

## Agent Criteria



The Digital Property Group is committed to attracting a high quality audience for our member agents and we therefore need to ensure that our users have a first class experience when using our sites. In order to achieve this we have put some criteria in place for our agents to fulfil in order to be eligible to advertise on our sites.

The criteria are as follows:

### 1. Operate within the traditional estate & letting agency model

- The agent must conduct viewings and valuations in **all** of its offers/packages
- The agent must only list properties that it is instructed to sell or let
- The agent must negotiate on behalf of the vendor or landlord

### 2. Run a professional established business

- The agent must have a physical business address – PO Boxes are not accepted\*
- If a physical business address is not available, the agent must be registered with Companies House for at least 18 month and be a Ltd company\*
- The agent must have a company logo
- The agent must have a landline or mobile number\*\*

### 3. Where agents do not fulfil above criteria

Agents are able to advertise on the sites if they are a member of an estate agent governing body\*\*\*, as mentioned below:

- ARLA
- NAEA
- NALS
- OEA
- Guild of Letting & Management

### Common reasons why agents do not meet our criteria

- The agent has false or misleading properties
- The agent has outdated property stock that is not listed as 'sold' or 'let'
- The agent does not conduct viewings or valuations
- The agent is a property search agent. We do not allow this business model on our sites

# The Digital Property Group

## Criteria Checklist

The checklist has been created to ensure that all estate and letting agents meet the criteria put in place by The Digital Property Group.

All estate agents have to fulfil the below criteria in order to advertise on our sites



	Criteria	Sales	Lettings
1	Negotiate on behalf of the vendor?	√	<b>X</b>
2	Conducts valuations?	√	√
3	Company Logo	√	√
4	Conducts viewings	√	√
5	Landline or mobile number**	√	√
6	Only list properties instructed to sell	√	<b>X</b>
7	Only list properties instructed to let	<b>X</b>	√
8	Negotiate on behalf of landlord	<b>X</b>	√
9	Has physical business address (no PO boxes)*	√	√

Where a physical business address is **not** available, the agent needs to fulfil the below criteria:

1	Registered with Companies house for a minimum of 18 months*	√	√
2	Registered as a Ltd company	√	√

Agents are able to advertise on the sites if they are a member of an estate agent governing body\*\*\*, regardless of the above criteria

1	Member of ARLA	<b>X</b>	√
2	Member of NAEA	√	<b>X</b>
3	Member of NALS	<b>X</b>	√
4	Member of OEA	√	<b>X</b>
5	Member of Guild of Letting & Management	<b>X</b>	√

Failure to fulfil the above mentioned criteria will result in the agent being refused advertisement with The Digital Property Group

\*[www.voa.gov.uk](http://www.voa.gov.uk) (business address) & [www.companieshouse.gov.uk](http://www.companieshouse.gov.uk) (registered company)

\*\*All agents have to take our 0843 number, either to be assigned to a landline (free) or a mobile (cost of £9.99 +VAT per month). 0844, 0845 & 0870 numbers are not accepted

\*\*\* Each agent has to be a member of at least one estate agent governing body. Proof in form of a certificate may be required