



Power up
your property sale
with **ESPC**



Advertising with ESPC

The key to every property sale in Scotland, is a great solicitor. Only solicitor estate agents can market your property with ESPC and get access to the thousands of home buyers who are actively searching our site for a new home everyday.

ESPC has been advertising homes for sale on behalf of our ESPC Solicitor Estate Agents since 1971. We are focused on attracting the right potential buyers for your property.



Trusted experts

Keep your property sale simple by choosing an ESPC solicitor estate agent to market your home. They are uniquely placed to assist you with the full property buying and selling process, all handled by one firm, under one roof.

You can't sell in Scotland without a solicitor, so selecting one firm to do the property marketing and legal work makes sense. And of course, with a solicitor estate agent, you have a safe pair of hands. They are duty bound by the Law Society of Scotland to do their best by you, their client.

Research has proven that ESPC solicitor estate agents can get you more for your property sale – on average 2% more of the Home Report valuation than non-solicitor estate agents. What better reason to use a solicitor estate agent!

Get
2% more
with an ESPC solicitor
estate agent

Your ESPC solicitor estate agent has exclusive access to the latest ESPC property market data and trends. This, alongside their in-depth local knowledge, means you will get the most up to date property market insights and advice on when to sell your home and for how much, meaning you can be confident in your decisions.

1

You can't sell in Scotland without a solicitor

2

Solicitor estate agents achieve higher sale prices over Home Report valuation – that means more money for you

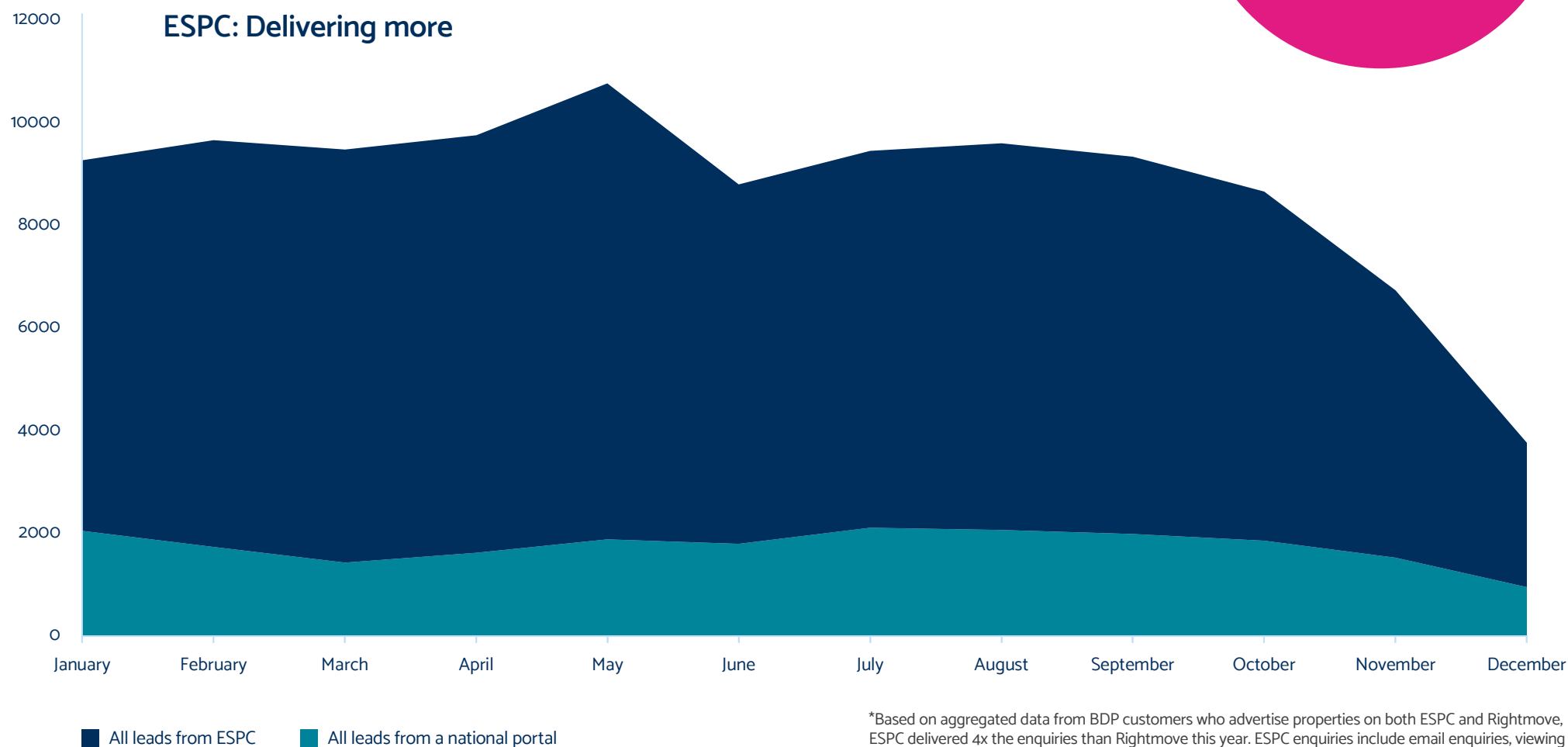
3

Solicitors are duty bound to do best by you, the client

Why you need ESPC

It's simple. ESPC is where active home buyers are searching. Data from our estate agency software partner shows that ESPC delivered 4 times as many leads as a leading national portal last year. To give your property the best marketing and be seen by the most relevant buyers, you need to use an ESPC solicitor estate agent.

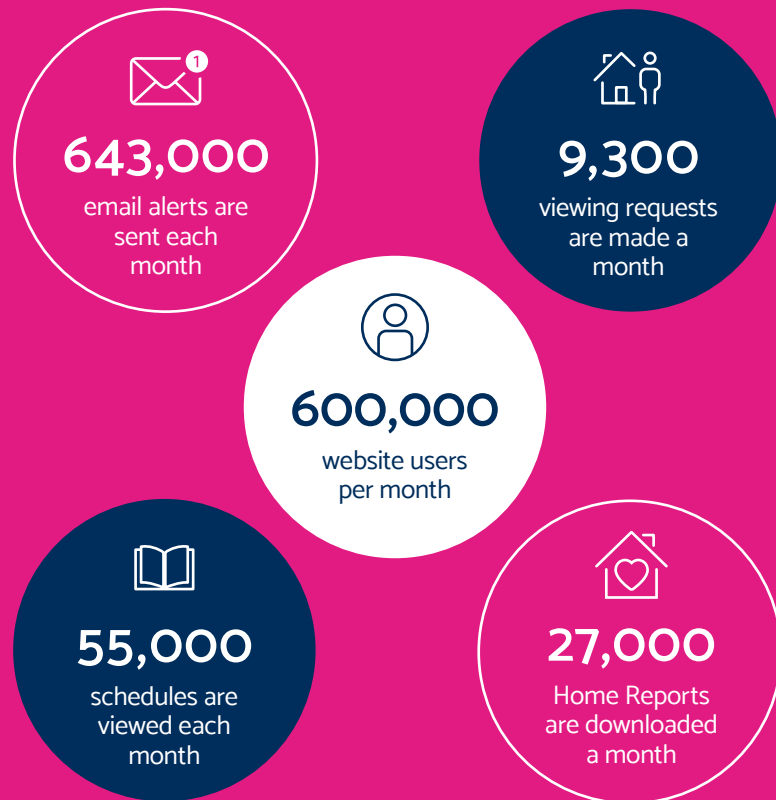
4x more
enquiries from ESPC
than a national portal



The power of ESPC



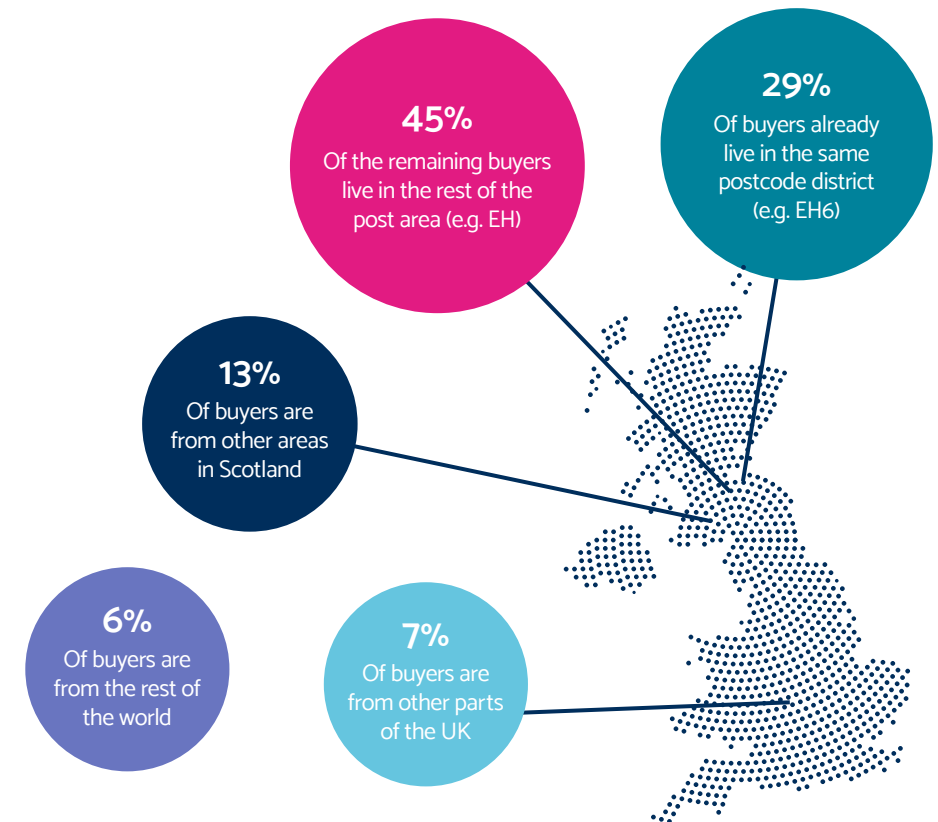
By selling your home with an ESPC solicitor estate agent, you gain access to our exclusive advertising package.



*All data refers to averages from 1st January to 31st December 2024.

The importance of local

Choosing the right local agent is essential to getting your property marketing just right. Did you know, that most home buyers already live near the property they are buying? And even more live in the same post area. It's clear that choosing a local agent, who knows and understands the local market and has access to relevant buyers is essential.



*Based on Registers of Scotland data for property sales in DG, EH, KY and TD postcodes between 1st January 2024 and 30th September 2024.



Exclusive
properties sold
15% quicker
in 2024

Exclusive properties

The pressure of house hunting can be intense. Everyone wants to find their perfect new home before anyone else. That's where ESPC Exclusive comes in. We make it easy for buyers to find your home first by marketing it exclusively for the first 72 hours, before your solicitor estate agent may choose to advertise on other portals. This gives you far greater exposure for your property.

Most importantly, homes advertised exclusively with ESPC for the first 72 hours sold a fantastic 15% quicker in 2024. Buyers are eager to snap these homes up. And Exclusive properties received 50% more views, appeared in 41% more searches and received 45% more clicks on average per property. It's a great way to get your property seen.

Over 80% of properties were advertised exclusively with ESPC for at least the first 72 hours last year highlighting savvy sellers making the best choice for their property marketing.

Your next home

When selling, you're often thinking about buying a new home too. Remember that with ESPC Exclusive you'll get first access to new properties so make sure to set up your My ESPC account and get up-to-date email alerts that meet your new property search requirements.

*Data refers to Exclusive properties 1st January to 31st December 2024.

Featured Property

When you're selling your home, you want it to stand out from the rest. That's where ESPC's Featured Property comes in. It is a great opportunity to maximise exposure for your property so you can catch the attention of a range of potential home buyers.

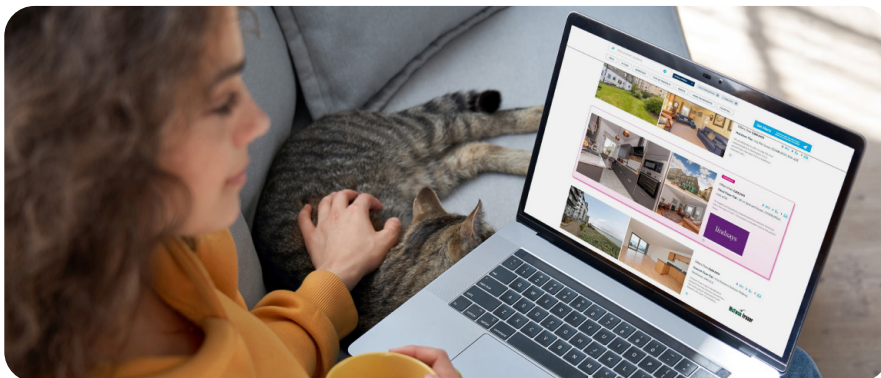
What's included

With our online Featured Property listing, your home will be in a rotation on the homepage of [espc.com](https://www.espc.com) – giving you far more exposure than a regular listing.

You'll also get a super-sized listing in the search results, meaning it is much more prominent than a standard ESPC listing.

This additional promotion lasts for 14 days and can be added at any time.

Last year, Featured Properties received 41% more clicks and 94% more views compared to the previous 14 days.



*Data refers to properties listed between 1st January and 31st December 2024.

Featured properties get
**41% more
clicks****



Premium Enlisting

Gain maximum visibility for your property at the top of our property search results with an ESPC Premium Listing. This additional advertising opportunity includes your property in rotation at the top of relevant property searches.

What's included

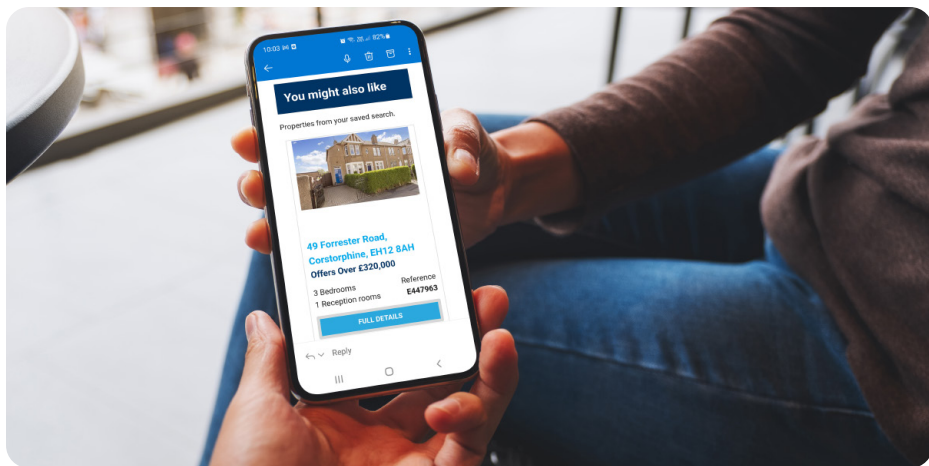
An enhanced listing positioned prominently at the top of the property search results list on [espc.com](https://www.espc.com) for two weeks. This larger than standard listing ensures that your property gets multiple opportunities to be seen by relevant house hunters.

There are only two slots available at the top of each search results page. This ensures that your property is promoted to the most relevant house hunters.

Premium properties appeared in 66% more searches compared to non-Premium properties last year and received 49% more clicks. That's a lot of extra exposure for your home.

**49% more
clicks**

*Data refers to properties listed between 1st January and 31st December 2024.



Boosted Listing

Give your property an extra boost and get it back to the top of the ESPC listings. This upgrade product gives your property increased visibility at a great price.

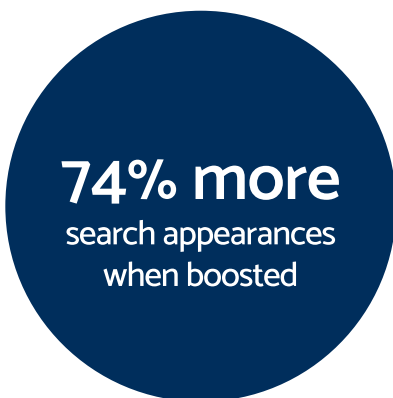
What's included

Once you opt to boost your property it is returned to the top of the search results listings and rejoins the flow of properties.

Your property will also be included in the property alert emails, and with 643,000 emails sent monthly, that can be a lot of extra alerts for your property.

Boosted properties received 50% more clicks last year, with 29% more views and appearing in 74% more searches once boosted, compared to the preceding seven days last year.

*Compared to the preceding seven days of the property listing. Data refers to properties listed between 1st January to 31st December 2024.



ESPC Property & Interiors

The ESPC magazine is the go-to place for property market news and advice, home interior inspiration and a selection of the latest properties for sale with ESPC.

Advertise your property in the ESPC *magazine*

Each month we distribute 20,000 copies of the ESPC magazine across Edinburgh, the Lothians, Fife and the Borders to ESPC solicitor estate agents' offices and local supermarkets, garden centres and lifestyle stores. By purchasing a full page advert in ESPC Property & Interiors magazine, you gain additional exposure when selling your home, reaching a wide audience of potential home buyers.



Boost your property sale with ESPC

We know how great it feels to get the best price for your home. And we are proud to say ESPC solicitor estate agents have achieved a higher selling price than other agents.

Independent research confirmed our solicitor estate agents achieved 2% more when selling homes compared to non-ESPC agents. That could be a lot of extra money for you. Have a look at our table to see how much more you could get – just by choosing the right selling agent.

But it's about more than just the selling price. When you sell with an ESPC solicitor estate agent you get more local knowledge, more enquiries for your home as well as, more selling at a great price celebrations!

Notes: Properties marketed through ESPC member firms and non-ESPC member firms (agents) throughout June 2023 were recorded. Their Home Report valuation was noted against their subsequent selling price as recorded by Registers of Scotland by January 2024. The evidence shows that the average percentage of the Home Report valuation price that was achieved by ESPC member firms was 103% compared with 101% for non-ESPC firms.

Get the best price for your home

Home Report Valuation	Example of average selling price above home report valuation		Difference
	Non-ESPC agent	ESPC agent	
£100,000	£101,000	£103,000	£2,000
£125,000	£126,250	£128,750	£2,500
£150,000	£151,500	£154,500	£3,000
£175,000	£176,750	£180,250	£3,500
£200,000	£202,000	£206,000	£4,000
£225,000	£227,250	£231,750	£4,500
£250,000	£252,500	£257,500	£5,000
£275,000	£277,750	£283,250	£5,500
£300,000	£303,000	£309,000	£6,000
£325,000	£328,250	£334,750	£6,500
£350,000	£353,500	£360,500	£7,000
£375,000	£378,750	£386,250	£7,500
£400,000	£404,000	£412,000	£8,000
£425,000	£429,250	£437,750	£8,500
£450,000	£454,500	£463,500	£9,000
£475,000	£479,750	£489,250	£9,500
£500,000	£505,000	£515,000	£10,000



 0131 624 8000

 help@espc.com

 espc.com