



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



**Established Property Marketing Services Business for estate agents
across the UK.**

Hertfordshire But Fully Relocatable

Asking Price: £185,000

Reference: PR02-ABS | Confidential Memorandum

Asking Price: Offers in the region of £185,000

Current Turnover circa: £240,000

Unique Selling Points

- One-stop solution for estate agents and property developers
- Trained team accredited through the in-house Property Photography Academy
- Proven operational systems and real-time client support
- Long-term client retention, some over 13 years
- Strong referral and word-of-mouth client acquisition
- Fully developed franchise model ready for launch
- Established client base including national estate agency brands

Executive Summary

An exciting opportunity to acquire a profitable, scalable and highly regarded property marketing services company, specialising in professional marketing solutions for estate agents across the UK.

Established in 2012 and incorporated in 2018, the company offers a full suite of services including:

- Professional photography
- EPCs and floor plans
- Speed videos and virtual tours
- Drone photography
- Specialist photo and video editing

The company operates from a central Hertfordshire base, serving estate agents and property developers across North and East London, North Hertfordshire, and parts of Essex. With 40+ active monthly clients — including national estate agents and long-standing partners (13+ years) — the business benefits from repeat income, a strong brand, and an experienced team.

Fully developed franchise documentation and systems offer a clear route to national expansion. This opportunity is ideal for a trade buyer, investor, or entrepreneurial individual looking to acquire a well-established operation with recurring revenue and immediate growth potential.

Business Overview

Trading Name: [Confidential - Provided on NDA]

Business Type: Limited Company

Established: 2012 (Incorporated 2018)

The company is a comprehensive provider of property marketing solutions tailored for the residential sales and lettings industry. From studio flats to high-value homes, it consistently delivers high-quality marketing collateral via a trained, multi-skilled team.

The business has developed a reputation for responsiveness, reliability, and value. The delivery model is designed for scalability, enabling future geographic and operational expansion.

Services Offered

- Professional Property Photography
- Energy Performance Certificates (EPCs)
- Measured Floor Plans
- Speed Videos and Virtual Tours
- Drone Photography (CAA Licensed)
- Specialist Photo and Video Editing
- Bundled Property Marketing Packages

All services are provided under one roof, ensuring seamless delivery and strong brand consistency for clients.

Operational Structure

The business is managed by the founding directors with a lean and effective support team:

- Managing Director: Oversees daily operations, key account management, business development
- Director: Provides overflow field support and operations coverage
- Three Field Operatives: Multi-skilled in photography, EPCs, videography, drone work
- Office Assistant: Coordinates appointments, scheduling, and client support

The team structure supports current demand with capacity for growth via recruitment or franchise onboarding.

Clients & Market

- Active Clients: Approx. 40 estate agency clients engaged monthly
- Client Type: Estate agents, developers, property professionals
- Territories: North and East London, North Hertfordshire, Essex
- Retention: Relationships spanning 5–13+ years
- Client Engagement: No formal contracts; repeat business driven by quality and service

The business benefits from strong brand loyalty and a steady flow of new clients via referrals.

Quality Control & Customer Experience

- All field operatives formally trained and multi-disciplined
- Central office support ensures scheduling, and client requests are managed promptly
- Post-production edits and change requests handled efficiently
- Longstanding reputation for reliability and professional service delivery

Opportunities for Growth

- Franchise Model: Fully developed and ready for national rollout
- Geographic Expansion: Natural growth potential into other parts of the Southeast and beyond
- Corporate Contracts: Scope to target property developers and national housing groups
- Strategic Partnerships: Potential alliances with property portals and digital agencies
- Technology Investment: Enhance client experience and streamline internal operations

Reason for Sale

The owners are pursuing new personal and professional ventures but are committed to a full handover and transition period to ensure business continuity and client retention.

Financial Overview : (Full financials available upon NDA)

- Turnover: Available on request
- Profitability: Consistently profitable with healthy margins
- Client Payment Terms: Prompt, low debtor risk
- Assets Included: Equipment, goodwill, website, IP, franchise documentation, operational procedures

Asking Price: £185,000 for 100% shareholding

Included in Sale:

- Full operational infrastructure and trained team
- All equipment and marketing assets
- Trading name, brand, goodwill and client base
- Franchise model and associated documentation
- Website, domain, and IP

Next Steps

Interested parties are invited to express interest by contacting the broker below. A full information pack, including financials and staff details, is available following signature of a non-disclosure agreement (NDA).

-



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Next Steps & Contact

Abercorn Business Sales

0800 246 13 13

expert@aberncornbusinesssales.com

aberncornbusinesssales.com