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Expand Your Agency's Service Offering



STRUCTURED SALES CAPABILITY

Offer your clients an additional structured sales capability that complements your existing services while strengthening your agency's market proposition.



DIFFERENTIATE
YOUR AGENCY



CREATE ADDITIONAL
OPPORTUNITIES



REMAIN IN CONTROL
OF THE CLIENT
RELATIONSHIP

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Why Agencies Partner with IPK



**EXPAND YOUR
PROFESSIONAL
OFFERING**



**DIFFERENTIATE
YOUR AGENCY**



**PROVIDE CLIENTS
AN ADDITIONAL
STRUCTURED
SALES OPTION**



**INTRODUCE GREATER
TRANSPARENCY INTO
SELECTED SALES**



**SUPPORT INFORMED
BUYER
PARTICIPATION**



**CREATE THE CONDITIONS
FOR SUCCESSFUL
PROPERTY SALES**

**IPK doesn't change what your agency does.
It enhances what your agency can offer.**

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Creating the Conditions for Successful Property Sales

Every successful sale depends on bringing together two different expectations.



Rather than relying solely on time and negotiation, IPK introduces a structured environment designed to help those expectations converge.

— **CREATING THE CONDITIONS FOR SUCCESSFUL PROPERTY SALES** —

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Your Agency Remains at the Centre



Your client relationship never changes.

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Why Sellers Appreciate IPK



- ✓ A structured sales journey
- ✓ A clearly defined timetable
- ✓ Greater transparency
- ✓ Better informed buyer participation
- ✓ A professional sales environment
- ✓ A clear route from launch to completion



Confidence for sellers.
Confidence for buyers. **Results for your agency.**

IPK

STRUCTURED
PROPERTY
SALES



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A Structured Sales Journey

A clear, time-defined path from launch to completion.



A simple, transparent and time-defined process designed to help achieve the **best possible outcome**.

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Supporting Serious Buyer Participation



IPK provides a structured environment designed to encourage informed and committed buyer participation.

This leads to better prepared buyers, stronger engagement and more effective outcomes.



Qualified and
verified participants



Transparent
communication
throughout



Stronger engagement
drives stronger
results

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A Stronger Value Proposition



EXPAND YOUR SERVICE OFFERING

Add a premium
structured sales
capability.



DIFFERENTIATE FROM YOUR COMPETITORS

Stand out with a
transparent and
structured process.



PROVIDE AN ADDITIONAL OPTION FOR CLIENTS

Offer a modern
alternative to
traditional sales
methods.



STRENGTHEN YOUR PROFESSIONAL PROPOSITION

Demonstrate
leadership with a
superior sales
approach.



SUPPORT BETTER PREPARED BUYERS

Attract serious
buyers and improve
engagement.



CONTINUE TO BUILD LONG-TERM CLIENT RELATIONSHIPS

Deliver better
outcomes and
stronger satisfaction.

More options. **More confidence.** More value for your clients.

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Commercial Model

Simple. Transparent. Agency-focused.



- ✓ Agency appointment remains unchanged.
- ✓ Agency commission arrangements remain unchanged.
- ✓ The IPK Structured Sales Capability becomes part of your professional service offering.
- ✓ The cost of the IPK service is not borne separately by either the buyer or the seller.
- ✓ Your client relationship remains entirely with your agency.



No change to your business. Just an enhanced capability.

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