



Dear Colleague,

I am delighted to tell you that I have accepted an invitation to become Editorial Director of the new online publication, **www.EstateAgentToday.co.uk (EAT)**.

This April, as you may know, I stood down after ten years editing The Negotiator magazine, and having chalked up 25 years in total of covering the residential property market. I wanted to look for new challenges, in tune with today's market, where my knowledge and contacts could be utilised but where I could still be learning and listening. It was important to me that anything I took on was reputable and offered longevity.

Having considered a large number of offers, I am convinced that the publishers of EAT have a completely practical vision of the future, both immediate and long-term. Printed trade magazines obviously have a part to play in any industry, but in estate agency, they are in danger of starting to look, literally, old-fashioned: who wants to wait a fortnight or, more likely, a month for news? And how accurate or up-to-date can that news possibly be in a scenario that changes every day?

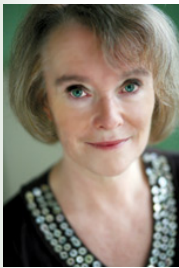
I strongly believe that sending an emailed 'news magazine' daily straight to the individual in-boxes of estate agents, whether proprietors, directors, managers or negotiators, is the way forward.

I also believe in quality – something so often missing from emailed media.

As Editorial Director, I will be overseeing all content and also personally contributing news, features, business advice, career tips and authoritative comment pieces that will not be seen elsewhere. There will also be room for interaction with readers and online polls. The content will be a complete mix, of the serious, the funny, the irreverent and the gossipy, but most of all, it will be informed, independent and relevant.

I very much look forward to hearing from you, whenever you have something newsworthy or of other interest to the world of agency. So, do get in touch.

Yours sincerely,



Rosalind Renshaw
Editorial Director

