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**PRIVATE AND CONFIDENTIAL FOR:**

Alexandra Cooper  
Buckingham's Ltd  
6 Station Approach  
Virginia Water  
Surrey  
GU25 4DL

My name's Glenn Ackroyd and in this letter you'll discover something that could **dramatically transform your earning power as an estate agent AND fast track your pension pot over the next few years.**



Before then, can I ask you to answer these 5 questions 'Yes or No'?

1. ***As an estate agent do you believe that our industry is heading in the wrong direction?***
2. ***Are you worried whether traditional agents will survive the threat from low cost online rivals?***
3. ***Do you fear that your career will go the same way as the 60,000 Blockbuster employees who lost their jobs after the arrival of Netflix?***
4. ***Are you battling harder and harder for every instruction?***
5. ***Are you struggling to meet targets and maintain commission fee levels?***

If you've answered "YES" to 3 or more of the above questions then your fears are pretty much the same as most agents.

So many traditional business sectors have disappeared from our high streets in recent years (Blockbuster, British Home Stores and Woolworths to name but a few) because they failed to adapt to an online world.

***And there's a very real chance that traditional, office-based estate agents will suffer the same fate as Woolies***



**You're an experienced estate agent. You work hard, you're good with clients and you know your local territory well.**

If you're like most agents though, you're frustrated that however hard you work you can't seem to increase your own earnings as competition grows from new, low-cost online entrants. Instructions are down and the pressure on fees has never been higher.

## **HERE'S HOW ONE ESTATE AGENT TIPPED THE ODDS IN HER FAVOUR**

Let me tell you about Sophie. She started out 11 years ago in this cutthroat competitive world of estate agency. What she understood was that the world was changing, and hardly any of her clients visited her office anymore and the office was the biggest financial drain on the business.



That meant that her earnings were restricted, her career prospects limited and her future in the industry looked bleak.

*If only she could continue doing what she loved, maintain her professionalism, without the burden of the office.*

Well, Sophie set about exploring how she could do just that.

**She found that solution with EweMove and today she's earning an enviable income, safe in the knowledge that she's building a business with strong repeat revenues and a growing re-sale value.**

More than that, she's easily been able to buy her perfect home and splash out on her dream wedding with her increased earnings.

*All of that was made possible because she has an offering that her competitors can't match, so the best question she's asked today is*

*"I've been recommended to you by a friend. Can you sell my house too?"*

## **WOULD YOU LIKE TO DISCOVER HOW YOU CAN REPLICATE SOPHIE'S SUCCESS?**

Since my co-founder David Laycock and I launched EweMove in 2014, we've built a network of over 100 franchisees, each operating on their own patch.



Our model really does work brilliantly. We get LOTS of new business referred to us from past customers and recommendations.

A few months ago, EweMove was snapped up by the Property Franchise Group PLC, the UK's largest franchise property business.

Now we've got a PLC's war chest behind us to rapidly fill in the gaps in our network and complete our UK coverage with the right people.