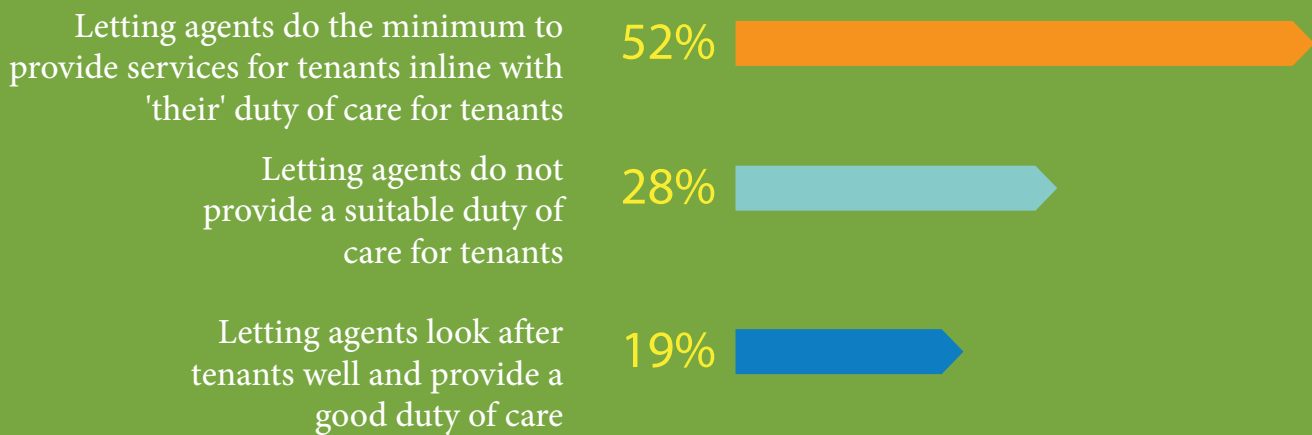


Do you prefer to rent a property via a letting agent or directly with a landlord?



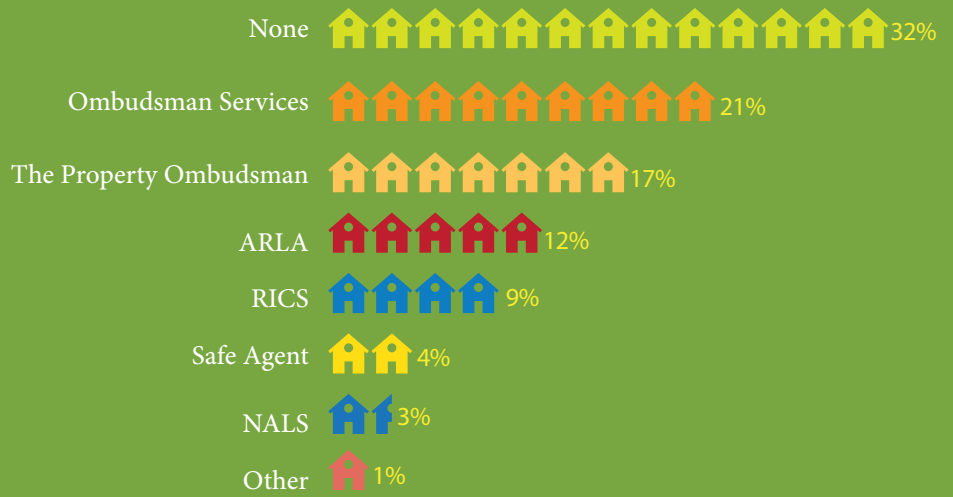
Thinking about when you have rented through a letting agent in the past five years, which comment best reflects your experience?



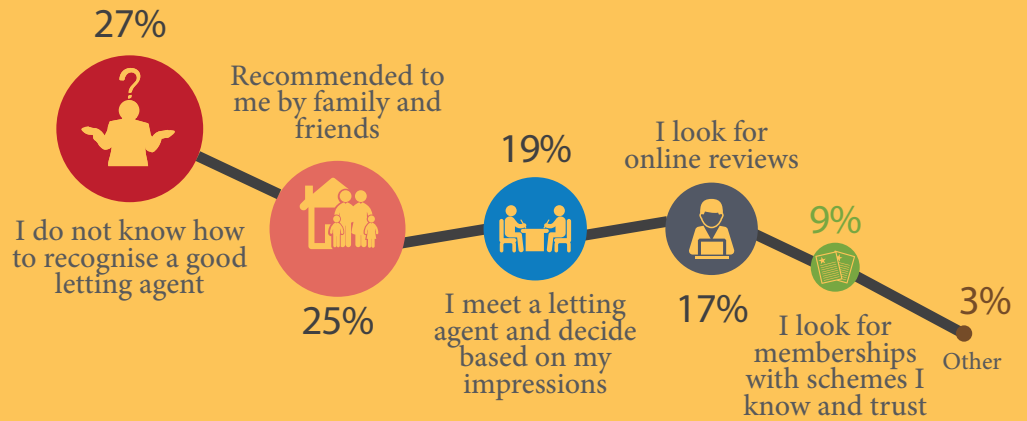
Thinking about when you have rented through a letting agent in the past five years, which comment best reflects how much you trust UK letting agents to protect your interests inline with your rights?



Which of these letting schemes and membership are you aware of?



How do you recognise a good letting agent?



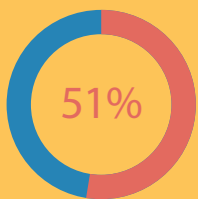
Do you agree or disagree with this statement?

A letting agent committed to tenant-focused services, who provides a duty of care to tenants, ensures tenants have a better renting experience

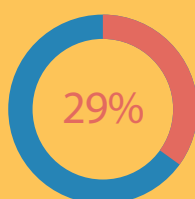


Which comment most closely reflects your view on this?

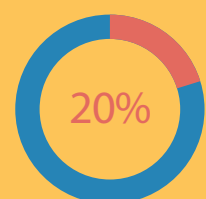
- Finally, The Tenants' Voice is launching an exclusive membership scheme for letting agents called, The Tenants' Voice approved
- Each letting agent will be manually vetted and must be a member of a recognised governing body and ombudsman, they must agree a tenant-focused code of conduct based on providing professional services and a duty of care to tenants and must have a positive reputation amongst the tenant community
- Membership is capped at just 30% of the letting agent market and is free, under-performing letting agents cannot buy their way in



I believe The Tenants' Voice Approved scheme will improve renting experiences for tenants and landlords by helping tenants and landlords find the best letting agents



I do not believe the Tenants' Voice approved scheme will make any difference to tenant or landlord experience



I believe the Tenants' Voice approved scheme will improve renting experiences for tenants by helping tenants find the best letting agent

About the Survey – Questions and Answers

Letting agents do not have the best of reputations – that is something that most of us are already aware of. Whether bad experiences are personal or spread by word of mouth there are some pretty nightmarish stories out there concerning agents who have fallen down on many pretty simple aspects of lettings service delivery. That is why we decided to carry out a survey to try and find out where the problems were and what might be done about them.

Renting via a letting agent

Our research found that **64%** of people would rather rent directly from a landlord than a letting agent – this is despite the fact that (on the whole) agents are meant to be the reliable professionals there to guide landlords through the responsibilities and obligations of renting property to tenants.



Only **36%** said that they would prefer to rent via a letting agent, even though this should be the simpler option.

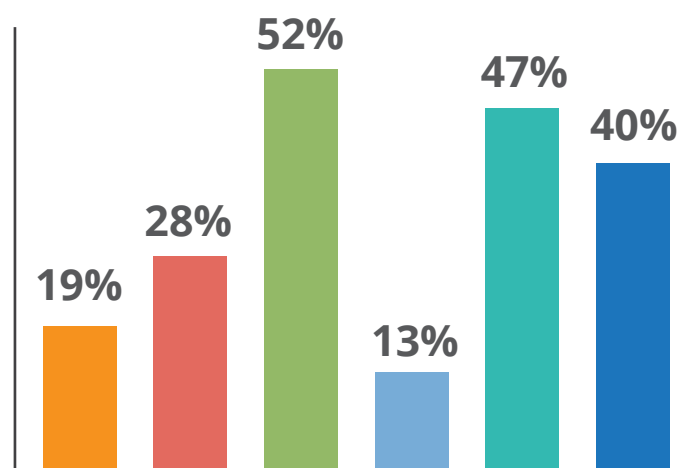
Protecting Rights and Interests



When asked whether letting agents look after tenants well and adhere to a duty of care, only **19%** of respondents agreed.



28% felt that letting agents do not provide services that are based on appreciating a duty of care towards tenants



52% said that their experiences revealed that letting agents will just do the minimum to adhere to duty of care responsibilities.



This is compared to a huge **47%** who said they do not trust letting agents to do this



40% indicated that they would 'somewhat' trust letting agents to protect their interests.

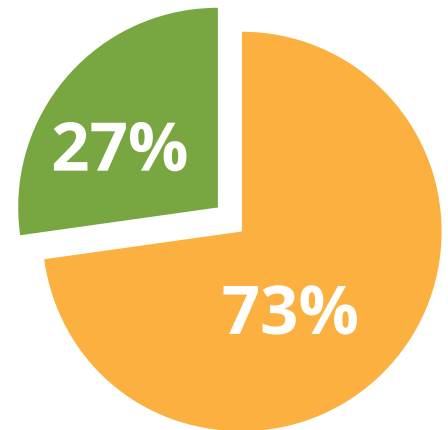


Only **13%** of renters said that they would trust a letting agent to protect their interests in line with their rights.

Better Renting Experience

With respect to finding a good letting agents, most renters simply did not know where to turn with **27%** indicating that they did not know how to find one. This is obviously something that bothered our respondents who indicated in vast numbers that if they could find a letting agent that offered tenant focused services and recognised a duty of care to tenants they were sure that they would have a better renting experience.

73% of people who responded indicated that this would be the case – the problem is that people simply do not know where to find the best agents.



The Tenants' Voice Approved Scheme



The Tenants' Voice Approved scheme was started to give landlords and tenants access to the very best letting agents. Our scheme includes manual vetting of agents, who must have membership of a government body and ombudsman, as well as agreeing our code of conduct, which is based on recognising a duty of care to clients and delivering services in a professional manner.

With membership capped at **30%** of the letting agent market and only available to those who have been thoroughly vetted, under performing firms cannot buy a place. When we asked respondents whether they thought a scheme such as this would improve renting experiences an emphatic **80%** said yes.



So, that is the headline: if you are a letting agent looking for great tenants and focused on forging a better perception of your industry and a higher market profile then The Tenants' Voice Approved scheme is the best way to do it.

Survey questions – what did we ask?

1



Do you prefer to rent a property via a letting agent or directly with a landlord?

2



Which letting agent schemes and memberships are you aware of?

3



Thinking about when you have rented through a letting agent in the past five years, how much do you trust UK letting agents to protect your interests?

4



Thinking about when you have rented through a letting agent in the past five years, how far do letting agents go to protect tenant interests and recognise a duty of care to tenants?

5



Finally, The Tenants' Voice is launching an exclusive membership scheme for letting agents called, Tenants' Voice Approved. Do you believe this will improve renting experiences?

6



Do you agree or disagree with this statement:
"a letting agent committed to tenant-focused services, who provides a duty of care to tenants, ensures tenants have a better renting experience."

7



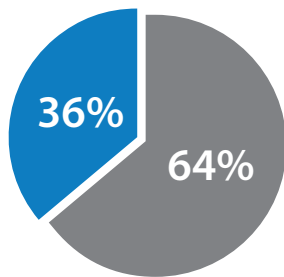
How do you recognise a good letting agent?



the tenants'
VOICE

10 Key Take Aways from The Tenants' Voice survey

1



Only **36%** of people already prefer to rent via a letting agent.

This leaves a significant **64%** market share waiting to be claimed by those agents who can establish trust.

2



One of the principle reasons for a lack of trust in letting agents is a perception that agents only do the minimum where tenants are concerned – **52%** of those surveyed believed this.

3



80% did not feel that letting agents look out for tenants' interests. We all know that agents are contracted to landlords but, as the market becomes more competitive, what tenants think matters even more. Tenants will migrate towards the agents who can demonstrate a willingness to also take their interests into account.

4



87% do not trust letting agents to look after their interests. There is that 'trust' word again – establishing trust with tenants is the fastest way to boost business.

5



Tenants find it difficult to recognise a good letting agent – **35%** do not even know where to start when it comes to finding an agent that they can trust. This is why an Approved scheme such as ours is a much needed industry first.

6



Having said that, **53%** rely on online reviews and recommendations from others, both of which are key elements in our Approved vetting process.

7



73% of our respondents agreed that a letting agent able to balance landlord interests with providing tenant focused services would offer them a better renting experience – that is what makes tenants happy, and happy tenants make for strong business relationships with landlords.

Almost three quarters of tenants look for agents who recognise a duty of care towards them, as well as towards landlords, to ensure a better renting experience. Tenants are starting to understand – and enforce - their **legal rights** like never before and agents who do not respect these will find themselves out in the cold with **landlords** who want to avoid unnecessary and **expensive disputes**.

8



9



The Tenants' Voice Approved scheme produced a positive response in **80%** of our respondents – there is no downside to signing up, just broader market recognition.

10



So, here is the key message to take away from our survey: if you want to boost your business you need to be the agent tenants can trust – and tenants trust the Tenants' Voice Approved agents.

Business Benefits of Approved Membership

The Tenants' Voice Approved scheme is free to apply for and offers letting agents the opportunity to be recognised for professionalism, efficiency and processes that are tenant – as well as landlord – friendly.

But does being a pillar of the lettings sector and tenant friendly have any tangible business benefit? We think it does – here are just a few of them:



Lead Generation

We are a trusted resource for both landlords and tenants, and the UK's largest tenant community.



Marketing Efficiency

We offer ready made, fee-capped marketing plans specifically tailored to boost letting agent exposure online and establish credibility and trust.



Competitiveness

Our Approved agent scheme is restricted to **30%** of the market. Don't be left behind and get Approved now – it's free.



Experts get ahead

Become a trusted, expert voice on landlord and tenant issues on our public forums and stand out from the rest.



Recognition Builds Trust

Display your TTV Approved status online and in store for instant integrity.



New Business

Don't wait for landlords and tenants to come to you, get Approved status today and actively grow your market share.

A Message from our Founder



We're very glad that you're interested in becoming an Approved member of our community and we hope that what you find in this pack is a useful starting point for getting the most out of your experience with us.

As you know, The Tenants' Voice is an independent community of members of the lettings industry, whether tenants, letting agents or service providers; we are the largest of our kind, and growing all the time. Our purpose has always been to make the lettings sector a better place for everyone involved by introducing a few logical changes that close loopholes such as bad service, poor value for money and disrespect of fundamental legal renting rights. We're passionate about this because we believe the lettings industry gets a lot of unnecessarily bad press.

We also feel that there is much to celebrate in the lettings industry – good landlords and, in particular, efficient, reliable and professional agents. We think these parties should be given the chance to shine. That's why we have created industry awards and the Approved scheme that tenants and landlords can turn to when they want to find an agent who guarantees essential service basics will be covered, such as those in our Code of Conduct (transparency on fees, ensuring landlords understand their legal obligations and the like). None of this is rocket science but sadly, all too often - perhaps because we've had such a buoyant lettings market for so long - service standards have been allowed to fall and good agents' reputations are dragged down by the bad. Well, we are here to change that.

We are setting a new industry standard with The Tenants' Voice Approved scheme - independent, manual vetting that is credible because it cannot be influenced by anything other than exceptional performance and high standards. Once Approved, there are many opportunities to make the most of the exposure the site offers, from accessing potential new business leads, to establishing yourself as a knowledge resource. Getting Approved is a simple, free process that we offer to agents who want to build a positive reputation and, consequently, boost their business. If you're passionate about what you do and you want to shout about it then we are here to help.

Join our Approved community today and stand out from the crowd.

Glenn Nickols
Founder The Tenants' Voice

The Tenants' Voice Letting Agent Approval Process – why bother?



The Tenants' Voice (TTV) is a unique organisation; an independent, tenant-focused community that also offers letting agents the chance to shine. We have developed an approval process for letting agents that is designed to be a reliable benchmark for renters who are looking for professional, high quality letting agents who will make the renting experience simpler. Ours is a manual process

we really take the time to get to know agents that we approve and that is why tenants and landlords all over the country rely on our approval rating.

ONLINE SEARCH

Our team will carry out a brief online search to see if an agency has any pockets of bad feedback online, whether that's in the form of reviews, negative forum feedback or social media complaints. We will also take the time to look at how well any online complaints have been dealt with - if at all - and whether there was any resolution for the complainant.



SO, HOW DOES IT WORK?

Well TTV approved letting agents need to be able to meet a number of professional standards that we believe are key to the renting experience for tenants. These include elements such as clear communication, reasonably priced properties, reasonable fees and charges and being able to quickly and efficiently deal with any issues that might arise. We assess whether an agency is meeting these standards in a number of ways:



WEBSITE REVIEW

We will take a look at the agent website to get an idea of how an agent is pitching its business to landlords and to tenants. We will also go through and compare the property prices, fees and charges listed on the site to other local averages and do some research into the processes that the agent uses for procedures essential to every tenancy, such as check in and check out. Getting Approved status will depend on how clearly information is communicated, whether any information is missing, how efficiently processes are managed and whether tenants and landlords are being over charged compared to the local average.



PROPERTY OMBUDSMAN STATUS

We believe it is important for renters to have an official adjudicator to turn to should things go wrong and so we check to see whether an agent has Property Ombudsman membership. Members will know that the Ombudsman offers renters and landlords various safety nets, including the guarantee that a letting agent has professional indemnity insurance, an in-house agency complaints system and access to the Ombudsman's own complaints procedure. While our Approved agents generally deliver fantastic service, sometimes problems do arise and Ombudsman membership provides peace of mind to both tenants and agents that an impartial third party can resolve issues quickly and efficiently.

CLIENT MONEY PROTECTION



we will look into whether an agency has Client Money Protection and is signed up to the Client Money Protection (CMP) Scheme from the National Federation of Property Professionals. As this protects tenants and landlords against misappropriation of rent, deposit or other client funds this is another safeguard we know tenants seek in an Approved letting agent.



TELEPHONE INTERVIEW

A member of the TTV team will call you to carry out a telephone interview too, in order to get to know your business and to glean any extra information that you feel is important. This is a great opportunity to explain any service differentiators, to highlight any particularly strong pieces of feedback and to give us any extra information that you feel we should know about the business.



So that's it – TTV approval is absolutely free, all you have to do is participate in the process and agree our Code of Conduct (there's more information on that here). Our Approved status is truly independent and this is what makes us a genuinely credible site when it comes to recommending great agents. We are the trusted resource for landlords and tenants across the UK, with the knock on effect that, once you're Approved by us, you'll be trusted too.



The Tenants' Voice Code of Conduct



The Tenants' Voice (TTV) is the UK's largest tenant community but has also been designed to give letting agents a genuine

opportunity to positively grow your business. We take great pleasure in matching up fantastic tenants and landlords with the very best letting agents and our Approved scheme for letting agents is an important part of the process. It is also what makes us completely unique in the UK lettings industry - while other sites may list regional and national letting agents, or rank for a fee, we are unique in providing properly researched ratings based on independent vetting.

This impartiality has enabled us to establish a degree of trust with our consumers (tenants and landlords) over and above websites that are all about paid or random listings. It is what differentiates us and is why we're the UK's most credible resource for letting agent recommendations. It also provides a way in which we can help you - once you are Approved by us then you are trusted too.



A big part of this is our TTV Code of Conduct, which sets out the principles of good letting agent conduct. This has been developed through consultation with tenants and landlords, as well as industry experts, and is something that every letting agent going through our Approved process must agree to adhere to. It is a set of conduct requirements drawn from industry body best practice standards. Our Code also reflects what our consumers (your potential customers) have indicated that they expect from a letting agent.

In short, the Code covers a number of different areas:

1 Great Customer Service

Polite and courteous customer service at all times. In an increasingly more competitive world customer service is now at the heart of every business and while the lettings market might be buoyant, tenants and landlords still have plenty of choice when it comes to selecting an agent to work with. This is also one of the biggest complaints that we hear from renters in particular and so is at the foundation of what it really means to be a good letting agent. Renters know our approved letting agents will always meet this minimum standard of professional courtesy.



Treating tenants with respect and with the same courtesy and attention as the Agency offers Landlord clients.

Tenants are not the direct clients of the letting agent. However, we believe that the situation which often arises – where tenants who are paying thousands a month in rent find themselves being treated discourteously and without respect – is not acceptable. Particularly given the size of the sums of money that change hands in the lettings industry we think the same courtesies should be paid to tenants as to landlord clients of letting agents and we believe that landlords should require this as part of their instruction to their lettings agents. We also believe that this will increasingly be the reason landlords move away from certain agencies, as bad tenant service will cause too much time consuming friction with tenants. As a result it is in the interests of letting agents to start focusing on this now.


2 Responsiveness, Consistency and Availability

24 hour turnaround on tenant enquiries – a) solution, b) acknowledge enquiry and communicate response plan or c) update on progress Many tenants feel ignored by letting agents and others complain of repeatedly having to chase for information or crucial updates on everything from repairs through to a tenancy renewal. We are all busy but this kind of customer service is something we believe is important in the lettings industry. Ok, the tenants may not directly be clients of a letting agent when in the property, however, they are essentially the landlord's customers and so their interests need to be serviced by someone representing the landlord.






3 Encouraging landlords to be better




Actively ensuring a landlord meets all tenancy agreement and legal obligations. Another major complaint from renters is the number of landlords who seem to believe that renting out their property is simply a matter of allowing tenants to reside in the property for rent. The tenancy agreement is a commercial contract, with rights and responsibilities on both sides. It is also supported by legal provisions that imply certain landlord obligations, whether or not they are directly stated. We believe a good letting agent understands that this is a balance of interests and that landlords must at the very least meet their obligations, as set out in the tenancy agreement and prescribed by law. Letting agents that don't do this are opening up their clients to legal exposure, as well as a great deal of hassle so all our agents agree to ensure landlords understand what their responsibilities are.

Liaise with client landlords in a time efficient manner, particularly with respect to repairs, maintenance and safety issues, and encourage the landlord to understand tenant issues and perspective. We believe the role of the letting agent is essentially one of negotiator – you are the channel of communication between a landlord and tenant, neither of whom may have a particularly strong understanding of the rights and responsibilities of the lettings industry. This is why it is essential to help landlords to understand tenant issues – this fosters a better overall atmosphere in the lettings market and can help avoid expensive and unnecessary disputes. We also require all our letting agents to be responsive and service focused when it comes to communication with landlords.



4 Being transparent and fair



Clearly and accurately disclosing all fees payable (including VAT), or potentially payable, by a tenant in advance of agreement being signed. Not increasing existing fees or introducing new fees once a tenancy agreement is signed. Transparency on fees is something we require from all our approved letting agents. All too often we have heard stories from tenants of letting agents who have taken every opportunity to make some extra money from them with fees that are clearly unfair or suddenly increased without warning. TTV letting agents don't do this unreasonably. We understand the business case for the fees – and the costs they need to cover – but we only promote the interests of letting agents who deal fairly with tenants and landlords when it comes to the matter of fees.

5 Understanding tenants rights and ensuring they are respected



Always provide notice to a tenant in accordance with the notice provisions in the lease before entering a property. This is, of course, a legal requirement but from the

feedback we have received we know that this is often ignored. We predict that, as rents continue to rise, tenants are much more likely to begin to look to enforce their tenancy rights and not giving the proper notice is one action that tenants find particularly irritating. When you sign up to our Code you will be asked to ensure that this is always the case, without exception. Our Code seeks to avoid a situation where an agent or landlord faces a claim for trespass or harassment because minimum notice has not been given.

Establishing an in house complaints procedure and providing details of this to tenants. Dealing with complaints is actually



a chance for a business to demonstrate excellent customer service and so we require all our Approved agents to have a clear complaints procedure in-house – with details provided to tenants when they sign up with you. Feedback we have had from agencies indicates that this is also a useful deterrent for any staff who might not be treating tenants with the respect they deserve.

Doing everything possible to foster good relations between landlord and tenant and not taking steps that could increase friction.

We believe there is a great business case for going the extra mile to make landlord and tenant relationships positive. The lettings industry is notorious for the complaints tenants make about it so when letting agents come along who take the opposite approach tenants (and landlords) view them as gold dust.



TTV Local Agents Awards

As a letting agent, trust is a big factor when it comes to winning instructions from landlord clients and attracting tenants. The Tenants' Voice (TTV) local agents awards are just one of the ways in which we are giving agents the opportunity to differentiate themselves from the competition in terms of being trusted service providers. As the UK's largest tenant community, and the only credible letting agents rating system, an award from us really means something. As well as recognition on the site, our winners receive a digital badge so that the achievement can be shared with all potential customers.

Entry into the awards is available for TTV Approved letting agents and is free for our Full and Premium members (see marketing packages mentioned below for more information). The awards are judged on information drawn from a wide spectrum of different resources, including assessment by the team at TTV, as well as input from the TTV community and members of the public who have had personal experience with an agency. In particular:



TTV will look at an agent's website to get an idea of how the services offered are communicated to both landlords and tenants, whether they are easy to understand and how clearly everything is priced. We will also look at the range of properties on offer, the information that is provided about each one and the rental prices for the properties in question. Browsing the website will also give the TTV team access to information on fees and charges – we will take these into account in terms of how reasonable they are, how they compare to area averages and whether they are clearly displayed. The way that renting processes are managed and explained will also be reviewed, for example check in and check out, including what information is available in advance and how easy everything is made for the tenant.



In addition to information gathered from an agent's website, the TTV team will carry out a social media and online search, looking for comments – positive or negative – relating to a specific agent. We will browse review websites to see what kind of feedback an agency's services have received and look out particularly for any very negative comments that may have foundation. Although we do not take everything we read online as gospel, it is useful for us to see what the feedback is for the general renting community when it comes to unsolicited opinions on a specific agency.



We also give particularly strong rating to agents who have participated in the TTV community, demonstrating their knowledge, skill, experience and willingness to help renters by getting involved with our forums. The TTV forums are designed to be somewhere that renters can come to look for information and help on issues as broad as what to do when the boiler breaks down to what the benefits are of renting with an agent, as opposed to a private landlord. The more genuinely useful contributions agents are able to make to our forums, the more professional knowledge can be shared. We pay particular attention to the number of 'helpful votes' that an agent has received for their forum advice – these have a significant rating when it comes to deciding the award winners, as do any TTV reviews so agencies will benefit from encouraging those who have been helped to leave feedback.

Finally, to tie the whole process together, our team at TTV conducts a telephone interview with those who are in the running for the awards. This will specifically cover awards eligibility and is designed to help us find out more about a business, to make sure that it meets the TTV standards and is worth of being publicly given a TTV local agent's award.



Marketing packages with TTV



The Tenants' Voice is the UK's largest tenant community, the focal point for both landlords and tenants who are looking to find a reliable and reputable letting agent that has been independently vetted. While our vetting process remains entirely impartial – you cannot buy status with us, which is one of the reasons why we are considered such a credible voice – we do have a range of marketing packages that offer various features agents can use to help increase a business profile, both within and outside, our community.

Our marketing packages start with the free, basic package which provides the opportunity to update and control your public profile contact information, moving up the spectrum to the Premium £500 per year package which gives you everything from Twitter and Facebook integration, to free advertising on the most popular TTV pages. The difference between our various packages lies in how much opportunity there is for an agency to stand out against the competition. We have researched the way that tenants and landlords choose letting agents and incorporated a number of opportunities that broaden the further you go up our sliding scale of marketing packages, to 100% with the Premium package.





1



Social media integration. This is available with Digital Plus, Full and Premium packages and allows you to ensure that you are fully integrating your digital marketing with the help of the TTV features.

2



Create a strong, public profile. You can add key information to your TTV profile, as well as photos and contact information, so potential clients can get to you directly. You will also be able to prominently display industry credentials and awards you have received to differentiate your business as a market leader.

3



Building meaningful relationships with consumers. You can respond to customer reviews with our paid for marketing packages (this is not available with the free package). This feature gives you the opportunity to have meaningful conversations and build the kind of trust that comes from humanising your brand. Use this feature to attract new tenants, reinforce consumer confidence and show you genuinely care about a tenant's renting experience.

4



Wear a badge of trust. We have found that consumers respond incredibly positively to businesses that are members of trusted organisations, which is why we offer various trust badges as part of our marketing packages. From Digital Plus marketing package onwards you will receive a "TTV Approved" Trust Seal for your website. Full members receive free "TTV Approved" window stickers and Premium members get a "Premium Member" online badge and free Premium window stickers for the office.





Demonstrate industry recognition. With Full and Premium membership you will get Free Entry to Annual TTV Awards. An award from a credible, tenant-focused website is the most prestigious way to establish credibility and to promote the profile of an agency.



Be found. One of the hardest things for any business in this increasingly information-saturated world is making your voice heard above others. TTV marketing packages offer a number of ways to help you achieve this. For example, appearing in “Featured Agent” directory search results from within 1 postcode to within 10 postcodes, depending on the package you choose. Our Premium membership also offers free advertising on the most popular TTV Pages – we get thousands of visitors to our blogs, guides and forums, all of whom are looking for the kind of information and advice you’re well placed to provide.



Compete. If you want to get ahead of your competitors then TTV offers some great strategies – with Digital Plus, Full and Premium membership you can remove your local competitors’ adverts from your public profile. With the top two TTV marketing bands you can also have free advertising on your local competitors’ public profiles, so anyone whose search takes them to a competitor’s page will also be presented with your agency as an option.



TTV’s flexible marketing options allow you to choose the level of support that your agency requires. For more information on the costs and content of each package, take a look at our information pages.

Our packages offer benefits on a sliding scale, with the number of opportunities to increase profile and reach your target audience increasing with the size of the package. All our packages, from free upwards offer "Featured Agent" Directory Search Results – for the Free and Basic packages this is within 1 postcode, for Digital Plus it's 3, for Full it's 5 and for the Premium package within 10 postcodes.

Free 100%

Free always will be

Our free package is a great way to get to know the TTV site and allows you to update and control your public profile contact information. As the largest tenant community in the UK, TTV is the perfect springboard for your business, whether or not you have a website and a presence on other digital platforms. This basic package provides a good foundation from which to progress to one of the more involved packages once you're used to the site – or you can simply jump straight to your preferred level if you want a more involved marketing deal.




Digital Basic £60*

per year



Our Basic package includes the benefits of the free package but with some important additions. Signing up for Digital Basic opens up a channel of communication between you and your customers/potential customers, as buying this package means you can respond to customer reviews. This is an important step towards humanising your brand, building trust with customers and having meaningful conversations. You can use this as an extended form of customer service, a way of gleaning useful feedback and the chance to set right any misconceptions that may have arisen over a problem with service delivery.



With the Digital Basic package you'll also have a lot more control over your TTV public profile. In fact, you can control and update it as you need to, including adding contact information so that customers can reach you directly, using photos to make your profile stand out from the rest and including your own themes and brand values. This is also a great place to display industry credentials (such as Ombudsman membership) and details of awards you've received to establish that essential bond of trust with potential customers.



Digital Basic **£120*** per year

By choosing our Digital Plus package you will get both the profile control and the review response feature of the Basic package, as well as a number of key additional features. It is only at this level that agents receive a "TTV Approved" Trust Seal for your website, instantly setting a letting agent above those in the Digital Basic and Free tiers – as we are the largest tenant community in the UK this is the kind of credibility that differentiates one organisation from another. We also give you more control over what appears around your TTV public profile – for example, you can remove competitors' advertising when you buy this package. We also offer full Facebook and Twitter integration, which means that you can really maximise the effects of the profile you are building within our community, as well as outside of it.





Full £240*
per year



The Full marketing package offers all the benefits of Free, Digital Basic and Digital Plus, as well as Entry to Annual TTV Awards. An award from a credible, tenant-focused website is the most prestigious way to establish credibility and to promote the profile of an agency and when you buy this package you are automatically entered into our awards. We will also send you "TTV Approved" window stickers so that you can benefit from our nationwide reputation in your physical offices, as well as just a digital shop front. Finally, with this package you have free advertising on your local competitors' public profiles within five postcodes. This is an enormous advantage over your local peers who either may not have subscribed or might be using the lower tier packages, as whenever anyone searches for a local agent and lands on a competitor's page they will also instantly be presented with your agency advertising as an option too.

Premium £500*
per year

Finally, the Premium marketing package provides all the benefits of all the lower marketing packages, including entry into the awards and free advertising on your local competitors' public profiles (although this is within 10 postcodes when you buy the Premium package so your reach extends even further). We also offer another golden advertising opportunity that is exclusive to Premium members – the chance to advertise on the most popular TTV pages for free. We get thousands of visitors to our blogs, guides and forums, all of whom are looking for the kind of information and advice you're well placed to provide. You can also ensure that on and offline customers know you are a Premium TTV member with the free digital badge and window stickers that we will send you.

