

# INTRODUCING WINNER FOR CUPAR



Lawrie Estate Agents are the 2021 National Gold Winner Estate Agent in Scotland.

Their team performed outstandingly throughout the extensive judging period, which focused on customer service levels.

The British Property Awards provide agents throughout the UK with an invaluable opportunity to compare the service that they provide against the service provided by their local, regional and national competition.

Agents who go that extra mile and provide outstanding levels of customer service are rewarded with our accolade, which acts as a beacon to highlight these attributes to their local marketplace.

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## BRITISH PROPERTY AWARDS

### 2021



### GOLD WINNER

### ESTATE AGENT IN SCOTLAND

**THE BRITISH PROPERTY AWARDS** are one of the most inclusive estate agency awards providers as they do not charge to enter. This has enabled their award to be structured in a manner that ensures maximum participation, on average judging over 90% of agents that meet their minimum criteria on a local level.

The team personally mystery shops every estate agent against a set of 25 criteria to obtain a balanced overview of their customer service levels. The judging criteria is both comprehensive and detailed exploring different mediums, scenarios and time periods to ensure that agents have been rigorously and fairly judged.

Robert McLean from The British Property Awards said "Our awards have been specifically designed to be attainable to all agents, removing common barriers to entry, such as cost, to ensure that we have the most inclusive awards. Our awards have also been designed to remove any opportunity for bias or manipulation. If an agent has been attributed with one of our awards, it is simply down to the fantastic customer service levels that they have demonstrated across a prolonged period of time. Winning agents should be proud that their customer service levels provide a benchmark for their local, regional and national competition".



**INDEPENDENTLY  
JUDGED**



**OVER 25 CRITERIA**



**JUDGING YOUR  
LOCAL MARKET**

FOR MORE INFORMATION ABOUT THE BRITISH PROPERTY AWARDS  
PLEASE CONTACT US ON 0800 987 11 22