



- Business Sales
- Rebranding and Refurbishment
- Mentoring and Support
- Financial Management & Forward Planning
- Recruitment, Compliance & Training

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What we do

Welcome to ideology consulting. We offer a range of services comprehensively designed to primarily support independent estate agents sell, manage and/or improve their businesses. Our services largely comprise:

- Business Sales (advice & brokering)
- Rebranding & Refurbishment
- Mentoring & Support
- Financial Management
- Mergers & Acquisitions
- Retirement Planning
- Recruitment, Compliance & Training

Our consultants are all highly experienced with different areas of expertise that are ready to help your business reach its true

Selling your Business

Clients decide to sell their businesses for many different reasons, and in our experience it is seldom a decision that is taken lightly. Whether it's retirement or ill health, capitalisation or a change of career opportunity, you need to make sure that you plan your exit... so sound preparation is the key!

Most people only sell a business once in their lives, so it is important that you get the best professional advice in order to both maximise your sale price and help ensure a less problematic transaction. At ideology consulting, we have personal experience of both

Mentoring and Support

Being self-employed and running your own estate agency can be the best job in the world when things are going well, and the worst job in the world when they are not – and as the boss, you are always expected to have all of the answers – which is why we are here to help.

In our experience, most business owners are just too close to their everyday problems “to see the wood from the trees”, and often lose their sense of perspective when it comes to finding the right solution.

At ideology consulting, we have an

Focusing on the Future

I can't remember which business guru it was that said “A business that stands still, is a business going backwards”, but in our experience there is definitely some truth in this viewpoint. Markets, competition, technology (and a great many other things no doubt!) are all dynamic in nature, and we all are required to both interpret and adapt to these changes in our personal and professional lives.

At ideology, we understand the need for businesses to remain relevant to both the people and the markets that they serve. Which is why we are on hand to

Rebranding your Business

We advise that all businesses should look to rebrand every 7-8 years so as to keep their image fresh and up to date. In our experience the majority of estate agents revitalise their branding every 10-12 years. So why is this exercise important?

The simple truth is that we as consumers all make judgements about the brands that we endorse every day based on the way that we perceive them. It may be surprising to learn that this is also true of estate agents.

Your branding sends out signals to the house buying/selling public as to the type

Training and Recruitment

It is commonplace for well-known companies to make great pronouncements to the media stating their unwavering commitment to staff training and recruitment. So, if this is really the case, why do we generally experience such poor customer service across so many areas of British business?

The irony is that poor recruitment, training and poor long term staff retention costs British business millions of pounds every year, and there seems to be no sign of the situation improving.

We work closely with Rayner Personnel (recruitment) and Estate Agency All Stars

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New to self-employment, I engaged Peter to assist me in launching my new estate agency in Sunninghill. His knowledge, commitment, and experience were invaluable throughout those early trading months as we battled to gain market presence. I gained a lot of sound practical advice in many different areas throughout our time together, which in turn has given me more confidence going forward.

Basil Samaan, Fine & Country, Ascot

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Peter spent 10 years working in corporate estate agency in the Home Counties, before starting Royston in Hammersmith, London in 1992. In 2007, he sold his business to Douglas and Gordon, and subsequently acquired a controlling stake in Jacksons in Henley on Thames, merging the existing business with local rental specialists Valley Estates in 2009. Having enjoyed a fruitful few years managing the newly combined business, Peter sold Jacksons to The Romans Group in Spring, 2014.



Jerry has enjoyed a varied career, initially managing the AC Frost office in Windsor. When Prudential Property Services acquired AC Frost in 1987, Jerry moved to Kensington to become Managing Director of Prudential International Property, selling new leisure developments across the world. In 1991, he left to start Boileaus in Barnes, SW London, later acquiring local rental specialists Sargeant & Young. Jerry sold the combined business to Carter Jonas in 2014.



Mark started his career with Taylors in Milton Keynes in 1979 and quickly rose to become a Board Director. Mark then took on a Regional Director role with Hambro Countrywide Group. In 2000 Mark progressed to the position of Managing Director operating a network of 23 branches. In a very short period of time he developed his branch network in to one of the top performing areas within the Countrywide Group.



Marcus had various roles in Advertising and Design before turning freelance; he has since undertaken projects for J&B Whisky, Crest Nicholson, Taylor Woodrow, WEA Records and publishers such as Hachette Filipachi, Private Eye and BBC Publishing. He has been instrumental in rebranding a number of Estate Agencies, including Jacksons, Boileaus and Kerr & Co in Shepherd's Bush.



Josh started his career in estate agency recruitment gaining wide ranging experience with a national property Head Hunting agency. He co-founded recruiting firm Dove & Hawk. In 2010 he sold his interest and subsequently started Rayner Personnel, whose clients include the best known brands in UK estate agency. Josh also has an active interest in Estate Agency All Stars, an innovative training company that focuses on improving the skills of the UK's estate agency staff.

potential. So if you own your own estate agency and feel that your business is in need of a little fresh thinking, we would be delighted to hear from you.

Needless to say that all discussions will be treated with complete discretion and confidentiality.

buying and selling estate agencies so understand the practical and emotional issues involved.

experienced team (each specialists in their fields), who would be happy to meet with you at a place of your choosing, in order to help you overcome your challenges.

advise clients of both the changes and improvements (sometimes quite small) that need to be made in order to trade effectively.

of estate agency you are and the type of property that you deal with. At ideology, we can simply tweak, update or re-invent the way your business is viewed enabling you to compete more effectively in your marketplace.

(training & compliance) to recruit and train the right staff for your business. Good people, trained well, can make all the difference.