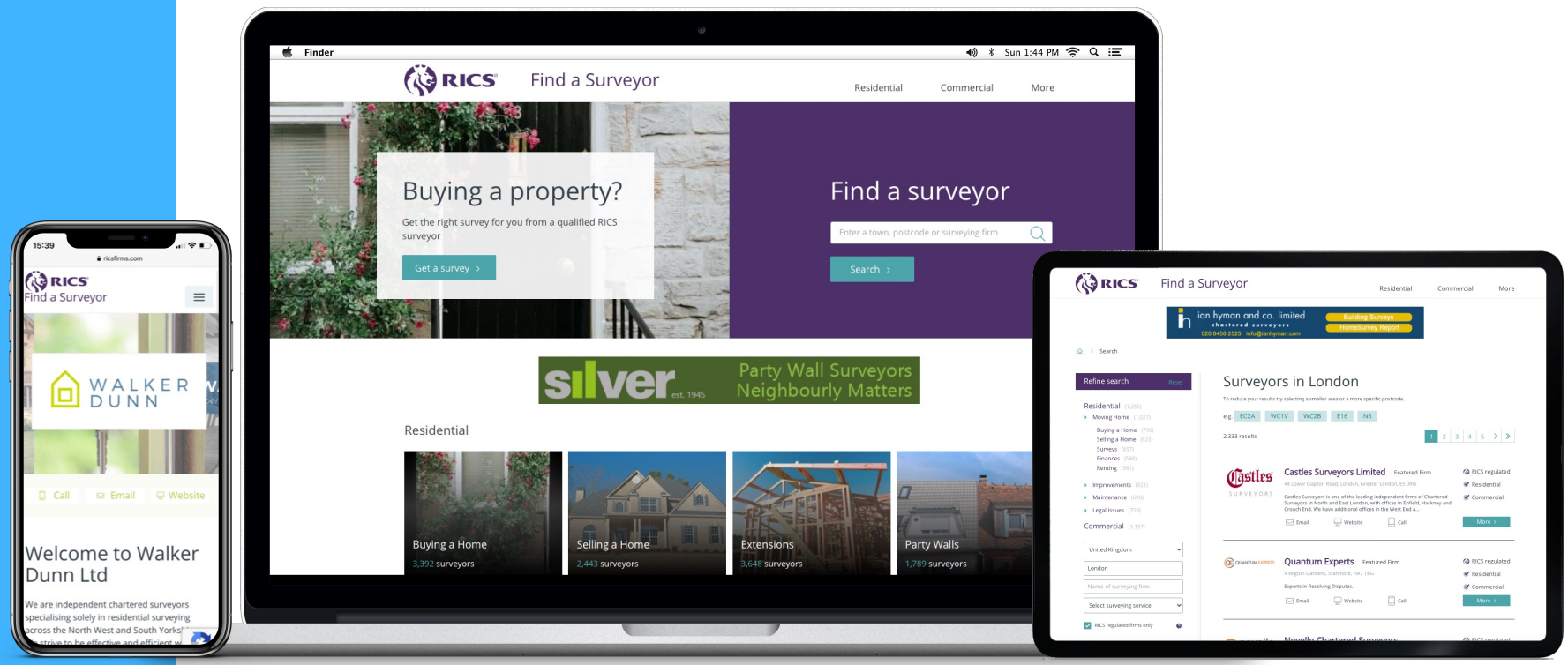
RICS media toolkit

2023

RICS® Find a Surveyor



SUNDAY

Laura Burry +44 (0) 20 7101 2773 **findasurveyor@wearesunday.com**

What is Find a Surveyor?

Find a Surveyor is the official online directory provided by RICS to help consumers and businesses source and contact the right surveyor for their needs, wherever they are in the world

As the consumer-facing site for RICS, users also come to Find a Surveyor to access a wealth of knowledge, advice and information in the form of articles, factsheets and guides related to all aspects of owning, buying, selling or renting a property. They can also engage the services of a surveyor for both commercial or personal purposes.

Following significant investment in the platform, visitor numbers and leads generated by the site are rising exponentially – making RICS Find a Surveyor the ideal partner to help you grow your business and increase enquiries for your services.

"I have been advertising on the RICS Find a Surveyor website for the last 9 years. It is the only advert that I place, and I have found it very cost-effective way of reaching my target market."

Mark Michel, Director
MMA Chartered Surveyors, Kent



60,000+

people use Find a Surveyor to search for a qualified RICS professional every month



50,000+

leads generated for RICS-regulated firms each month



257,000+

average monthly page views



80%

of enquiries are made to upgraded offices



93%

of users per month are new to the site

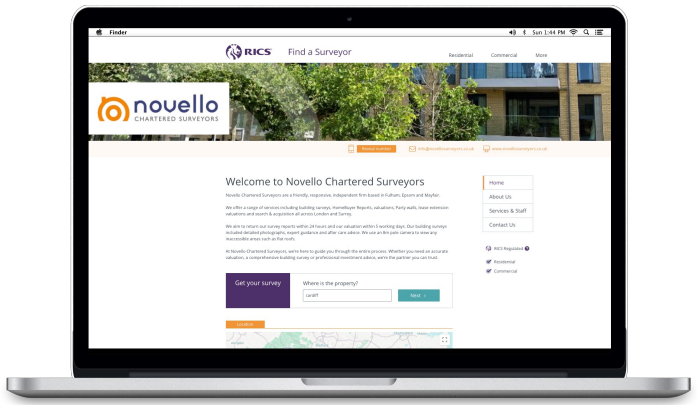


1,300+

searches are made each day on average

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Your directory listing



Showcase Listing

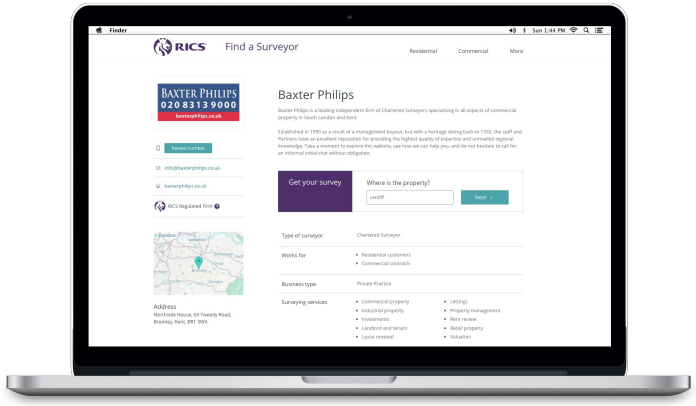
£867 per annum/£73 pcm

Stand out from the crowd

Showcase Listings appear in the highest tier of search results, giving maximum exposure and ensuring your firm has the greatest chance of being seen by prospective customers.

This listing includes:

- Top tier search ranking
- 26x the average response of standard listings
- Unlimited surveying services
- Extended 'About us' text
- Company logo
- Banner image
- Profile in line with brand colours



Advantage Listing

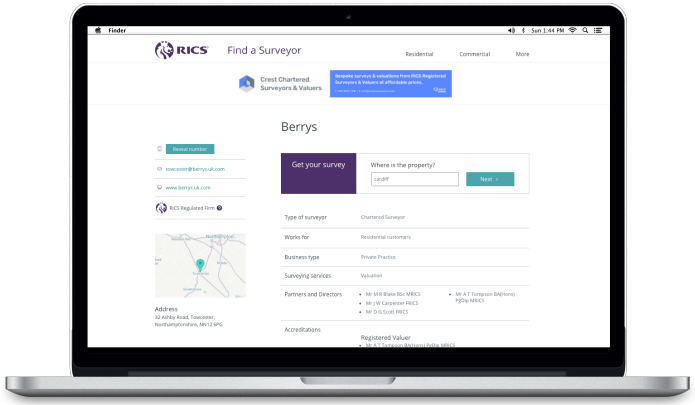
£434 per annum/£37 pcm

Improve your ranking within search results

Advantage Listings appear higher in the search results than standard listings, ensuring your firm has a greater chance of being seen by prospective customers.

This listing includes:

- Middle-tier search ranking
- 5x the average response of standard listings
- 10 surveying services
- 'About us' text
- Company logo



Standard Listing

Free of charge

Available to all RICS-regulated firms

Our Standard Listing is available, free of charge, to all firms with an RICS-registered employee, and includes your contact details, website, office address and up to five surveying services. Contact us to check your details are accurate and up to date.

"Our firm has experienced amazing growth through advertising on RICS Find a Surveyor. It has allowed us to tap into new instructions and markets."

Michael Clifton, Partner
Pearl Park, Manchester

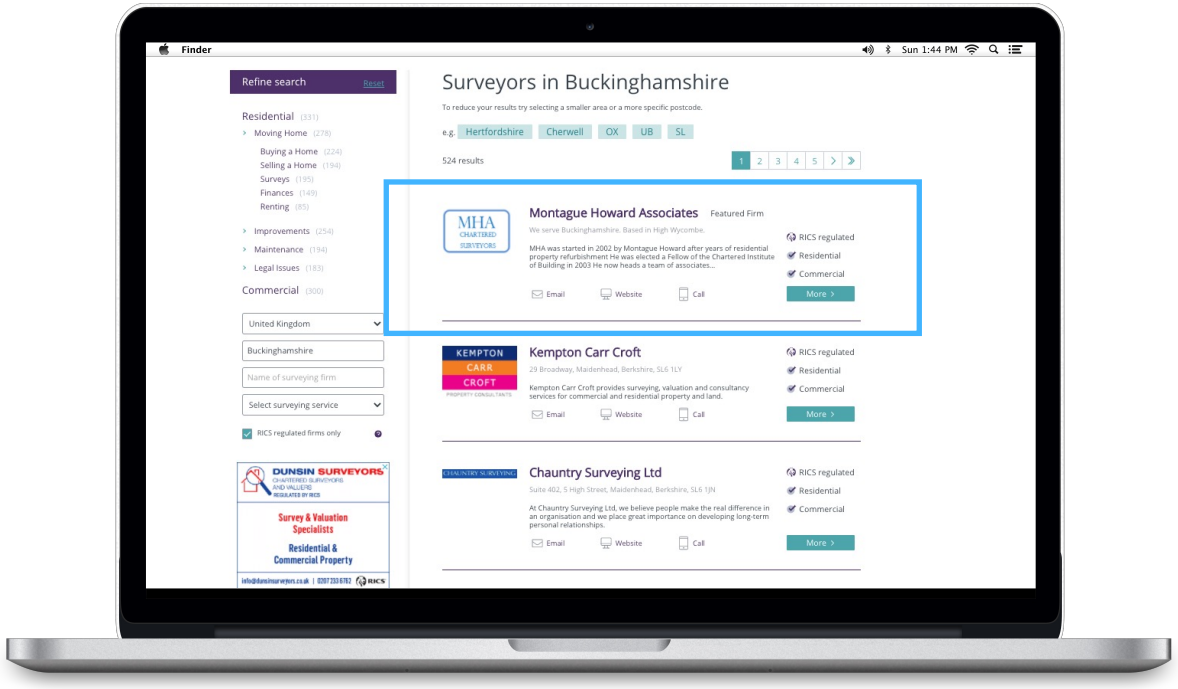
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Listing Enhancements

Featured Firm Slot
£3,900 per annum/£325 pcm
Feature in more search results

Featured Firm is an add-on product to your Showcase listing. It allows your office profile to appear at the top of all search results pages within your chosen county or council borough.

Featured Firms slots increase the number of profile views by more than 160%, when compared to a stand-alone Showcase listing, generating an average of 25 more responses per week



"I have used Find A Surveyor for four years now and have to say that it is one of my best marketing decisions. It has provided a significant percentage of my work over these years and more than pays for itself each year. It is certainly something I will continue to use in years to come."

Adrian Moore , Director
AMM Surveying Services Ltd, Leicester

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Branding Options

Brand recognition builds trust with prospective customers and leads to an increase in enquiries. Make your firm instantly recognisable, stand out from the competition and build brand awareness with display banners or MPUs with the additional ability to target the home page, relevant topics and specific searches to ensure you get the most impact for your advertising spend.

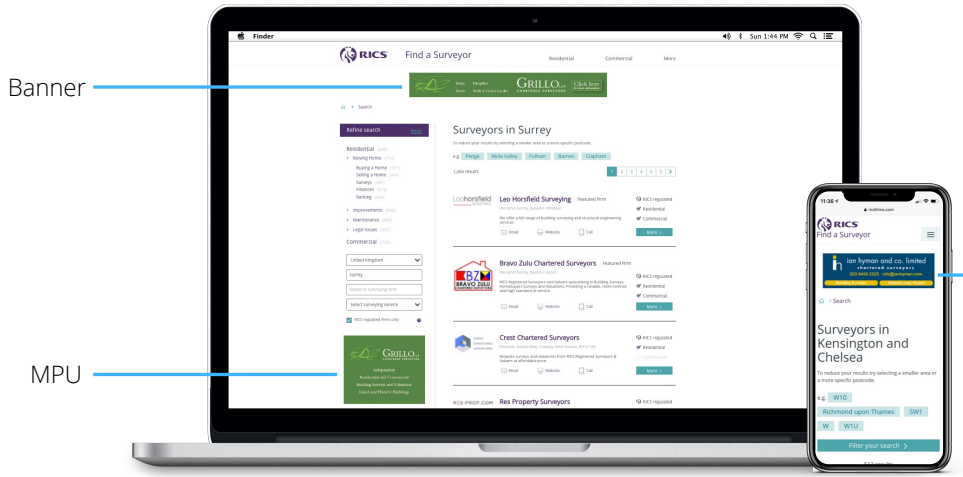
Banner
£400 per month per location

MPU
£350 per month per location

Topic 'take-over'
£POA

Glossary term 'take-over'
£400 per annum

For more information on any of the above, or to discuss creating a tailored package based around your firm's objectives, needs and areas of expertise, get in touch today and start to generate more leads for your business.





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Content Sponsorship

In a busy marketplace, a guaranteed way to stand out from the competition and generate more leads is to position your firm as an authoritative voice.

Our sponsored articles, factsheets and guides give you the opportunity to offer practical help to prospective customers on the topics for which they are seeking advice, and the questions they are asking – building trust, aligning your brand with RICS expert advice and positioning your firm as a leader in its field.

RICS Guide Page Sponsorship
From £300 per month (6 month minimum contract)

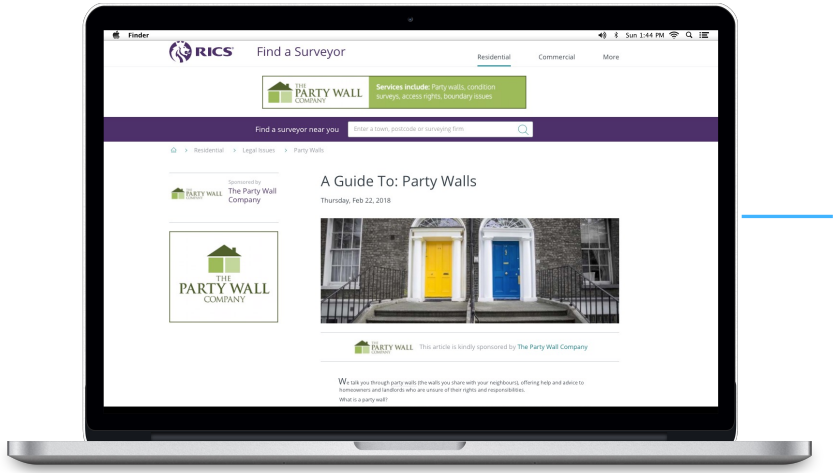
Sponsored Factsheet*
£495 per annum

Sponsored Article
£350 per annum

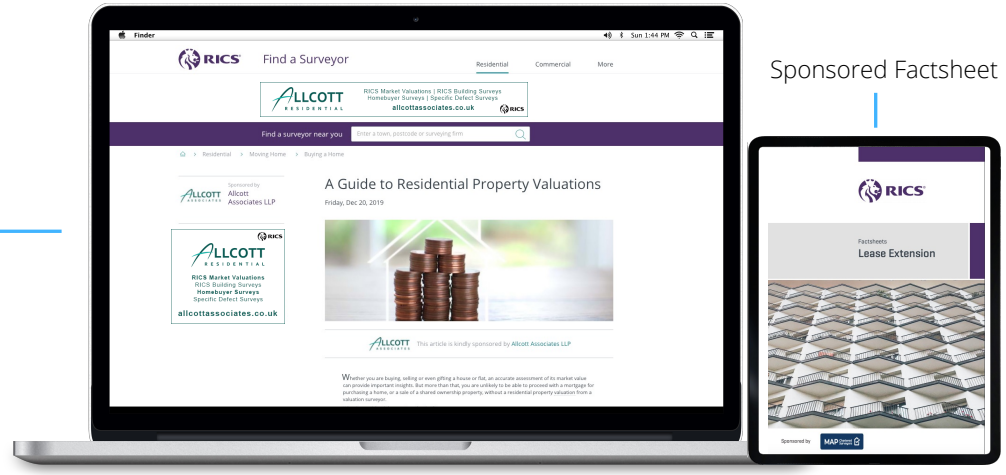
*Content supplied is subject to approval by RICS

"Find a Surveyor has consistently helped us generate high quality leads and gives us excellent exposure in an increasingly competitive online environment."

Jamie Cummings, Director
North Property Advisors, Glasgow



RICS Guide Page Sponsorship



Sponsored Factsheet

Sponsored Article

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