

Press release – 15th February 2009

Jason takes on recruitment mantle



Jason Baker, Chairman of Westcountry **team**, the largest of **team**'s 16 regional consortia - has been appointed as **team** Association's Recruitment and Retention Director.

Jason, 40, heads up the family firm, Bryce Baker in Paignton – a member of **team** since 1998. He served as the Westcountry representative on the Association's National Marketing Committee from 2000-2006, before taking over as consortium Chairman in September of that year.

Jason has already hit the ground running in his new role, holding preliminary discussions with other consortia Chairmen as well as **team**'s technology partners to discuss the way forward.

Significantly, Jason intends to put as much emphasis on retention as on new member recruitment – indeed, he is acutely aware that in the current climate the former is arguably the more important of the two. "Right now, straightforward survival is the name of the game for many agents," he says. "As a result, we in **team** need to redouble our efforts to provide the maximum amount of support for our existing members, helping them in every possible way – not only to continue to do the very best for clients, but also to deal with the toughest market any of us have ever encountered."

This focus on supporting existing members will ultimately feed through into new member recruitment as word gets round the industry, he confidently asserts. "With the best-known national brand in independent estate agency, and an industry-leading range of products and services, **team** is a no-brainer for the traditional, small high street agent."

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In the photograph:

Jason Baker, Chairman of Westcountry **team**, and Recruitment and Retention Director of **team** Association

Digital images are available from bubblepr@mac.com

Notes to editors:

Westcountry **team** is part of **team** Association, the largest organisation for independent estate agents in the UK, with hundreds of members. Westcountry **team** covers Cornwall, Devon and West Dorset, and consists of 70+ members at this time, all of which work together to sell property for clients, and are actively committed to their nominated charity, Macmillan Cancer Support. **team**'s 'blue sky' image, with transparent team logo on a blue sky background reflects the association's and each individual agent's commitment to providing a clear, transparent service to their clients and conducting business in a straightforward, honest and professional way.

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