

Vendors' Advice Evening
Purchase Order and Pro-Forma Invoice

Name of Estate Agency:

.....

Address:

.....

.....

Telephone number:Email Address:

The estate agency named above purchases and Estate Agency Insight agrees to deliver a Vendors' Advice Evening package under the following terms:

The Package includes:

- Richard Rawlings' attendance at the event when he will:
- Deliver a persuasive one-hour presentation covering an overview of the market, the key concepts of effective pricing and market positioning, why boards are important, working in partnership with an agent, showing property, pitfalls to avoid with other agents, and highlighting your agency's key attributes in the context of the current market (to be discussed in advance).
- Act as Master of Ceremonies if required.
- Field questions from the audience as required.
- Encourage attendees to use your agency.
- Aim to add an up-beat, professional and responsible angle to your agency.
A selection of advertisement suggestions.
A selection of invitation templates.
A selection of pre-written suggested mailshot letters (e.g. aggressive approach or softer style).
Two articles that can be published in your local newspaper and/or on your website.
Advice on running the event generally and suggested sponsorship opportunities to help with costs.

Expected approx date of Vendors' Advice Evening (to be finalised by mutual consent).

Exclusivity:

The service is offered to you on an exclusive basis whereby we will not provide any competing agency in the area of your hosting branch with a similar service within six months of your Vendors' Advice Evening. On expiry of this period, you will have first option on securing a further Vendors' Advice Evening/s.

Cost:

The above package costs £950 plus £120 if an overnight stay is required (+vat).

Terms:

A £495 deposit is required with this order, and the support material will be posted to you in both hard copy and on CD-Rom within a few days of receipt, along with an invoice. The balance should then to be paid on the day please. Please make cheques payable to Estate Agency Insight.

Savings on Training:

Some agents choose to run a one-day, or intensive topical half-day, training seminar with Richard Rawlings for agency staff earlier on the day of the Vendors' Advice Evening. In this event, a 20% discount on Richard's usual training rates will apply. Please ask for details.

Order placed by:(Name)(Position)

Signed: on(Date)

Order accepted by:(Name)(Position)

Signed: on(Date)