



Member benefits

Access to all products and services listed are included in membership. Items marked with a £ sign are optional, chargeable extras. For more information please contact us at email@thefia.co.uk or call 01279 909 146

FEDERATION
OF INDEPENDENT
AGENTS


Training and development

UNFIA

Bespoke and certified online training for all staff. Our training modules are kept up to date and cover everything from AML compliance to marginal gains. Increase staff retention and create a learning culture in your business

feefo

Access to the powerful Feefo review platform. Increase customer engagement and enhance your Google SEO ranking. With full website integration

Mystery shopping by  uomdel
Professional mystery shops are conducted on your agency each quarter with a web enquiry and phone call. Download the call recordings and our comprehensive reports for the benefits of staff training and consistency

Stay compliant



Compliance helpline

Manned by experienced compliance professionals on demand, to answer any questions you may have in relation to tenant and landlord regulations, AML and general estate agency practices. Giving you peace of mind in an ever-changing landscape



Management forms pack

We provide you with access to a suite of updated management forms including terms of business, application forms, contractor paperwork, risk assessments, move-in checklists, data analysis and privacy policies



Employment helpline

Offering legal assistance with all aspects of employment law

Win more business

SOFIA (£)

A powerful social media marketing tool to attract sellers and buyers to your agency. Win business from having a strong USP over your competitors at corporate rates exclusive to FIA members



Area exclusivity

Benefit from the USP of being the only FIA member in your town. Display our 'by invitation only' logo across all of your chosen marketing collateral including website, email signatures, shopfront, brochures, business cards, headed paper and for sale boards



Lead sharing between members

Earn referral fees of up to 25% and win more business from leads exchanged from member to member. As our network grows so does our ability to share quality leads

Proval

Instant valuation tool

Attract and engage with your website visitors and social media audiences. Use within newsletters or nurture campaigns. A great way to begin a conversation



FIA land & new homes

We will show you how to find land, broker deals with developers, pitch for new-build sites and maximise part-exchange returns. Includes consultancy from experienced land & new homes experts who will guide you from start to finish providing everything you need to launch into this exciting and highly profitable area of the property market

Utilising your database

ANAFIA (£)

We produce local market research reports including a 500 word market trends analysis with downloadable charts and graphs. This one page PDF can be used in a variety of ways both offline and online

COFIA

Weekly bespoke content professionally written for you. Engage with your audiences and enhance your Google SEO ranking. Ideal for website blogs, social media and newsletters

LeadPro (£)

Never miss a portal lead again with our automated responder. Always on 24/7 it qualifies your leads to ensure the best chance of further and accurate engagement with the customer

NEWFIA (£)

We create bespoke, branded monthly newsletters that are sent out to your database of contacts. A great way of staying in touch with your past, present and future customers. Full of engaging content that drives web traffic and click throughs reported back to you each month

Loop software CRM by LOOP (£)

Manages all of your daily tasks whilst incorporating prospecting and nurturing into one environment. Easy to use and future-proof, the system can integrate via an open API which provides the ability to consolidate all of your systems into one place. With exclusive commercial rates available to FIA members you'll have a robust, modern and easy to use platform that will create efficiencies, drive new business and save costs



FIA PR

Manned by experienced compliance professionals on demand, to answer any questions you may have in relation to tenant and landlord regulations, AML and general estate agency practices. Giving you peace of mind in an ever-changing landscape

Insights and data

INFIA

View competitor insights across a range of data sets (not just Rightmove & Zoopla) in one place. Data includes marketshare, valuation accuracy, completion timescales, fall through rates and year on year growth. Available for both sales and lettings

IFIA Powered by HomeSearch

Produce your own branded vendor property reports from key data held on every property in the UK. Gain instant access to price history, planning applications, EPC, council tax bands, comparable properties, plot sizes, boundaries and mapping tools



Member conferences

Free tickets for you and your staff to attend our FIACON events. Gain market insights, hear from key suppliers, meet fellow members and find out about the latest industry trends

Save and earn



Suppliers marketplace

Save time and resource with access to our approved and discounted industry suppliers. We hand-pick the best suppliers and secure corporate style discounts with our bulk buying power



Conveyancing

Our modern 24/7 conveyancing solution will delight your customers and generate FIA exclusive referral fees of up to £600 per sale



Mortgages

Earn additional referral revenue from our partners at Mortgage Advice Bureau (MAB). With whole-of-market product access and expertise to assist your buyers