

INDEPENDENT BY NAME. INDEPENDENT BY NATURE.

For people who want to build something of their own, with the backing of a serious brand.

Kennedys' Independent Property Agents build their own business in an agreed territory, under the Kennedys' name, with the infrastructure and support behind them.

Some of our IPAs come from traditional estate agency.

Some come from different professional backgrounds with strong transferable skills.

What matters is not where you started.

It is whether you can win trust, create opportunity, and deliver consistently high standards.

This is not employment.

This is not franchising.

This is a partnership model for people who want independence, without being alone.

WHAT KENNEDYS' PROVIDES

As a Kennedys' IPA, you operate independently while benefiting from an established platform, brand and support structure.

There are elements that are included as part of the model, and elements where you benefit from access, guidance and shared resources.

Included within the platform

- Portal listing exposure across the major platforms via the Kennedys' CRM system
- Presence on the Kennedys' IPA website
- Access to the CRM system and associated tools
- Network-wide opportunity sharing and internal lead distribution where appropriate
- Ongoing training, mentoring and networking
- Access to a dedicated Land and New Homes department for specialist support

A monthly administration fee of £250 contributes toward the CRM licence, portal connectivity and central platform infrastructure.

Access to brand, systems and support

- Marketing systems, data insight and best practice guidance
- Social media support and brand content guidance
- Initial brand assets for launch, including boards and core marketing materials
- Signature Magazine and annual marketing calendar, with optional additional quantities available
- Local sponsorship guidance
- Access to approved photographers
- Access to sales progression and administrative facilities at the Walton office
- Access to additional services including Lettings & Property Management, Auctions, Acquisitions and Mortgage Services

You focus on generating business and delivering exceptional client experience.

Kennedys' provides the platform and structure behind you.

WHAT YOU NEED TO GET STARTED

You do not need everything perfect on day one.

You do need to be serious about building a proper business.

Kennedys' will guide you through what is required and introduce trusted support where helpful, including accountancy advice for setup and planning.

To become a Kennedys' IPA, you will need:

- A registered business structure
- The appropriate industry registrations and compliance setup
- Suitable professional insurance
- Your own laptop, phone and vehicle
- A commitment to agreed standards and ways of working

This is independence with structure.

THE MODEL IN SIMPLE TERMS

You work within an agreed territory.

You are supported by brand, systems, guidance and shared opportunities across the network.

You build your own pipeline, your own client base and your own reputation.

The commercial structure is designed to reward performance and long-term consistency.

The specific financial terms are discussed confidentially, because they must reflect the individual, the territory and the opportunity.

TERRITORIES

We are currently focused on areas surrounding our core market where the Kennedys' name is already well recognised and where there is clear opportunity for growth.

These include:

- Epsom and Ewell
- Ashted and Leatherhead and surrounding villages
- Redhill and Reigate
- Dorking and surrounding villages

We will also explore expansion into further areas with the right partner.

Territories are agreed carefully and protected properly.

WHO THIS IS FOR

- Want to build a business, not just have a job
- Are confident building relationships and creating opportunity
- Take responsibility for activity and outcomes
- Care about standards and reputation
- Are coachable and open to structure
- Want independence but value being part of an established group

Kennedys' has built its reputation and legacy over more than two decades.

The IPA model is about giving that legacy a future by partnering with ambitious individuals who want to build something meaningful of their own.

WHAT SUCCESS LOOKS LIKE IN THE FIRST 90 DAYS

The first three months are about foundations, habits and momentum.

Success at this stage is not perfection.

It is consistency.

The focus typically includes:

- Completing full setup and compliance within Kennedys' systems
- Understanding your territory and identifying genuine opportunity
- Positioning the Kennedys' brand confidently in conversations
- Creating regular market appraisal opportunities through agreed activity
- Building local visibility

- Developing strong routines around prospecting, follow up and pipeline management
- Using the network and support available

By the end of this period, successful IPAs are no longer guessing.
They have activity. They have conversations. They have momentum.
Responsibility for action always sits with you.

NEXT STEPS

If you think there may be a fit, the next step is a confidential conversation.

No pressure.

No hard sell.

A straightforward discussion about your background, your ambitions, your territory and whether the Kennedys' IPA model genuinely aligns with what you want to build.

CONTACT

To explore becoming a Kennedys' Independent Property Agent, contact:

Peter Kennedy

Founder of Kennedys' IPA