



# Client Partnership Programme



Passionate about property since 1890



# Becoming a Watsons Referral Partner

We are always actively seeking to build new and supportive relationships with businesses who require our specialist services. Working in association with Watsons allows us to support customers together and in doing so recognise the value we can both bring in building positive reputations.

Our wealth of expertise and years of experience has enabled us to finely tune our methodology. The result, a seamless, collaborative approach delivering lasting, high impact results for our clients and customers alike.

## Our Service

We offer a full range of professional services including valuations, surveys, leasehold, property management, block and estate management and building services. Through innovative collaboration we work in partnership to meet all your needs. Our in-house Surveyors operate using market leading technology to collate, prepare and quality control our reports and surveys. We require all our Registered Valuers to meet compliance standards through internal and external audit procedures.

## Our People

We employ local Surveyors who are members of the Royal Institution of Chartered Surveyors to provide technical advice and support in delivering a professional service within the communities they live in understanding the market and properties.

## Our Quality Assurance

We are an ISO 9001 certified business. As part of our accreditation we have developed policies and procedures to ensure information standards are embedded within our organisation and subject to periodic testing. Our business is regulated by the Royal Institution of Chartered Surveyors. As a firm regulated by RICS, we are subject to independent audit on valuation practices and professional standards adopted across our business.

## Our Process

Once you've referred, you'll have peace of mind knowing we'll take care of your customers from that point on. We want you to rest easy when you are recommending us to your customers, in working to the same high standards as you.

We are a trusted partner with RICS, ARMA, IRPM, ARLA and NAEA property accreditations, so you are working with an organisation with the qualities to deliver a specialist property service. We invest in and support our network of referral partners to ensure greater coverage and drive competitive rates that attract businesses.

We are relentlessly focused on delivering service excellence as reflected by our industry leading Feefo and Trustpilot scores; your customers can be assured of our service levels, and with you for referring them.





## Working with Us

### 1 Introducers Agreement

We first need agreement from you, that you are happy to work with Watsons as a referral partner. We ask you to sign an introducer agreement, as an authorised representative of your organisation. This means that we have agreed contact arrangements in Watsons retaining your data and keeping in regular contact with you.

### 2 Staying Connected

We can work with you via phone calls or emails with your customers or you can work with us online, in being able to track your customer activities and even embed our link on your website in giving your customers an easy reference point.

### 3 Refer & Earn Scheme

We would like to reward you, by giving you commission or vouchers on the referrals we receive. This can be paid to your business or to individuals within your organisation.

### 4 Keeping in Touch

We keep in touch with you through regular communications and we are happy to answer any professional questions you may have. We want you to feel that you have a partner to work with on all your valuation and survey needs.

### 5 Customer Care

We allocate you an account manager, who becomes a point of contact should your customers raise any questions, so we ensure your problems are prioritised.

## Join us

Our Client Partnership Programme is your chance to earn commission when you introduce a new customer to us. In order to make referrals to Watsons, we request that you to complete a simple Introducer Agreement, so we know where the leads are coming from, and where to make any commission payment to.

We have developed this scheme to make the process as easy for you and the customer as possible. Our referral scheme also positions you as a preferred client and allows us to provide you with property industry information and special offers that may encourage and increase your commission payments.



# Start Earning Referral Rewards

We encourage you to take advantage of an online account, allowing you to manage all of your referrals and view all of your fees in one place. However, if you would prefer to make other arrangements with our Finance Team, please let us know, we can support your needs.

## You can start earning referral rewards by following three simple steps:

- 1** Complete our Introducer Agreement. This form is provided at the end of this guide to complete, or you can download from our [website](#).
- 2** Confirm if you will be taking advantage of our **Client Account**, allowing you to manage all referrals online and in one place, or make other arrangements with our Finance Team.
- 3** Choose how you want payments to be made, whether it's direct to your company, to individual employees or sent digitally as vouchers via email.

If a customer you refer goes on to purchase one of our services, whether a residential survey or a commercial valuation, then we will reward you with a commission payment of 10% of the net fee per instruction. We will also reward our referrers at the end of the year to thank you for your custom and support.

## You can choose to receive your rewards in three different ways:

- 1** Arrange to have your commission payments paid directly into a company account on a monthly basis. You can nominate a bank account on the Introducer Agreement.
- 2** You can arrange to have commission payments paid directly to individual employees on a monthly basis. If you wish to do this, each individual can nominate a bank account on the registration form.
- 3** Have your commissions paid as vouchers. These can be spent in over 70 fantastic retailers in-store and online including John Lewis, Sainsbury's and Halfords. For full details see [Love2Shop Vouchers Guide](#).

# Our Online Booking Process

## 1 Refer Customers

We will provide you with a Unique Online Quote Form. You as the client, or your customer can enter the required details into the form to obtain an instant quote. The customer receives an activation email that allows them to set a password to retrieve their quote, or make bookings and offer payment.

## 2 Track Updates

Your customer can instruct us by pressing the 'Book Now' button. We will make direct contact to ensure our Terms & Conditions are signed and payment is made in full.

## 3 Instruct

Your customer can track updates on the progress of their survey through their account. You can also login to your account to see the status of all referred customers. Did the customer just obtain a quote, or did they go ahead and make a booking? If instructed, you can also see when the final report has been submitted to them, so you know if the customer will be ready to go ahead with the next stages of the buying process or not.

## 1 Send Link

You can send customers a direct link to your unique quote form to fill in when they are ready.

## 2 Complete Yourself

Login to your Agent account and enter the customers details into the quote form to send them a quote. The customer will receive the account activation email – they just need to set a password and they can see the quote.

## 3 Embed onto your Website

We can provide you an iframe code (available from your account dashboard). This allows you to add your unique quote form to your website. Any customers or passing website traffic can search for a quote.

**If you need assistance adding your iframe code to your website, please do not hesitate to contact us for guidance.**



Regulated by RICS



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[www.watsons-property.co.uk](http://www.watsons-property.co.uk)