LET'S PLAN
YOUR SUCCESS
WITH THE
PL TEAM.

PARK LORD

PARK LORD

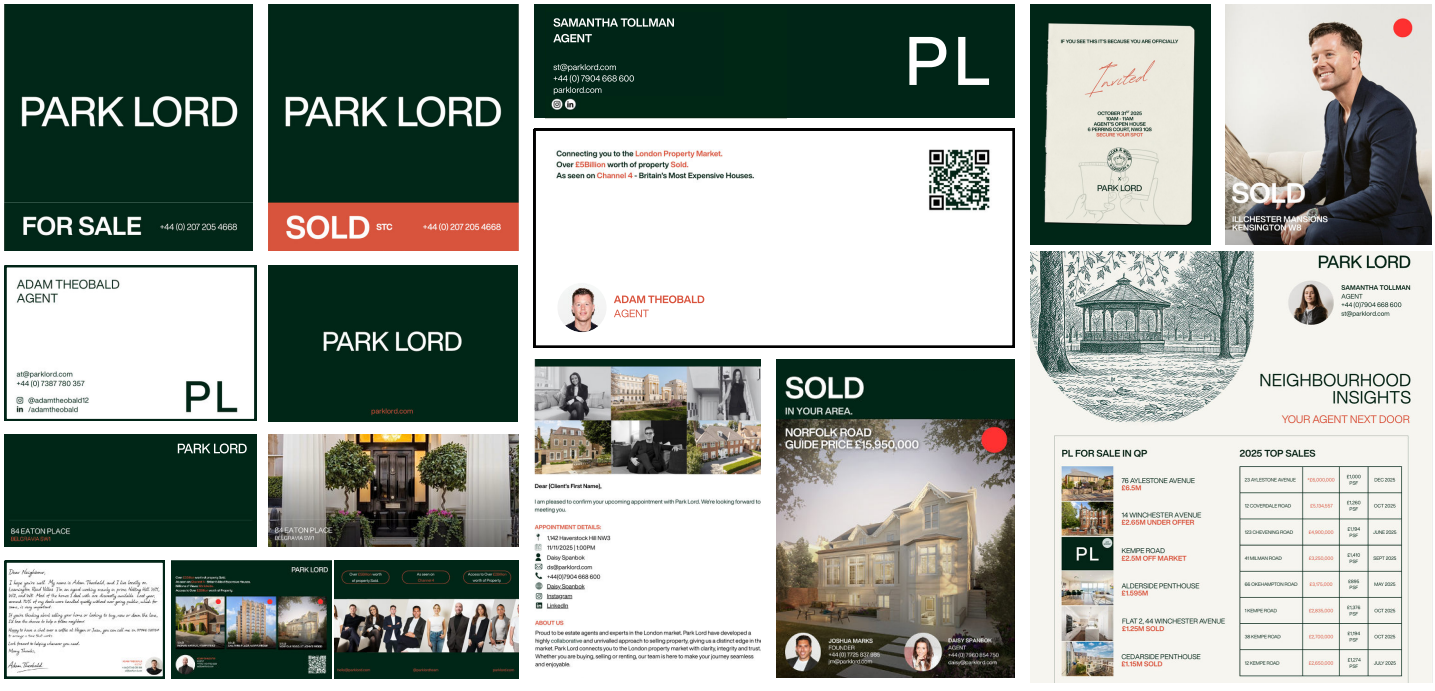
JOIN PARK LORD

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.



JOIN THE PARK LORD TEAM

MAXIMUM SUPPORT | FULLY INTEGRATED

Designed for agents who want to be part of a highly collaborative team environment, with structured support across every part of the agency lifecycle. This model is designed to boost agent profiles and accelerate performance.

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**

JOIN THE PARK LORD TEAM

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

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

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.

JOIN THE PARK LORD TEAM

DIGITAL ASSETS

We have developed an array of digital assets to assist in your day to day 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

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.

JOIN THE PARK LORD TEAM

INTEGRATION & CULTURE

- Embedded within the Park Lord Team.
- Business Plan Guidance for the Year.
- Half Yearly Catch Ups.
- Invitation to the Weekly Monday Morning Meeting.
- Active Participation in:
  - 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.

- Access to a Database of Buyers and Sellers.
- Access to the Park Lord Property List.
- Access to Prime Developers Across London.
- Invitation to Agent Network Whatsapp Groups.
- Benefit from New Incoming Searches and Buyer Enquiries.
- Benefit from Access to Leads for New Property Listings.
- 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 unlimited access to utilise the team and deliver promotional material to elevate you and your clients properties.

- The Digital World is Your Oyster.
- You Name it, We'll Create it.

JOIN THE PARK LORD TEAM

OPERATIONAL SUPPORT

You will have a dedicated Operations Manager offering structured support across every part of the agency lifecycle. We take out all the 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.
- PL Whatsapp Group Creation.
- Confirmation of Client Appointment.
- Digital Animation Video About How We Work.
- Marketing Reports.
- Terms of Business.
- Brochure & Asset Creation.
- Launching Properties to Market.
- Property Activity Reports.
- Offer Letters.
- Memorandum of Sale.
- Sales Promotions.

COMMERCIAL TERMS

- Monthly Fee: £575 +VAT.
- Commission Split: Up to 50%.
- Referrals: 50%.

THE DOOR
IS OPEN.

THE FUTURE
IS YOURS...

parklord.com