FEDERATION
OF INDEPENDENT
AGENTS

Our mission

To improve the reputation of our industry.

Where respected, high calibre estate agents join forces to create a modern network like no other. With a natural desire to demonstrate consistent quality and professionalism that's universally recognised.

Members are proud to display the FIA brand, a unique seal of approval exclusive to one agent per area that satisfies our strict entry criteria.

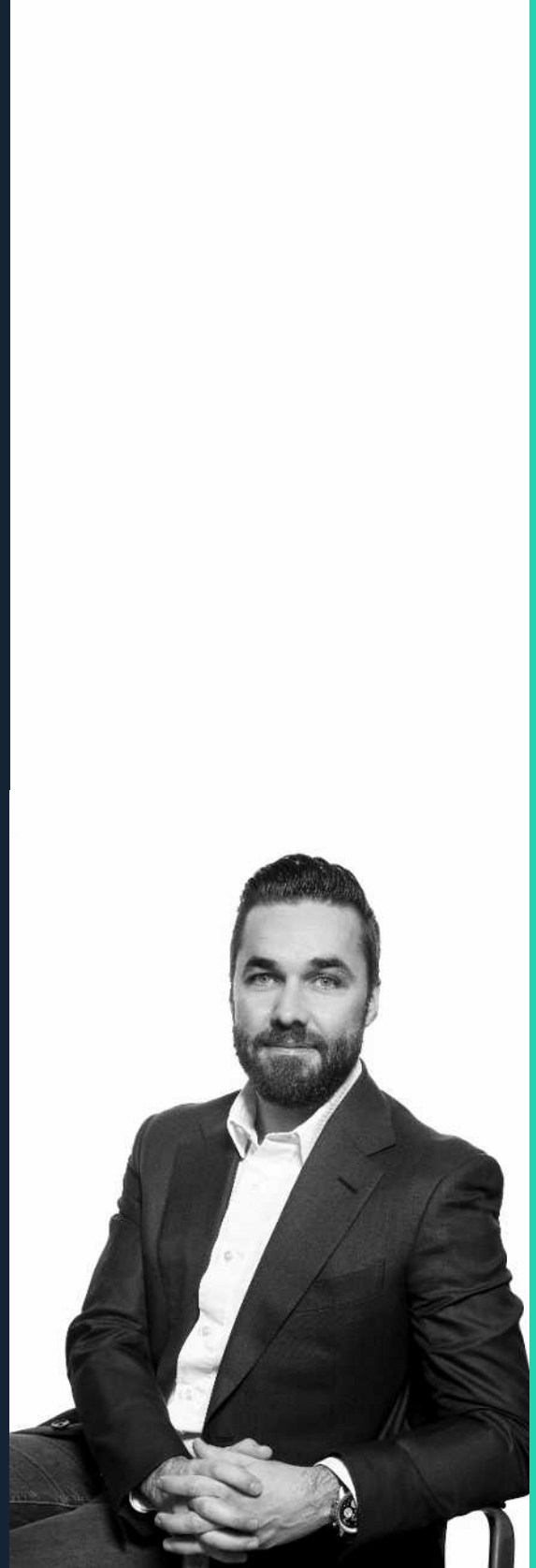
We also provide a wide range of products and services that empower our members to deliver more across every vertical of their business.

If that sounds like something you'd like to be part of then I'd love to hear from you...

Graham Lock
Founder & CEO

SCAN ME

FIA FEDERATION OF INDEPENDENT AGENTS



Exclusive to one agent per area

FEDERATION
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Conferences

FIA FEDERATION OF INDEPENDENT AGENTS

Member feedback

'As someone relatively new to the world of Estate Agency I have found agents in my local area very rigid and set in their ways. I had begun to believe that this was across the board, so the prospect of going to a conference full of estate agents really didn't fill me with joy!

I couldn't have been more wrong! The room was buzzing with passionate, enthusiastic people who love the industry and genuinely care. I was amazed at how many people there had taken the time to research my business beforehand and make themselves known to me.

I came away truly inspired and with a renewed belief that the direction we are taking is correct and the best for our clients. It's wonderful to know there is a network of like-minded agents out there who feel the same and embrace new technologies and marketing methods.'

UNIFIA

Exclusive training

UNIFIA
CERTIFICATE OF EXCELLENCE

UNIFIA
CERTIFICATE OF EXCELLENCE

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We endorse all of our members via local Facebook and Instagram campaigns

The Federation of Independent Agents
Sponsored ·

If you're buying, selling or renting a property you'll need a competent estate agent to take care of the entire process. ...see more

THEFIA.CO.UK
Is your local estate agency an FIA member?
LEARN MORE

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Learn More

thefia.co.uk If you're buying, selling or renting a property you'll need a competent estate agent t... more

Customer assurance

FEDERATION
OF INDEPENDENT
AGENTS

Give your customers peace of mind with our membership certificates, background checked logo and membership cards

- Members background screened as part of our on-boarding
- Criminal + directors checks
- Strong USP over competitors
- Add another layer of professionalism to your company

FEDERATION OF INDEPENDENT AGENTS

BACKGROUND CHECKED

FEDERATION OF INDEPENDENT AGENTS

CERTIFICATE OF APPROVAL

Exclusive to one local independent estate agency that meets and maintains our strict entry criteria.

Our membership network is national. Connecting like-minded professional estate agents throughout the country with a customer-first mentality.

"Our members are invited to join The FIA based on their commitment to exceptional customer service and professionalism. Each one is signed off by me personally to ensure the quality of our network and brand."

Graham Lock

Founder & CEO

The Federation of Independent Agents is a trading style of The FED A Ltd. Company registration number: 10550136

FEDERATION OF INDEPENDENT AGENTS

A range of products at your disposal...

FEDERATION
OF INDEPENDENT
AGENTS

Area exclusivity. Standout from your local competitors. Share our branding on all marketing materials.

Enter the prestigious ESTAS awards each year. Compete against the best in the industry and The FIA.

White labeled weekly content blog for your website and social media. Helps with Google SEO.

Join our community WhatsApp group chat. Share and chat with like-minded agents.

Material upfront information parts B & C. Create your own branded customer on boarding journey.

Automatically collects ALL of your review scores across multiple platforms to give you one trusted score.

Be the first to respond to any portal email lead asking for a valuation. Auto connects your to a call.

A modern, branded instant valuation tool to drive new leads and encourage face to face market appraisals.

Lead sharing with ALL members across the UK. Share your own leads and receive referral commission.

£50 monthly credit towards any NicheCom marketing service

Quarterly mystery shops via phone and web enquiry. Helps to train your team

Automated social media posting to Facebook, Instagram and X

Bespoke, branded reports to compare your strengths to your competitors' weaknesses, plus Local market intel

Daily adverts via Facebook & Instagram to promote your membership to your local audience

Estate Apps

A free award-winning website designed & created by Estate Apps. Fast, modern and SEO friendly

Access to preferred referral rates and VIP customer service

Enhanced conveyancing referral fees plus streamlined delivery of service

Earn more via FIA membership. Increasingly popular way of modern selling

Quarterly masterclass coaching from industry superstar Simon Gates

Background checked shield logo. A great USP vs your competitors. All members are CRB & director checked

Annual member-only conferences. Hear from other members about what's helping them grow.

A fully supported lettings helpline for property managers. Instant support across all lettings subjects.

Join our group PI cover and save money on your existing policy. Industry experienced professional coverage.

FIA supplier centre. Find anything you need at a discounted rate from A-Z. Sort by member approved.

50+ brands

70+ branches

225+ exclusive postcode districts

MEMBER FIA BY INVITATION ONLY

FEDERATION OF INDEPENDENT AGENTS

'Members must meet our strict entry criteria designed to accept only the best. We want to make a difference'

Graham Lock
Founder & CEO

'As soon as I heard what The FIA intended to provide, I immediately knew we would be a perfect fit. Our strong ethics and high standards completely aligned. We're very excited to have been invited to join and look forward to working closely with other like-minded agents across the UK to form a collaborative alliance that people can trust with the grounded support FIA will bring.'

Andrew Dickinson, MD of Oakwood Homes

Oakwood homes®
putting people first

Thorgills
MARKET LEADING AGENCY

'The core benefits of being a member of FIA are that it gives independent agents like us a collective voice within an industry under increasing pressure. Providing discounted rates on market-leading services and offering an invaluable opportunity to share best practice. As a leading award-winning agency we look forward to collaborating with other like-minded agents and offering our support to the group.'

Ben Madden, MD of Thorgills

'I'm very excited to be joining The FIA. I've always looked for a competitive advantage especially as my local competition has increased over time. The idea of sharing best practice with like-minded agents in a non-competitive way is appealing, the fact that membership is not easy to attain makes it even more attractive and I'll win more instructions with it than without!'

Maurice Kilbride, MD of MK Estate Agents

MK
MAURICE KILBRIDE

QUARTERS
RESIDENTIAL

'The FIA delivers what it promises - franchise grade support with access to quality suppliers and a network of like-minded business owners who support each other. I'm very pleased to be part of this growing network and feel certain I'll win more business as a result. If you're an independent Estate & Letting Agent then you really should consider applying to join. It's as simple as that!'

Nick Harris, MD of Quarters Residential

Our
EXCLUSIVE
seal of
approval
GUARANTEED
MEMBER
FIA
1.6%

Our
EXCLUSIVE
seal of approval
GUARANTEED
MEMBER
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PAPA
ELF

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www.thefia.co.uk

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kerfuffle
iamsold
PayProp
feefo
HomeLet
THE
ESTAS

ESTAS

ESTAS
THE ESTAS AWARDS 2019
Zoopla

ESTAS
LETTING AGENT
TENANT
AWARDS 2019
GOLD

MEMBER
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