North West Conference
LIVERPOOL, 14 NOVEMBER 2019

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arla.co.uk  naea.co.uk

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PROGRAMME *

MORNING

8:45 Networking
9:30 Welcome
9:35 Syndeol Oliver Lennon
9:50 Rightmove Rightmove’s head of lettings innovation, talks in-depth about regional market data, looking at trends and insights in your market. Rob focuses on the latest landlord research and how technology could drive your business forward. Rob Symes
10:30 Raising standards Katrine will be providing insight into how to create a culture of consumer protection and invites you to be the Ombudsman on two Case studies. Katrine Sporle
11:15 Refreshments | Exhibition
11:30 RoPA and Anti-Money Laundering Compliance with Anti-Money Laundering is critical if companies are to avoid hefty fines. This session will cover the essential steps that need to be taken; as well as providing you with an update on the Regulation of Property Agents (RoPA). Mark Hayward
12:30 Wirral Mind An introduction to Wirral Mind, the mental health charity and the training/support we can offer employers and employees around mental health and wellbeing. Rachel Gilbert
12:45 Lunch | Exhibition

AFTER LUNCH

13:45 Choose your session...

EMPLOYEES

13:45 Surviving your first 12 months as manager What skills do you need in your first year as a manager? Find out how to effectively manage your staff, your time and most importantly your own wellbeing. Paul Jager

13:45 Do you really know your business? A range of insightful thoughts, tips and advice to help you focus, improve and win. Proactively tackling the ever increasing challenges facing agents and businesses every day. Nathan Emerson

14:45 Brand expertise What have brands and marketing ever done for us? Adrian Webb

15:30 Refreshments | Exhibition

15:45 Improve your web presence Jeremy will share his thoughts on staff profiles, SEO, social media and integrating your website with your office software. Jeremy Tapp

16:30 Close

CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

Members, don’t forget to log your attendance as CPD. All members are required to undertake and log at least 12 hours’ CPD activity per year. This event will count as 7 hours towards your total.

arlaco.uk/members | naea.co.uk/members

* Subject to change
MEET THE SPEAKERS

Oliver Lennon, Synde
Oliver is co-founder and CEO at Synde. He has over 20 years’ experience working with organisations who leveraged technology to deliver better customer communication, and enhance the customer experience they provide. In this regard, Oliver has helped a number of global brands including FedEx, Emirates Airlines and Sky.

Mark Hayward, NAEA Propertymark
Mark ran a UK-wide estate agency operation covering sales, lettings and property management. He was a director of a national financial services company. Mark has acted as a consultant to national and regional developers, housing associations, city funds and property companies large and small. He has headed up NAEA Propertymark since 2013.

Katrine Sporle CBE, The Property Ombudsman
Katrine became The Property Ombudsman in November 2015 having previously been Chief Executive of the Planning Inspectorate for England and Wales. She was responsible for all aspects of the Government Executive Agency and over a thousand members of staff.

David Cox, ARLA Propertymark
David joined ARLA Propertymark, in 2014 bringing a sharply focused policy and stakeholder engagement perspective. David has worked alongside a diverse board of experienced practitioners from across the industry to campaign for mandatory regulation of the lettings industry, Client Money Protection and to raise professional standards.

Rachel Gilbert, Mind in Somerset
Rachel Gilbert is the Training Manager at Wirral Mind. Since graduating with an undergraduate degree in Psychology in 2005, Rachel has worked in various roles in adult mental health and brings a wealth of knowledge and expertise to her role.

Paul Jager, MOL
Paul became an estate agent in 1985 and later owned a successful estate agents in London for 14 years. He joined MOL in 2004 and was soon after promoted to Head of the Property Division with responsibility for property training and the development of workbooks that support Propertymark Qualifications.
Nathan Emerson
Nathan has over 26 years’ experience in the UK property market in a high performance environment and is versatile across residential sales and lettings. Originating from a full multi-discipline agency background, he has a mind for system implementation and delivering front-end results.

Adrian Webb
Adrian has over 30 years’ experience in marketing and communications roles with major brands including Direct Line, Virgin and GoCompare and esure. Adrian now serves as a Non-Executive Director of both GoCompare and Gas Tag, and sits on the expert panel of Macmillan Cancer Support as a brand advisor.

Jeremy Tapp, Homeflow
Jeremy has been involved in websites and internet marketing for over 15 years. He is a joint Managing Director at Homeflow, the leading providers of websites and web marketing tools for estate agents. Jeremy provides key insights into his technical world, but does so in plain English.
THE EXHIBITORS

Sponsor

**SYNDEO**

The Syndeo AI Property Chatbot is an intelligent digital assistant for Estate Agents and their buyers, sellers and tenants. It allows clients to schedule property viewings, arrange valuations, report repairs and much more via messaging apps.

Whether you’re a local or nationwide estate agency, introducing an intelligent chatbot to your business will help you increase efficiency, lower expenditure and reduce administration time.

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**MOL**

MOL is a leading provider of qualifications for the property sector, working in partnership with Propertymark and other industry experts to develop a range of property qualifications including residential property sales, letting, commercial and auctioneering.

Our distance learning courses are designed to effectively prepare you for the Propertymark qualification exams. Whatever your area of interest in property, MOL have the qualifications you need.

0845 203 2103 | mollearn.com
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Propertymark gives you the credibility of being part of a respected Association along with a whole host of other benefits. Come find us to see how becoming a member can benefit you.

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Leasegevity can offer Lease Extension and Freehold Purchase advice for both Landlords and Tenants.

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james@leasegevity.co.uk

A team fully experienced in the letting business and client accounting, holding industry accreditations and experienced in corporate and independent agencies. Two core services offered:

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01903 477 900
thelettingpartnership.co.uk
info@thelettingpartnership.co.uk

Wirral Mind is a local mental health charity that provides a variety of services to those in our community who need support in relation to their mental health including a drop-in centre, educational and therapeutic courses, counselling, befriending, housing and respite.

0151 512 2200 | wirralmind.org.uk
Every sale starts with a conversation

Generate more valuations
Capture leads from your website and social media pages 24/7. Pass these leads in real-time for your agents to follow-up.

Drive more viewings
Sales is a numbers game and Syndeo will make your viewing arrangement process much more efficient.

Improve customer service
79% of customers prefer chat over email or phone. Your AI-powered chatbot can understand customer queries and answer common questions in seconds.

Syndeo’s AI-powered chatbot is an intelligent digital assistant. It qualifies your social media and website visitors, allows your customers to schedule property viewings, arrange valuations and much more. Today’s Estate Agents are using Syndeo to grow their business and deliver great customer service.

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