

Choosing a career in Estate Agency

So a bit about me and Whiteknights

1986 started as a trainee negotiator

1988 Managed my own branch

1993 opened Atkinson & Keene in
Maidenhead

January 2012 – approached and
sold the business.

October 2012 bought out the three
owners of Whiteknights and took over.



Established in 1987

6 Offices, 1 additional Branch

Residential Sales, Lettings and Management, Mortgages,
and Legal Property Conveyancing

We employ 34 people all from the Reading Area



 **Tilehurst Office**

 **Earley Office**

 **Central Reading Office**

 **Woodley Office**

 **South Reading Office**

 **Lower Earley Office**

 **Spencers Wood Office**



So what does an Estate Agent Do?

An estate agent is a person or business that arranges the selling, renting or management of properties, and other buildings, in the United Kingdom and Ireland.

But what do we really do?

What Legislation Covers our Industry?

1 Specific Legislative Acts:

Estate Agency Act of 1979

Consumers, estate agents and redress act of 2007; Consumer Protection Regulations (CPR); Code of Practice for Residential Estate Agents; Advertising Standards Authority and Business Protection from misleading marketing Act; Ombudsman for estate agents scheme; Property Redress Scheme for Lettings; Deposit protection; Furnishing Regulations for Fire Safety; Legionella Testing; Immigration Bill; Data Protection Act; Competition Laws; Town Country planning act; Money Laundering Regulations 2007 and Distance Selling Regulations. Cancellation of contracts Act of 2008.

How has technology entered the business?



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So what skills do you need to become an Estate Agent?

The Ability to Talk! – or more accurately the ability to converse and sell.

The Written word.

IT skills

Empathy and Communication skills

Photography and Artistic skills

Mathematics – to work out those commissions!

How to become an Estate Agent

Two Direct Routes – through a training scheme at 18 or via a graduate scheme following University.

Your choice of course will allow diversification – essential for some London and Commercial markets.

Get a Saturday Job!