Chestertons Launches Industry-First Rewards Partnership With Avios

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In a UK industry first, Chestertons this week announces the launch of an exclusive partnership with Avios, the global travel rewards currency, which will see landlords and homeowners across London given the opportunity to collect thousands of Avios when selling, letting or managing their properties via Chestertons.

With more than 30 offices in London and an additional 28 international branches, Chestertons is one of the largest residential agents in London while Avios has more than 6.4 million collectors globally.

Through Chestertons' new scheme, UK sellers and landlords who are customers of the British Airways Executive Club or UK Avios Travel Rewards Programme can collect one Avios for every £1 of commission[1] they pay Chestertons for their sales, lettings or management services. This would, for example, allow the seller of a £1 million home to collect 20,000 Avios (based on a fee of 2%) – enough for a return flight with British Airways to Marrakech or two return flights to Paris, Milan or Prague[2].

Giles Milner, Chestertons' Marketing Director, comments: "I believe Chestertons' new reward scheme is a first for the UK property industry and I'm excited to have created this partnership with such a strong brand and popular reward currency as Avios.

Today's consumers are faced with lots of opportunities to collect rewards when they buy products or use certain services and yet, until now, they have not been able to collect rewards for what will probably be the biggest transaction of their lives: selling or renting out their properties."

Robert Bartlett, Group CEO at Chestertons, adds: "This exciting initiative breaks entirely new ground in our industry. It underlines our commitment to our clients, not only offering value in the services that we provide but also demonstrating the progressive nature of our business. We want our clients to return to us throughout their property lifecycle. Avios provides the perfect way to show our appreciation to our clients."

Katy Dunn, Customer Director at Avios says: "This partnership adds to the variety of ways in which our customers can collect Avios to enjoy the travel rewards available through the British Airways Executive Club and Avios Travel Rewards Programme. We expect the Chestertons collection opportunity to be compelling as, after the efforts of selling or letting a house, getting away from it all can be just the tonic. Thanks to the strong Avios collection rate on offer, one transaction alone could give sellers and landlords enough Avios for return flights to a wide choice of destinations."

To collect Avios, sellers and landlords simply need to notify Chestertons at the point of instruction and provide their British Airways Executive Club or Avios Travel Rewards Programme membership number. Accounts will be credited within 21 days of the sale completing. Anyone who isn't already a collector can sign-up in just a few minutes at www.avios.com.

Chestertons reward programme is subject to terms and conditions, which can be seen at www.Chestertons.com/avios

- Ends -

[1] Excluding VAT

[2] Economy flights. Excluding taxes, fees and charges. Taxes and charges can be covered by a Reward Flight Saver fee of £35 per person for all return British Airways flights within Europe

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