PACK



## 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

40 K  
pcm

Site Traffic

250K  
pcm

Property  
Views

25K+

Social  
Channels

780K

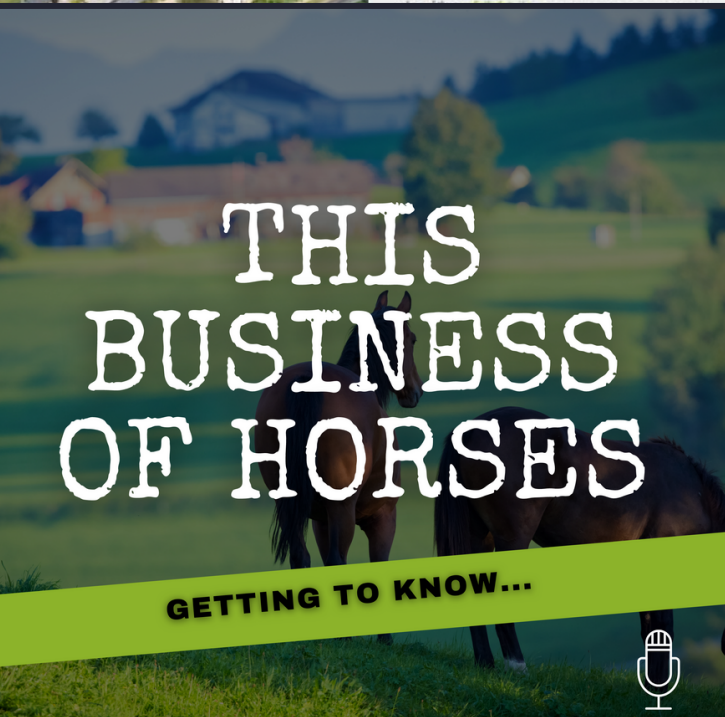
Social  
Reach

14%

Social  
Engagement

1.7K

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*

