

*Hammond & Stratford Partners*

LIFESTYLE ESTATE AGENCY

HAMMOND  
STRATFORD  
*Partners*

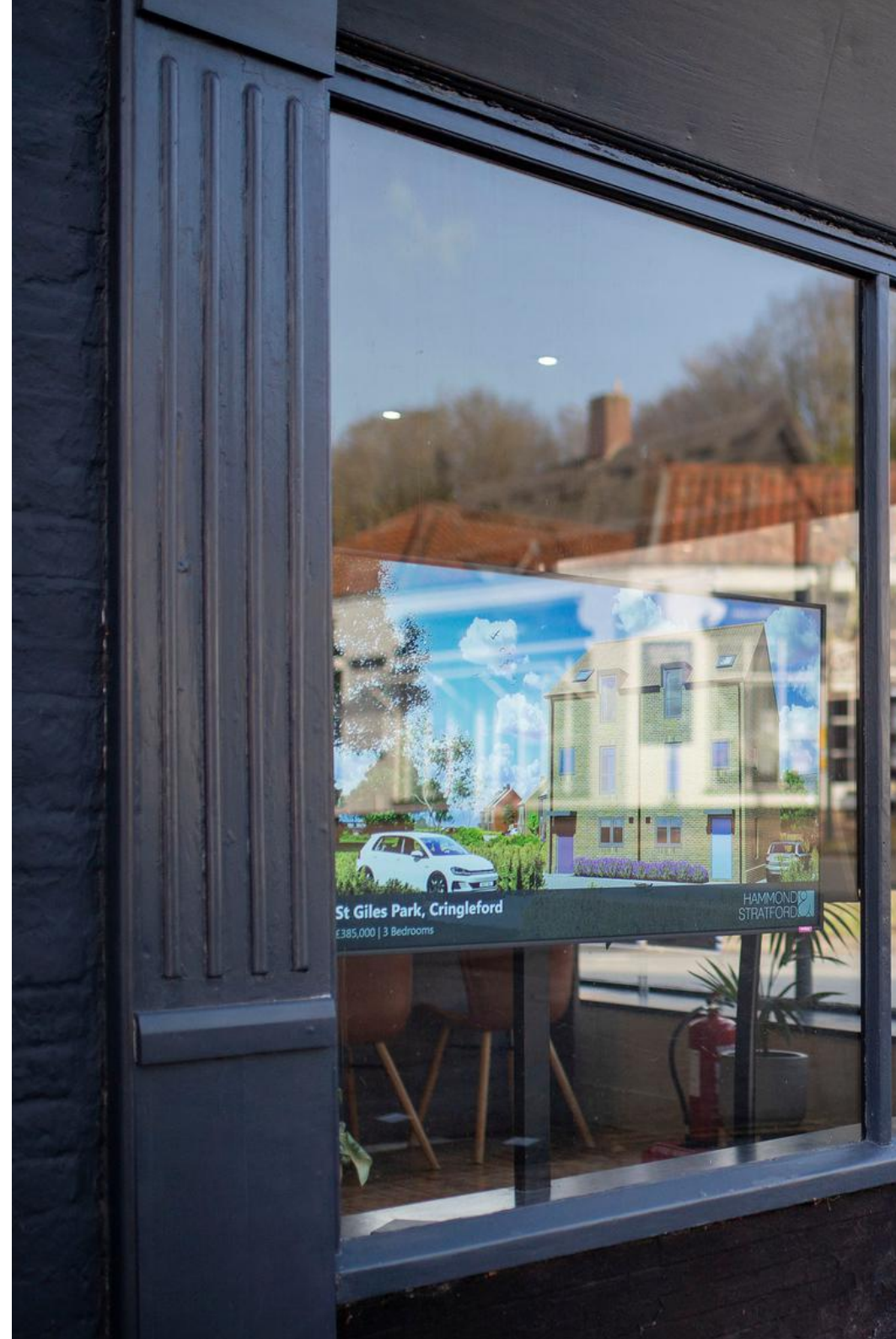
# About us.

Hammond & Stratford has been a trusted name in Norfolk property since 2004.

Founded by property expert, Glen Hammond, our high-street agency has grown into a cornerstone of the local market. Our commitment to exceptional customer service, deep market knowledge, and a keen eye for detail has made us the go-to choice for individuals and families seeking to buy, sell, or invest in properties.

Our Partner model is built on these strong foundations. From day one, you'll be supported by a team with years of experience, ensuring you have the guidance and support you need to grow your business with confidence.

This is a lifestyle-lead approach to estate agency, giving you the freedom and flexibility of being self-employed, without ever feeling like you're on your own.





**GLEN HAMMOND** MNAEA



Co-Founder  
Hammond & Stratford Partners



Managing Director  
Hammond & Stratford



**STEPHANIE WHITTAM**



Co-Founder  
Hammond & Stratford Partners



Operations Manager  
Hammond & Stratford

*"Our Partner model paves the way to modern estate agency, providing motivated, like-minded individuals with the tools and support they need to build something meaningful for themselves."*

# Becoming a Partner.



Enjoy a low-risk, flexible opportunity to grow your own business under an established estate agency brand, taking complete control over your time, finances and future!

We provide innovative marketing, advanced tech solutions and comprehensive support to help you achieve your goals.

You'll be working alongside likeminded, experienced property professionals who share your passion for excellent customer service.

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*"All the perks of being your own boss, with less risk, hassle and stress."*



### FULL PACKAGE

User-friendly platform with prospecting, and all the tools you need from day one.



### FUTURE PROOF

Take control of your career goals and shape your future in modern estate agency.



### FINANCIAL FREEDOM

Your efforts are rewarded with lucrative income streams and low overheads.



### FLEXIBLE

Choose when and where you work to fit around your lifestyle and career goals.



### LOW RISK

Launch your business under a trusted, 5-star rated estate agency brand name.



### SUPPORTIVE

Access to training, compliance resources, Partners meet-ups, and one-on-one mentoring.



# The difference.

Our Partners deliver exceptional value through direct communication and personalised, one-on-one service, ensuring customers receive outstanding care during one of life's key milestones.

With flexible hours, you can align your availability to suit your lifestyle, and meet customer needs, embracing a truly customer focused approach.

Prioritising quality over quantity, you're encouraged to manage a select number of properties, giving you time to provide a first-class experience.

## PARTNERS



One-on-one contact with the client throughout

Takes on a smaller selection of properties at once

Works flexible hours to fit around them and their clients

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## AGENTS



Different teams handle multiple clients

Takes on a larger volume of properties at once

Typically works 6 days a week, 9 to 5

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# Responsibilities.

A Partner is the main point of contact for the customer throughout the transaction. They are responsible for:

- Prospecting
- Lead Management
- Registering applicants
- Attending valuations
- Listing properties
- Weekly client contact
- Accompanied viewings
- Negotiating offers
- Sales progression
- Cross selling
- Associated admin



# The platform.

Our platform provides Partners with the infrastructure from day one, so you can focus on what you do best - growing a customer base and selling properties!

There are two platform options to choose from. The option you choose depends on what support you feel you need from us, and the level of commission you would like to earn. Platform 1 provides a comprehensive range of tools and systems at a slightly lower commission level. Whereas Platform 2 provides a reduced range of tools and systems, but for a higher commission level.

Both cost just £1,000 + VAT per month, which is approximately 25% of what it would cost to run your own agency from home, and approximately 12% of what it would cost to run your own high-street branch.

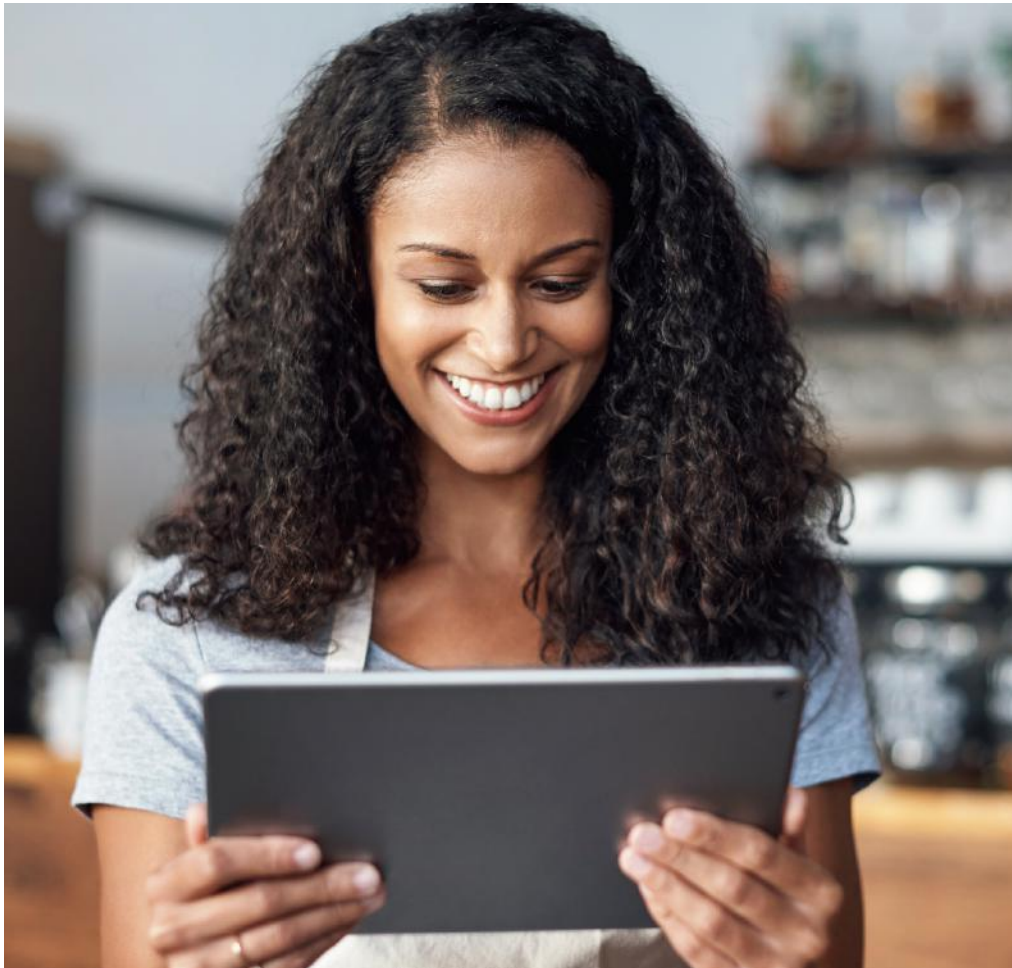


*"Work for  
yourself,  
not by  
yourself."*

	PLATFORM 1	PLATFORM 2
PROSPECTING DATABASE & CRM	✓	✓
ACTIVE PROSPECTING / LEAD GENERATION ON YOUR BEHALF	✓	✗
INBOUND LEAD SUPPORT (CALLS/PORTALS)	✓	✓
PORTAL & WEBSITE ADVERTISING	✓	✓
ACCESS TO SUPPORTING SYSTEMS AND SOFTWARE	✓	✓
PRE-APPROVED REFERRAL NETWORK	✓	✓
LOCAL BRANCH SUPPORT NETWORK	✓	✓
TRAINING AND COMPLIANCE RESOURCES	✓	✓
PARTNER MEET-UPS	✓	✓
IT SUPPORT BUNDLE*	✓	✓
PHOTOGRAPHY BUNDLE*	✓	Additional charge
BOARD BUNDLE*	✓	Additional charge
STATIONARY BUNDLE*	✓	Digital templates only
MARKETING BUNDLE*	✓	Digital templates only
AML & GDPR POLICY TEMPLATES	✓	✗
HEALTH & SAFETY POLICY TEMPLATES	✓	✗
SOCIAL MEDIA SUPPORT	✓	✗
MENTORSHIP AND WORKSHOPS	✓	✗

\*Refer to bundles breakdown

# Marketing toolkit.



Our all-in-one marketing toolkit puts a powerful brand kit and content library at your fingertips, including brand assets, social media guides, newsletters, leaflet campaigns, and canvassing tools - ready to customise and share in seconds.

We also provide essential customer journey and client onboarding resources, such as property presentation guides, AI staging tips, and step-by-step checklists designed to help you deliver an exceptional experience from day one.



"Have a chat with me today for a different home selling experience."

- Katie Clarke, covering NR9



HAMMOND STRATFORD Partners

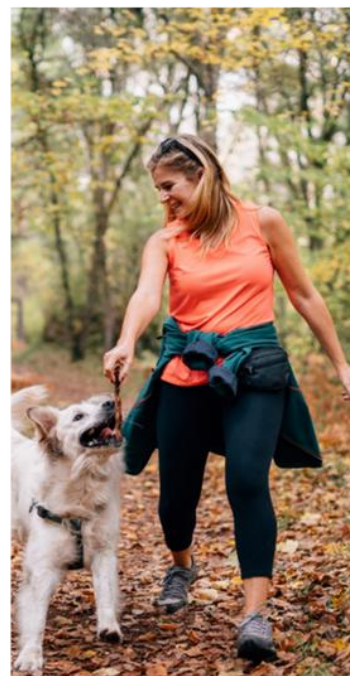
rightmove OnTheMarket

SALE AGREED



"I've found an amazing buyer for this lovely local home."

NORWICH ROAD, HETHERSETT, NR9

Hi I'm Katie.

I moved to NR9 over six years ago, drawn by the outstanding schools, local pubs and the perfect mix of village life with everything you need close by. The variety of dog walks right on our doorstep were the icing on the cake!

Having worked in estate agency for nearly a decade, I've now taken my passion for property and love for the area, and made my home my business too.

- ✓ I specialise in selling homes in NR9
- ✓ I aim to provide a personalised and accountable service
- ✓ I'll be with you every step of the way
- ✓ You will have my direct contact from valuation to completion
- ✓ I will invest time to understand your needs, and your property, to get results
- ✓ I'm proudly partnered with Hammond & Stratford, a trusted local estate agency for over 20 years, giving you added peace of mind

Speak with me, your dedicated property partner in NR9, and let's make your next move a great experience.

Katie Clarke - Your Local Property Partner


Let's have a chat



07890 123456  
katie@hammondstratford.co.uk

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Katie Clarke

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katie@hammondstratford.co.uk

Trading as Hammond & Stratford

Hammond & Stratford is a trading name of Hammond & Stratford Limited, a company registered in England and Wales, number 01452000. Registered Office: 100-102 The Quadrant, Norwich, Norfolk, NR1 1JH.



Katie Clarke

07890 123456  
YOUR LOCAL PROPERTY PARTNER

FOR SALE

HAMMOND STRATFORD Partners

"Honesty and integrity are at the heart of everything I do when selling your home."

- Katie Clarke, covering NR9



HAMMOND STRATFORD Partners

rightmove OnTheMarket



Katie Clarke


07890 123456  
katie@hammondstratford.co.uk



HAMMOND STRATFORD Partners

"Can you help me find a home for Mr & Mrs P and their two children?"

- Katie Clarke, covering NR9



Let's have a chat

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katie@hammondstratford.co.uk

HETHERSETT

If you're thinking about moving, this could be a really simple and stress-free opportunity.

The home is a lovely, modern, well-maintained property with a lovely garden. It's a great opportunity for anyone looking for a home in a great location.


• A detached house or bungalow  
• A 3 bed 2 bathroom  
• A lovely garden with a patio  
• A lovely interior with a fireplace  
• A garage and parking for 2 cars  
• Budget set at £250,000

For more information, please contact Katie Clarke, your local property partner in NR9, and let's make your next move a great experience.

Katie Clarke - Your Local Property Partner in NR9

Let's have a chat

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katie@hammondstratford.co.uk



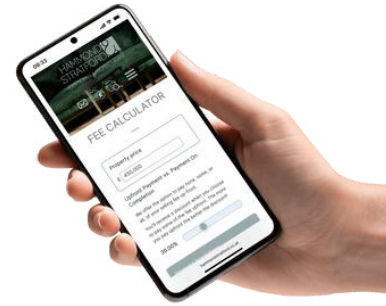
*“Our quality,  
award-winning  
brand enables you  
to list some of  
the best  
instructions in  
your area, and at  
higher fees.”*

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# Fees.



As a Hammond & Stratford Partner, you list properties on your terms, defining your package and setting your selling fees, in line with our fee model. You'll have access to an interactive, custom-built fee calculator for easy calculations on the go.

We also know it's important that you have the ability to offer a discount to your clients, and you can do this in two ways:

## 1. UP FRONT FEE

The client can pay up to 100% of the selling fee up front. The more they pay upfront, the more discount they get, up to a maximum of 30%.

Up front fees are paid at the point of instruction, so this option is a great way to reduce the costs for your client, and earn commission fast!

## 2. PARTNER DISCOUNT

Partners can also apply a discretionary discount on the selling fee. This is in addition to the discount for paying some, or all, of the fee up front.

# Commission.

PLATFORM 1

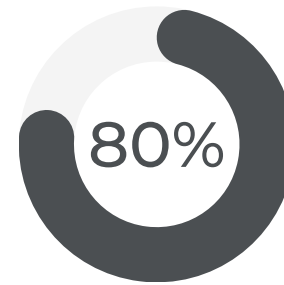


UP TO 60% ON  
UP FRONT FEES

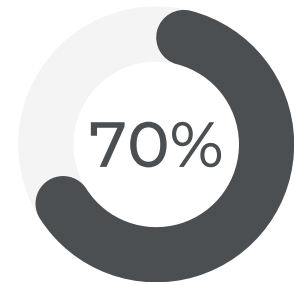


UP TO 50% ON  
COMPLETION FEES

PLATFORM 2



UP TO 80% ON  
UP FRONT FEES



UP TO 70% ON  
COMPLETION FEES

*"Research has shown that customers are more likely to sell their property with you if they have made a financial commitment at the start."*

# Potential earnings.

Potential annual earnings based on an average property price of £350,000, with 30% Partner discount applied, and all fees paid on completion:

## PLATFORM 1

Valuations	4 per week
Listings	2 per week
Completions	1 per week
Mortgages	1 per week
Solicitors	1 per week
Platform Fee	-£12,000

**£119,820.00 pa**

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## PLATFORM 2

Valuations	4 per week
Listings	2 per week
Completions	1 per week
Mortgages	1 per week
Solicitors	1 per week
Platform Fee	-£12,000

**£170,780.00 pa**

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*"Earn over  
£4.5k per  
month from  
day 1!"*

Create an early source of income using the up front fee option.

Your client is rewarded with a discount and you'll **earn commission fast**, at the point of listing.

By charging just 30% of these fees up front you could be earning **over £4,500 per month** from day one!

# Choosing your territory.



Partners are assigned areas or postcodes to make their own. This is known as your territory.

When choosing your territory, it's important to understand your capacity based on the amount of time you plan to work, the areas you wish to cover, whether you intend on working on your own, with another Partner, or building a team. We'll also consider the potential business available within that area.

If you choose Platform 1, we'll support your marketing efforts in the territory with lead generation tools.

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*"You'll be assigned a territory to make your own."*

As your success grows, your business model might need to evolve to keep up – and that's a good thing.

We're here to support you every step of the way, helping you navigate those changes with confidence.

Whether it's building a team, reshaping your patch, or outsourcing key services, we'll help you create the balance that works for you.



#### FIND BALANCE

Protect your work-life balance by developing your team, or partnering up with someone.



#### TAKE CONTROL

Reshape your patch and stay in control, without compromising your income.



#### SHARE THE LOAD

Share the load by outsourcing key services such as viewings or sales progression.



# The bundles.

## PHOTOGRAPHY

For 4 listings per month:

- Professional photography
- Floorplan
- 360 virtual tour

Thereafter:

- £95 per listing (PAYG)
- Or 4 listings for £340

Aerial photography is extra.

## MARKETING

Digital templates for:

- Partner leaflet
- Sold in your area leaflet
- Buyers looking leaflet
- Noticeboard flyer
- Preparing for photos guide
- AI staging guide

PLUS these items printed:

- 1,000 leaflets

## STATIONARY

Digital templates for:

- Presentation folders
- Letterhead
- Business cards
- Seller/Buyer checklists

PLUS these items printed:

- 100 appraisal folders
- 250 business cards

## BOARDS

Digital templates for:

- For sale board
- Board slip

PLUS these items provided:

- 10 boards & slips printed
- Fixings & posts

## IT SUPPORT

Supplied by a third-party:

- Remote IT support
- Helpline
- Antivirus
- Spam filtering
- Telecoms app
- Microsoft 365 licence

## ACCOUNTANCY

Supplied by a third-party:

- Annual accounts filing
- Personal tax return
- Corp tax submission
- Confirmation statement
- Email & phone support

Optional extra, charges apply

# Other FAQs.

- **DO I NEED ANY QUALIFICATIONS?**

In short, no. However, obtaining relevant qualifications, such as those offered by the National Association of Estate Agents (NAEA), can enhance credibility and demonstrate professionalism to clients. We provide training resources to help you work towards certain qualifications.

- **DO I NEED EXPERIENCE?**

No formal experience is required, but a background in sales, customer service, or property can be beneficial. Training and support can help you develop the skills needed to succeed.

- **HOW DO I GENERATE LEADS AND FIND CLIENTS?**

Leads come from networking, online marketing, referrals, social media, and local awareness. Having a strong presence and marketing strategy can make a big difference.

- **WHAT INSURANCES AND REGISTRATIONS WILL I NEED?**

Even though you're trading under our brand name, you will still need relevant insurances and registrations for your own business. This includes Professional Indemnity and Public Liability insurance, plus you'll need to register with a redress scheme such as the Property Ombudsman, HMRC for anti-money laundering, and the ICO for data protection. We can introduce you to a reputable insurance broker for quotes, and also assist you with setting up your registrations.

*"Whatever your experience, goals, or support needs, we're here every step of the way, providing guidance, expertise, and a helping hand whenever you need it."*

*Discover more about Partners*

01603 987300

[partners@hammondstratford.co.uk](mailto:partners@hammondstratford.co.uk)

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