



Benefits of AIPP Membership

There are 5 principle membership benefits:

1. **Credibility** – membership of AIPP offers a sign of confidence to buyers and the trade:

- **AIPP Code of Conduct** - a statement to potential clients of your professional service
 - Independent consumer research by **A Place in the Sun** found:
 - 85% of buyers feel more reassured if a company is a member of the AIPP
 - 93% of members recommend AIPP membership
- **The Property Ombudsman** – independent & specialist complaint handling & resolution service for all Business Members.
 - Reassure clients they have a credible recourse procedure
 - Covers your International & British sales
 - No cost to your clients or to yourselves
 - Membership of Ombudsman scheme included in your annual AIPP fee

2. **Client leads** - members benefit from a variety of free strategic & tactical marketing activity:

- **Members profile listing** - on AIPP website with buyer enquiries redirected to members at no cost and with no commission taken
- **Alliance of International Property Owners (AIPO)** - AIPP members profile listing on this separate website (www.aiipo.org.uk a sister site to AIPP) (Site launches March 2018)
- **Public Relations programme**
 - Consumer & trade media to build awareness dealing only with AIPP members
 - Extensive, multiple & ongoing Facebook marketing campaigns
- **Blog posts** - members can submit editorial for posting to buyers & owners of a foreign property through our sister company, AIPO.

3. **AIPP Branding** - members have access to a host of free marketing materials

- **Point of sale**
 - AIPP membership logo
 - Membership certificate
 - Window stickers
 - Digital Smartbadge - instant verification of your AIPP membership online



- **AIPP Buyer Guides**

- AIPP guide '*How to Buy Overseas Property Safely*'
 - Use our digital guide free of charge - helps build Client credibility
 - Create a bespoke & personalised version for your own use*
- You can use any of our buyer guides free of charge to promote your business, these are hosted on our sister website - see www.aipo.org.uk for details

*includes your own advertisement & editorial - a small charge for re-artworking applies

4. Monthly member newsletters - emailed to you and all your colleagues

- Keep up to date with the latest industry updates, news & views
- Best practice, regulatory & compliance aspects
- Help with professional practices and procedures
- Notification of forthcoming marketing & events activity

5. Member Connections – free trade networking with like-minded businesses

- Free connection through our 'Member News' mailers
- Networking opportunities with fellow industry professionals - UK & overseas
- Lead referrals, partnerships, agency agreements, advice, strategic initiatives etc

Access to the 5 benefits of AIPP membership is via the Welcome Pack sent to new members