



Brings you  
development finance  
powered by



# A GUIDE FOR ESTATE AGENTS

“

***Excellent service. Very responsive and proactive. It is definitely the way forward to avoid repeated finance applications to multiple lenders.***

”

Paul Phillips  
Stella Homes

# INTRODUCING BRICKFLOW

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Introduce your clients to a new streamlined way to search & apply for development finance online, & earn commission on every deal.

## WHAT IS BRICKFLOW?

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The UK's first comparison site for development finance

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Compare loans from more than 35 lenders and apply online

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Source loans from £150k to £150m & borrow upto 75% LTGDV

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Maximise equity on funding for residential and commercial developments



# HOW CAN BRICKFLOW BENEFIT DEVELOPERS?

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## **GAIN INSTANT ACCESS**

To trusted lenders & a response in minutes not months

## **SAVE TIME**

By applying to multiple lenders with one easy online application

## **SAVE MONEY**

By reducing their deposit and borrowing costs on every deal

## **AVERAGE DEPOSIT SAVED**

On our last 10 transactions, borrowers have on average reduced their deposit by £509k compared to finance they'd sourced elsewhere.

## **EXPERT SUPPORT**

Whilst we're big on tech, we also have a team of human experts to support you throughout the process (if you need us).

Our experts are former developers, brokers, borrowers & lenders, so we understand the market's challenges, and make it our business to offer innovative solutions.

Need support with presenting to lenders or overcoming planning problems?

We're full of general information around development finance, as well as guidance on getting the best out of Brickflow.

# HOW IT WORKS FOR DEVELOPERS

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5 simple steps to getting the most competitive  
development finance every time

1

## COMPARE

More than 35 lenders  
instantly

2

## SHORTLIST

Your 5 favourite  
lenders

3

## UPLOAD

Your project  
documentation

4

## RECEIVE

Final quotes from your  
shortlist

5

## CHOOSE

Your preferred lender  
and apply\*

\*Brickflow charges a service fee of £995 when a full lender application is made.  
This fee is fully refundable on loan completion, or if the loan is not approved.

For most property developers finding the right finance  
is the worst part of the project.

**Brickflow makes it all quicker & easier.**

# BRICKFLOW FOR AGENTS

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**JOIN THE BRICKFLOW AGENTS PROGRAMME &  
EARN COMMISSION ON EVERY DEAL**

## HOW CAN BRICKFLOW BENEFIT AGENTS?

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Between 25% and 40% of CRE transactions fail each year - mainly due to funding  
Use Brickflow to offer check deals and increase your pull-through rate on sales



Increase your sales pipeline and eliminate time wasters.



2x your revenue on each deal by earning a Brickflow referral commission.  
A Brickflow commission is often more than the land commission.



Loans secured through Brickflow complete on average in 6 weeks  
rather than 6 months. Quicker lending means a quicker commission.

**REGISTER ONLINE** - It takes less than 30 seconds

**BOOK A CALL** - To register with one of our team. Please reference  
OnTheMarket when you call.

# HOW IT WORKS FOR AGENTS



## REGISTER

Join an army of estate agents, mortgage brokers, IFAs, accountants, auctioneers and solicitors already earning with the Brickflow Partner programme.



## INTRODUCE

Save your clients time & money by introducing them to Brickflow. Simply send them a unique link or enter their details yourself via our online registration form.



## EARN

Receive 50% of the commission on each client's first transaction and 25% on every transaction thereafter.

[Read a more detailed explanation about how it all works here.](#)

# WAYS WE CAN HELP YOU MARKET TO DEVELOPERS

## MARKETING EMAILS

A series of emails we can co-brand with your logo explaining the benefits of Brickflow.

[Example Email](#)

## BRICKFLOW PDF

An 11-page [PDF](#) packed full of case studies and testimonials from happy borrowers.

View [here](#).

## GROUP WEBINARS

Join us to host a joint demo for you and your colleagues or clients, on how to use & get the best from Brickflow.

Your unique Brickflow Partner code is embedded into all communications, so any clicks will be registered as yours.

Call 020 4525 6764 or email [info@brickflow.com](mailto:info@brickflow.com) to request any of these or discuss other ways we can help you communicate with your clients.

[REGISTER ONLINE](#) - It takes less than 30 seconds

[BOOK A CALL](#) - To register with one of our team. Please reference OnTheMarket when you call.

# GET STARTED

## 1. REGISTER

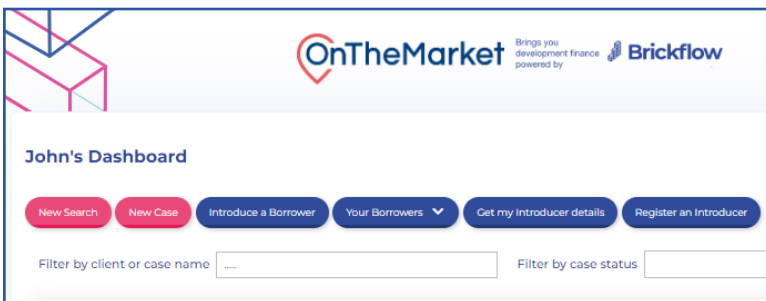
[Register with Brickflow](#) to set up your user area and receive your unique referral web links.



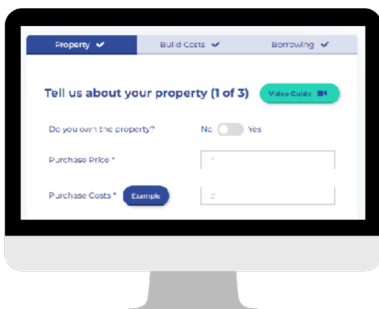
## 2. REFER

Share your unique web link with your client base & each time they click through on the link, they are registered as your introduction. Send as a one-off email or add the link to your email footer, social media posts & website.

Alternatively, go to your Brickflow dashboard, click “Introduce a Borrower” and enter their details (see below). They’ll receive an email inviting them to register.

A screenshot of the "Introduce a borrower" form. The title is "Introduce a borrower" and the instruction is "Please enter your borrower's details." The form contains four input fields: "Your client's first name \*", "Your client's last name \*", "Your client's email address \*", and "Your client's telephone number \*". At the bottom, there are two buttons: "Cancel" and "Send".

## 3. SEARCH FOR A SITE



[Create a search for a site](#) - the search data can be used alongside your property listing to generate more interest and more focused buyers.

## 4. OFFER CHECK

If you refer a borrower to Brickflow we will vet their offer; checking their development experience and financials to ensure they can complete. You will then be sent a letter to share with your seller, to prove you have gone the extra mile (and help win you more instructions).

**READY TO START EARNING? [REGISTER NOW](#)**  
**Or email [info@brickflow.com](mailto:info@brickflow.com) for more information**



# HAPPY DEVELOPERS

We're helping to provide the right finance for developers.

Saving time & money means developers can move on to bigger projects, grow faster & scale their businesses sooner.

Don't just take it from us. Take a look at what our developers have to say.



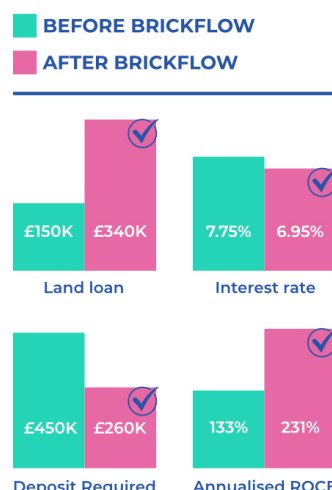
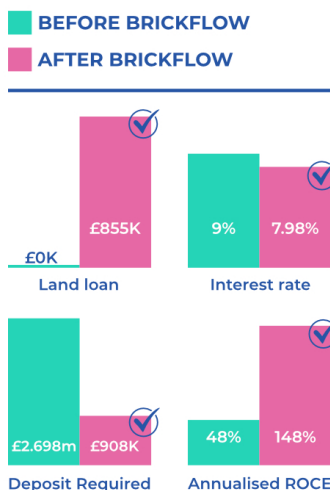
**SIMON BLOWER**  
H2B Investments

*"I couldn't recommend Brickflow highly enough. The platform has really helped us progress a lot quicker than I would've ever imagined. **Our business is 10 years further forward than where we thought we'd be, as we've learned how to structure our funding properly.** Brickflow has enabled us to go into the bigger schemes a lot quicker, & grow our business exactly how we want to."*



**WILL BURTON**  
Botany Homes

*"I found Brickflow very open and transparent and felt the team's knowledge really added something, especially given the current climate and when compared to people I've worked with before who were not able to help. **I'd recommend Brickflow — working with them meant less money in and a cheaper rate, so winning all round!**"*



# HAPPY DEVELOPERS

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**Neil Jarvis**  
**Abbott Developments**

*"Brilliant support for developers from a team who fully understand the business and have a wealth of contacts. Full marks."*



**Mandeep Poonian**  
**Opal Homes**

*"Brickflow has been extremely helpful in sourcing our development finance. The whole Brickflow team have always been on hand to answer any questions and queries and we would highly recommend them."*



**Jonte Baron**  
**Baron Bird Ltd.**

*"We enjoyed working with the guys at Brickflow. They were knowledgeable, helpful and proactive at all stages of the process."*



**Gary Kedgley**  
**Space GK**

*"I was introduced to Brickflow with a certain amount of trepidation regarding their ability to provide development funds via a combination of software and personal input. Ian Humphreys who leads Brickflow was tremendous with both his support and the ability of Brickflow to provide development funding. I do not say this lightly but I would fully endorse this business for providing a conduit to development funding."*



**Read more TrustPilot reviews at:**

[uk.trustpilot.com/review/brickflow.com](https://uk.trustpilot.com/review/brickflow.com)

# RESPECTED BY INDUSTRY PROFESSIONALS

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We've already featured in top property development publications, been shortlisted for awards and partnered with industry leaders.

## IN THE NEWS



## AWARDS



## OUR PARTNERS



# FIND OUT MORE

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[CLICK HERE TO  
REGISTER ON BRICKFLOW](#)

[CLICK HERE TO  
SEARCH LOANS](#)

**CALL US OR SCHEDULE A CALL**

020 4525 6764

[Click here to book a call](#)

Please reference OnTheMarket when you call

**HAVE ANY QUESTIONS?**

Book a call or email Brickflow

[info@brickflow.com](mailto:info@brickflow.com) referencing OnTheMarket

