



Twenty-First Century Estate Agency

Graham Norwood

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This book is a must have for those estate agents who want to work more effectively in order to grow their business and profits. With 12,000 separately owned estate agencies in the UK this book illustrates how new technology and working practices can revolutionise the industry. Technology can help to improve the competitiveness and sometimes-tarnished image of estate agents in the eyes of the general public. The book contains case studies from international markets and shows how competitive the industry is and how each competitor needs to adopt new approaches to outwit rivals – and to reassure an increasingly sceptical public that agents are worth using, add value and earn their commission.

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