

# Vendors' Advice Evening Order Form and Pro-Forma Invoice

Name of Estate Agency: .....

Address: .....

.....

Telephone number: .....Email: .....

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.
  - 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).
- Press Releases for local press/radio which can also be used on your website.
- Agency Principal's welcome speech suggestion.
- Advice on running the event generally and suggested sponsorship opportunities to help with costs.

**Preferred 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 further Vendors' Advice Evening/s.

### Cost:

The above package costs £950 plus £120 if hosted more than 100 miles from Gloucester and an overnight stay is required (+vat).

### Terms:

A 50% deposit is required with this order please. Support material will be emailed immediately on receipt. The balance should be paid on the day please. Preferred payment method is by bank transfer to **Estate Agency Insight, Lloyds Bank, s/c 30-95-72 a/c 00677803.**

### Savings on Training:

Some agents choose to run an intensive one-day training seminar for agency staff earlier on the same day as the event in which case 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)

**Please complete and either email to [rrawlings@estateagencyinsight.co.uk](mailto:rrawlings@estateagencyinsight.co.uk) or fax to 01452 458 093**