LET'S PLAN
YOUR SUCCESS
WITH THE
PL PLATFORM.

PARK LORD

PARK LORD

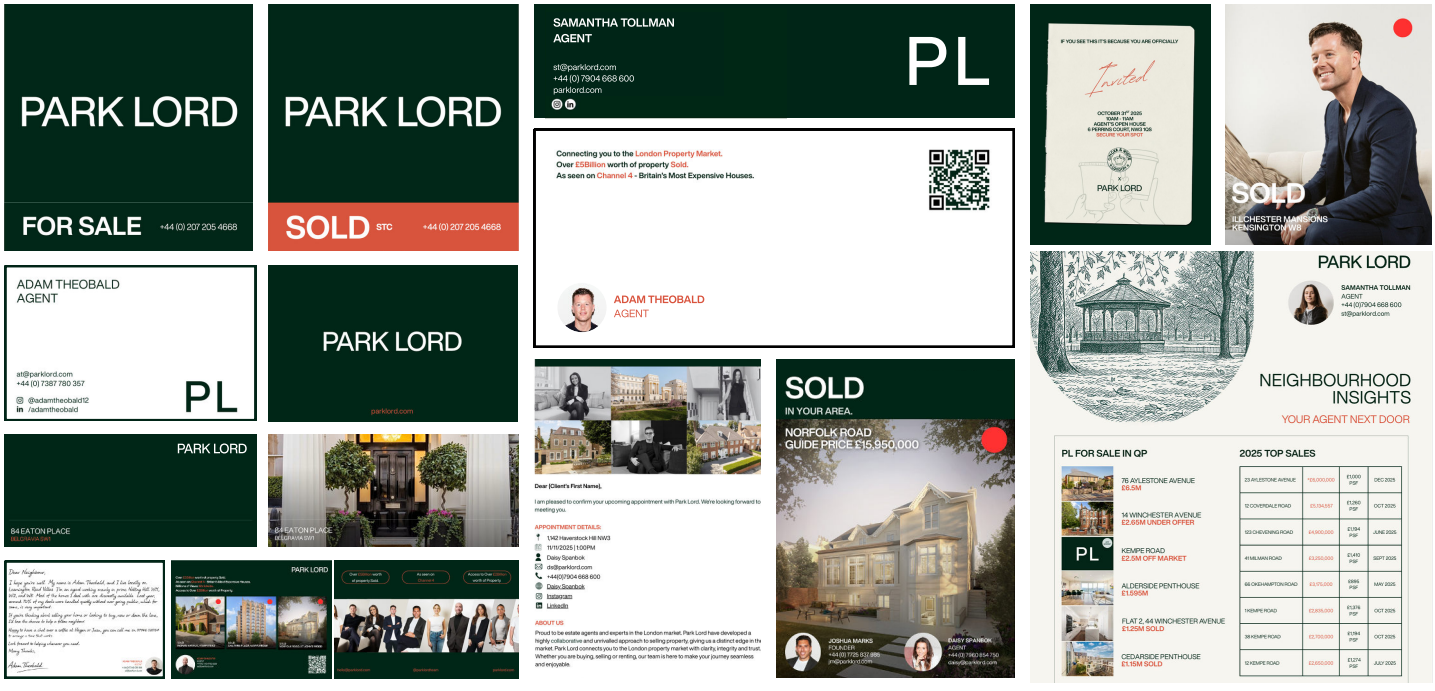
JOIN PARK LORD

Park Lord is an estate agency platform built for high performing agents operating at the top end of the London residential market.

We give agents the opportunity to achieve success on your own terms. Offering you all the tools you need to succeed, without the constraints of a traditional agency. High commission percentages mean unlimited earning potential. Seamless operational support, so that you can focus on servicing your clients and doing what you do best. Along with the ability to achieve this success with complete autonomy, meaning a better lifestyle. It's time to put yourself first and join Park Lord.

Whether you are looking to grow within a collaborative team or operate independently at the highest level, Park Lord provides the infrastructure, brand and support to elevate your profile and accelerate your career.

This document outlines your engagement, what's included and how we support your success.



PARK LORD PLATFORM AGENT

INDEPENDENT OPERATOR | PLATFORM ACCESS

Designed for advanced agents who want to operate independently. Agents that require the infrastructure & brand credibility, with some operational support. This model provides all the tools for you to achieve success. Level up and focus on the deals.

EXPLORE...

- **ONBOARDING**
- **YOUR PROFILE**
- **YOUR LAUNCH**
- **DIGITAL ASSETS**
- **PRINTED ASSETS**
- **DIGITAL MARKETING STRATEGY**
- **INTEGRATION AND CULTURE**
- **PARK LORD NETWORK**
- **PARK LORD STUDIOS**
- **OPERATIONAL SUPPORT**
- **COMMERCIAL TERMS**

PARK LORD PLATFORM AGENT

ONBOARDING

Upon joining Park Lord you will come in to meet the team, have half a day induction and receive your welcome pack.
This includes:

- Park Lord Merchandise Pack.
- Mobile Phone Set Up.
- A New Laptop Connecting you to our Systems & Operating Software.
  - Outlook Email Account.
  - OneDrive.
  - Reapit.
  - Lonres.

You can book in any required training and should be fully operational within 2 weeks.

YOUR PROFILE (OPTIONAL)

You will book in with PL Studios to have a professional photography and film shoot.
This includes:

- New Headshots.
- Assets for Website & Social Media.
- Lifestyle Shots.
- Welcome Interview.

YOUR LAUNCH (OPTIONAL)

Once your new personal content is ready, PL Studios will assist you in maximising the impact of your launch.
This includes :

- Updating Personal Social Media Profiles.
- Create your Dedicated PL Website Page.
- Utilising Digital and Printed Assets to Capitalise on your Launch.
- Pursuing your Existing Network to Announce your Launch.
- PR Opportunities.
- Launch Event.

PARK LORD PLATFORM AGENT

DIGITAL ASSETS

We have developed an array of digital assets to assist in your day to marketing and promotions. Your personalised digital assets will be saved in your file on the OneDrive for you to use at your discretion.

This includes:

- Welcome to Park Lord.
- Brochures.
- Social Media Templates.
- Properties for Sale, Under Offer & Sold.
- PR Templates.

PRINTED ASSETS

We have developed an array of printed assets to assist in your day to marketing and promotions. Your personalised printed assets will be saved in your file on the OneDrive for you to use at your discretion.

This includes:

- Business Cards.
- Headed Paper.
- Hand Written Notes.
- Canvas Flyers.
- Open House Invitations.
- For Sale & Sold Boards.
- For Rent & Rented Boards.

DIGITAL MARKETING STRATEGY (OPTIONAL)

PL Studios will help you create your own personalised digital marketing strategy to get the most out of your social media.

This includes:

- Instagram.
- LinkedIn.
- TikTok.
- Email Campaigns.
- PrimeResi.
- LonRes.

PARK LORD PLATFORM AGENT

INTEGRATION AND CULTURE

- Connected to the Park Lord Community.
- Business Plan Guidance for the Year. (Optional)
- Quarterly Catch Ups. (Optional)
- Invitation to Monthly Monday Morning Meetings. (Optional)
- Networking Opportunities:
    - Open Houses.
    - Community Events.
    - Team Initiatives.
    - Shared Culture, Shared Standards, Shared Momentum & Successes.

PARK LORD NETWORK

You will have the Opportunity to Leverage off the Park Lord Network.

- Gain an Extensive Track Record of Sales & Rentals Across London.
- Access to Prime Developers Across London.
- Invitation to Agent Network Whatsapp Groups.
- Enhanced Membership Access to Online Portals with Additional Marketing to Boost your Listing Profiles.
    - Rightmove.
    - Zoopla.
    - OnTheMarket.
    - Lonres.

PARK LORD STUDIOS

PL Studios is our dedicated in house marketing & production team. Providing you with high quality content creation across all digital and printed media. You have access to utilise the team and deliver promotional material to elevate you and your clients properties.

- For Each Signed Listing we will Provide you with:
    - One Set of Photos.
    - A new Floor Plan if Required.
    - A Video is also Included for any Signed Listing above £2,000,000.
- Additional Access is on a Cost Basis.

PARK LORD PLATFORM AGENT

OPPERATIONAL SUPPORT

You will have access to an operations manager offering support across the agency lifecycle. We take out administrative hurdles, enabling you to focus on clients and instructions and do what you do best.

- IT & Systems Support.
- Phone Answering & Message Handling.
- Compliance in House with Access to FCS Compliance Support.
- Best Practice Guidance & Templates for:
  - PL Whatsapp Group Creation.
  - Confirmation of Client Appointment.
  - Digital Animation Video About How We Work.
  - Marketing Reports.
  - Terms of Business.
  - Brochure & Asset Creation.
  - Property Activity Reports.
  - Offer Letters.
  - Memorandum of Sale.
  - Sales Promotions.

COMMERCIAL TERMS

- Monthly Fee: £1,175 +VAT.
- Commission Split: 80%.
- Referrals: 80%.
- Additional Team Member Monthly Fee: £575 +VAT.
- If ARLA Qualified (Level 3+):
  - Agent may Handle Lettings Independently with Commission Split at 80%.
- If not ARLA Qualified:
  - Park Lord Manages the Deal with Commission Split at 50%.

THE DOOR
IS OPEN.

THE FUTURE
IS YOURS...

parklord.com