



Branch and Agent Toolkit

**NATIONAL
ESTATE AGENT
DAY 2026**

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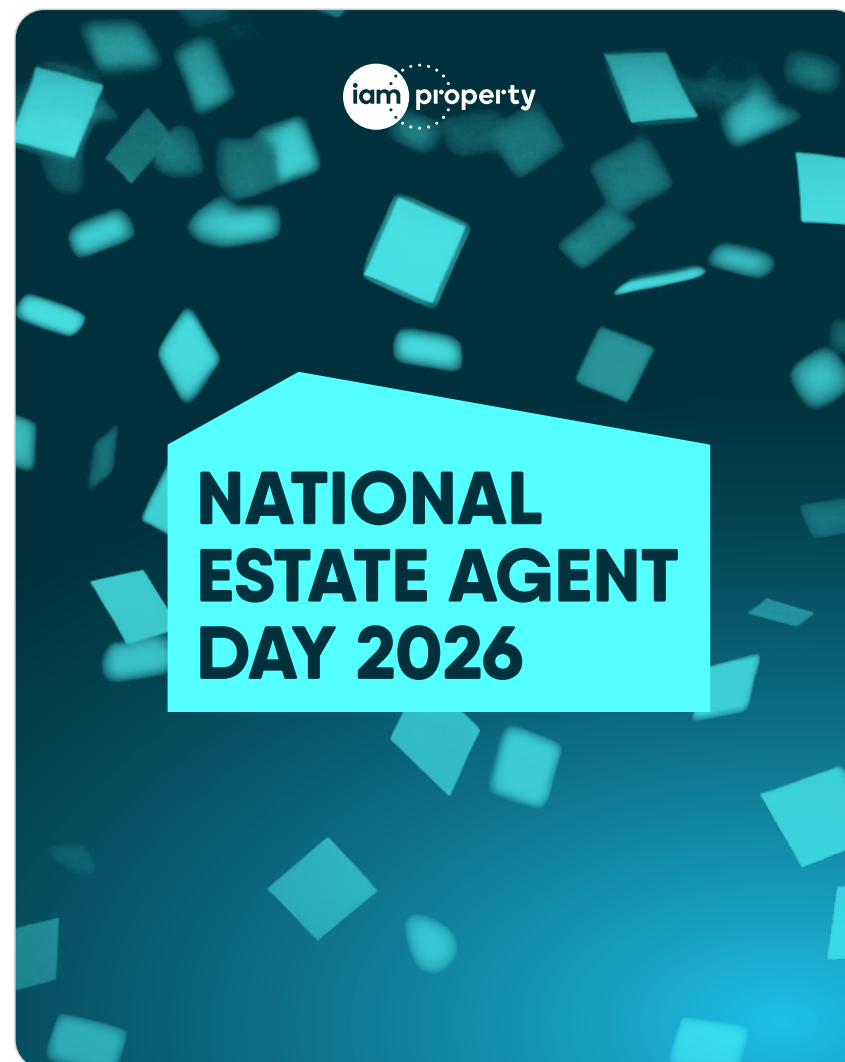
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National Estate Agent Day is here and it's all about you!

We created this National awareness day to celebrate agents, the people who make the property market move, the people who sit at the heart of every dream home, every portfolio and team.

You manage expectations, hold chains together, navigate complexity and keep deals moving forward, often without the recognition you deserve. National Estate Agent Day is here to change that.

It's a moment to pause, celebrate and shine a light on the dedication, resilience and care you and your team bring to their work every day.

Inside this toolkit you'll find everything you need to celebrate your way, with ready-to-use assets, ideas and inspiration.



CELEBRATING AS A TEAM

Win a night out on us for your team!

We want to shine a light on the brilliant people who make the property market move.
That's why we're inviting branches across the UK to take part in our celebration challenge.

How to enter

- 1 **Celebrate National Estate Agent Day in your branch on 26 February 2026**
- 2 **Snap a photo that captures the moment**

Think:

- Team selfies
- Office decorations
- Cupcakes and balloons
- Creative window displays
- Acts of kindness for colleagues, customers or your community

- 3 **Post it on LinkedIn, Facebook or Instagram**
- 4 **Include a short caption telling us how you celebrated**
- 5 **Make sure you use the hashtag: [#NationalEstateAgentDay2026](#)**
- 6 **Tag @iamproperty on LinkedIn and @iamsold_uk on Instagram and @iamsold on Facebook**

That's it – you're in the running!

Terms and conditions apply

Branch - Certificate

Give your team a shout out with our editable certificates. Here are some suggestions for awards you might want to give out on the day.

- Outstanding contribution to National Estate Agent Day
- Going above and beyond for our customers
- Delivering brilliant service and support to movers
- Living our values and representing the team with pride
- Making a positive impact in your community
- Exceptional teamwork and dedication
- Helping people move forward every day
- Your commitment, care and expertise



Download your National Estate Agent Day assets:

Download the certificate and add your logo using the blank space to write or type about the achievement.

Note: This link is for all the assets in this toolkit. You'll be able to select the assets you need from within WeTransfer.

[Download](#)

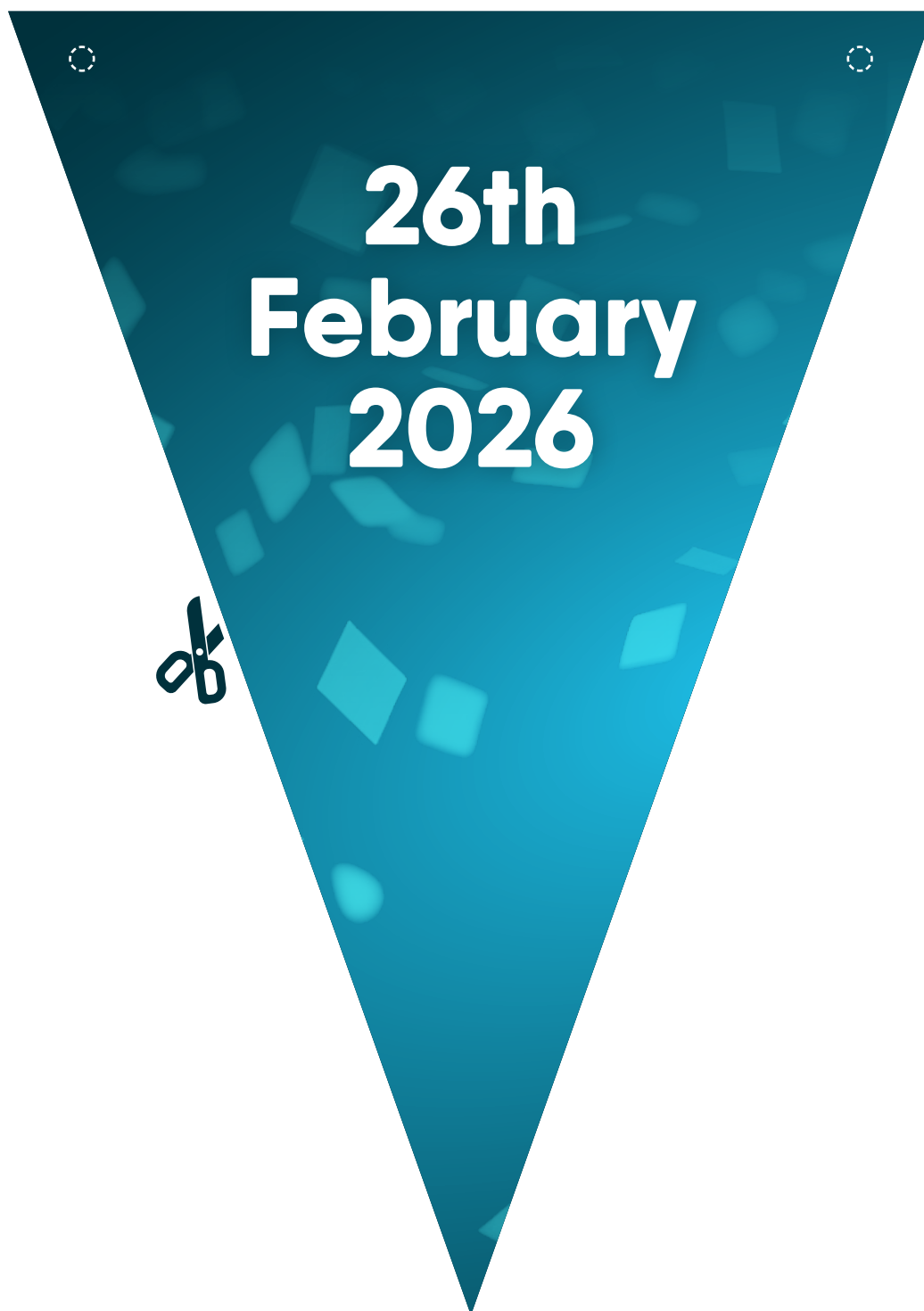
Branch – Bunting

Simply cut the triangles out, punch holes in them where marked and thread them together with a string or ribbon.



Branch – Bunting

Simply cut the triangles out, punch holes in them where marked and thread them together with a string or ribbon.



Branch – Social Media Posts

Compatible with all social media platforms.



Suggested captions

Don't forget to tag us in your social posts @iamproperty on LinkedIn and @iamsold_uk on Instagram and @iamsold on Facebook!

| Before National Estate Agent Day | On National Estate Agent Day | After National Estate Agent Day |
|---|---|--|
| <p>We're getting ready to celebrate National Estate Agent Day on 26th February.</p> <p>We'll be marking the day in branch and shining a light on the brilliant people behind the moves.</p> <p>Follow along to see what we get up to.</p> <p>#NationalEstateAgentDay2026</p> | <p>It's National Estate Agent Day!</p> <p>Today we're celebrating our team and the difference they make for our buyers, sellers and community every day.</p> <p>Here's a glimpse of how we're getting involved.</p> <p>#NationalEstateAgentDay2026</p> | <p>We had a great day celebrating National Estate Agent Day with our team.</p> <p>A big thank you to everyone who joined in and helped us mark the moment.</p> <p>Here's one of our favourite pictures from the day.</p> <p>#NationalEstateAgentDay2026</p> |
| <p>Adapt this post by adding what your branch is planning, such as:</p> <ul style="list-style-type: none">• Decorating the office• Running a charity collection or fundraiser• Planning team shoutouts• Offering treats or giveaways• Preparing a competition entry photo <p>You can also tease what's coming without giving everything away – mention a surprise, a prize or a visitor invite.</p> | <p>Adapt this copy by saying what's happening right now in branch:</p> <ul style="list-style-type: none">• Highlight your team• Share pics of your decorations or celebrations• Mention any charity activity or community support• Invite people to pop in• Share your competition entry hashtag #NationalEstateAgentDay2026 | <p>Adapt this by reflecting on what made the day special:</p> <ul style="list-style-type: none">• Thank your team and community• Share your favourite pic or round-up collage• Mention how much was raised if fundraising• Show behind-the-scenes moments• Encourage people to follow for more local updates• Include #NationalEstateAgentDay2026 and tag team members if appropriate. |

Download your National Estate Agent Day assets:

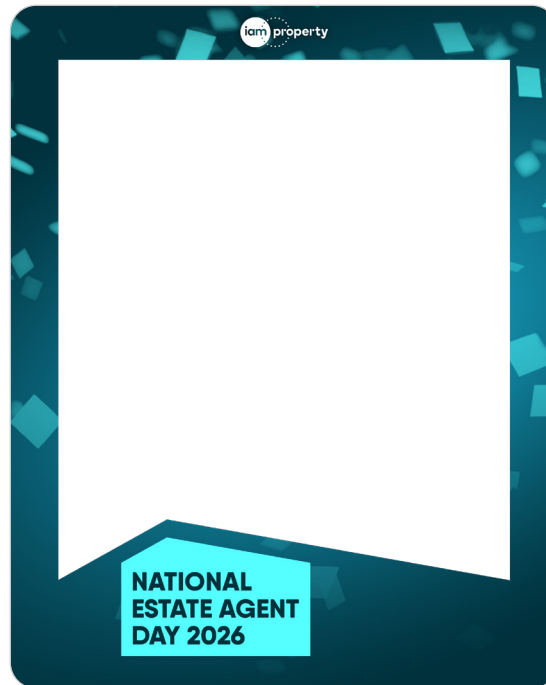
Download the asset and place your logo in the blank space provided.

Download

Note: This link is for all the assets in this toolkit. You'll be able to select the assets you need from within WeTransfer.

Branch - Social Media Selfie Frame

Compatible with all social media platforms.



Download your National Estate Agent Day assets:

Download the asset and place your image in the middle.

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Download

Branch - Social Media Banners

The sizes are compatible with your company page.



LinkedIn

Company profile page



Facebook

Cover photo



**Download your
National Estate
Agent Day assets:**

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[Download](#)

Branch - A4 Posters



Download your National Estate Agent Day assets:

Download the poster and place your logo in the blank space provided. This can be done in your preferred design programme, Canva or even Word.

Note: This link is for all the assets in this toolkit. You'll be able to select the assets you need from within WeTransfer.

[Download](#)

Branch - A4 Posters (no logo)



Download your National Estate Agent Day assets:

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Download

Branch - Digital Screens



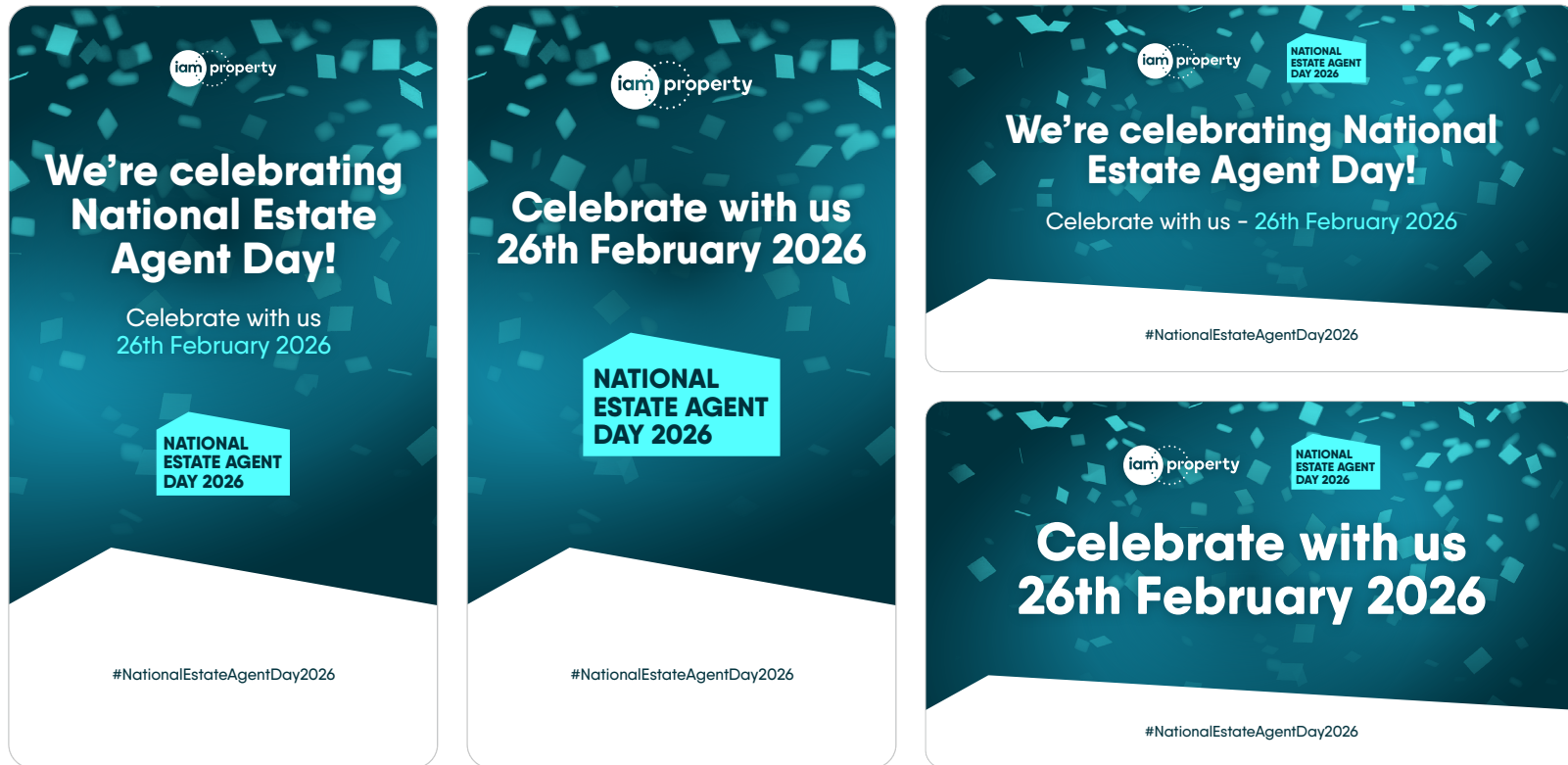
Download your National Estate Agent Day assets:

Download the digital screens and place your logo in the blank space provided. Load them up to your in-branch screens.

[Download](#)

Note: This link is for all the assets in this toolkit. You'll be able to select the assets you need from within WeTransfer.

Branch - Digital Screens (no logo)



Download your National Estate Agent Day assets:

[Download](#)

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AGENT

**Are you a self-employed agent or looking to
spread the celebration on your personal page?**

These assets are for you.

Agent – Social Media Posts

Compatible with all social media platforms.



Suggested captions

Don't forget to tag us in your social posts @iamproperty on LinkedIn and @iamsold_uk on Instagram and @iamsold on Facebook!

| Before National Estate Agent Day | On National Estate Agent Day | After National Estate Agent Day |
|---|---|---|
| <p>I'm getting ready to celebrate National Estate Agent Day on 26 February.</p> <p>I'm proud to be part of this industry and excited to mark the day with agents across the UK.</p> <p>Follow along to see what I get up to.</p> <p>#NationalEstateAgentDay2026</p> | <p>It's National Estate Agent Day!</p> <p>Today I'm celebrating the incredible people in our industry and everyone working hard to support buyers, sellers and our community.</p> <p>Here's a glimpse of how I'm taking part.</p> <p>#NationalEstateAgentDay2026</p> | <p>I had a great day celebrating National Estate Agent Day.</p> <p>It was brilliant to shine a light on our team and the work we do every day.</p> <p>Here's one of my favourite moments from the day.</p> <p>#NationalEstateAgentDay2026</p> |
| <p>Personalise by hinting about your plans:</p> <ul style="list-style-type: none">• Planning team shoutouts• Supporting a charity or community group• Helping decorate the branch• Prepping a fun post for the day• Joining in with your branch's competition entry <p>You can talk about what you love about being an agent – e.g., helping people move, local knowledge, customer care.</p> | <p>Personalise by adding what you're doing on the day:</p> <ul style="list-style-type: none">• Share a selfie• Show decorations or bunting• Highlight a colleague you appreciate• Mention a charity action or giveaway• Share your competition post <p>Use the hashtag and tag teammates and your branch.</p> | <p>Personalise the wrap-up by reflecting on the day:</p> <ul style="list-style-type: none">• Sharing your favourite photo• Tagging teammates you celebrated with• Mentioning something you learned or enjoyed• Thanking colleagues, customers or your community <p>Encourage people to check out the branch post if you want to connect audiences.</p> |

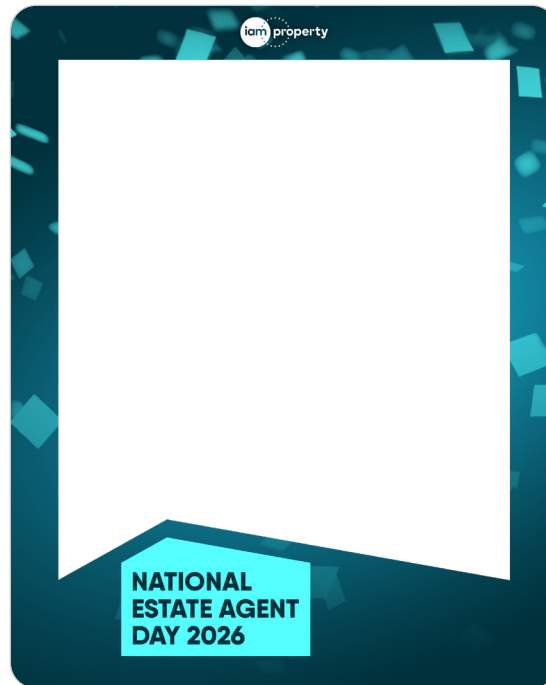
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Agents – Social Media Selfie Frame

Compatible with all social media platforms.



Download your National Estate Agent Day assets:

Download the asset and place your image in the middle.

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Download

Agents – Social Media Banners



Personal profile page



Cover photo



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