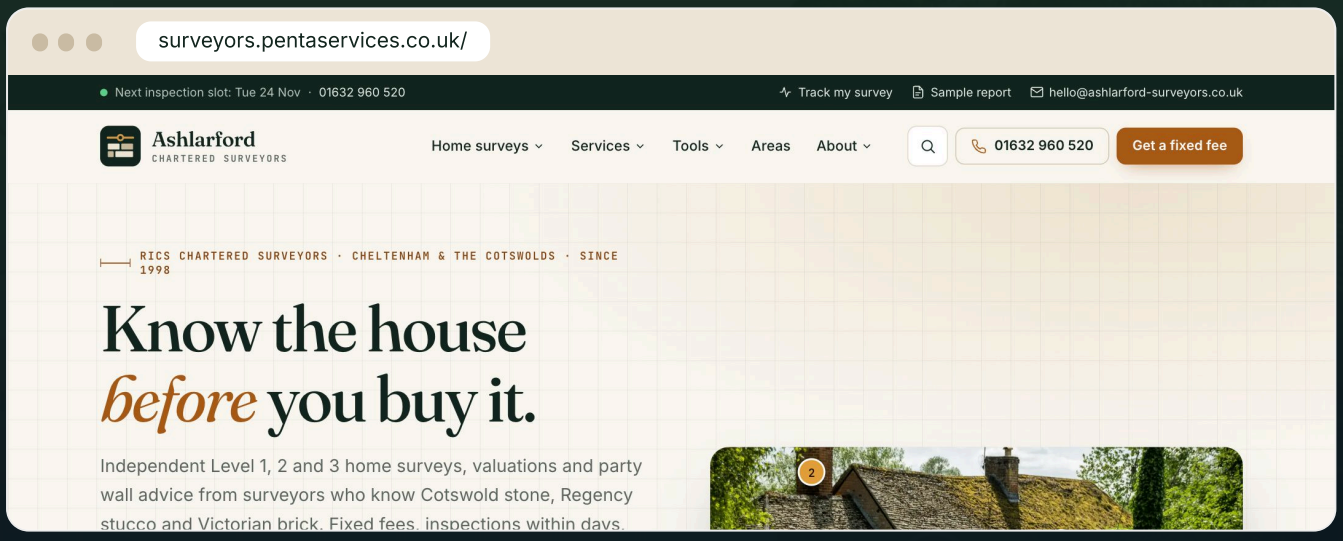
penta SERVICES

November 2026

WEBSITE GUIDE FOR CHARTERED SURVEYORS AND BUILDING SURVEYING FIRMS

A surveyor's website that *turns house hunters into booked surveys*

Ready-made, fast and built to be found on Google and AI assistants. Instant fixed fees and online booking, a survey finder, a house defect explorer, an interactive sample report, party wall and damp tools, and survey tracking included. We adapt it to your practice, host it and keep it updated.



Ready Site · Corporate Website package

Live preview: surveyors.pentaservices.co.uk

CONTENTS

What's *in this guide*

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TRY THE LIVE DEMO

surveyors.pentaservices.co.uk

Ashlarford Chartered Surveyors is a fictional practice. Every name, fee, report finding, figure and review in the demo is a sample that we replace with your own.

1 · AT A GLANCE

Built for how buyers *choose a surveyor*

Home buyers book a survey in the days after their offer is accepted, usually on a phone and often in the evening. They want to know which survey they need, what it costs and how soon it can happen. This website answers all three without a phone call.

What visitors check first

- Which survey they need: Level 1, 2 or 3
- A fixed fee, with VAT, for their property
- How soon you can inspect, and when the report arrives
- What a report actually looks like
- Proof: qualifications, regulation, reviews and results

What the website gives them

- An instant fixed fee and online booking with a date
- A survey finder and a clear Level 1, 2, 3 comparison
- A house defect explorer and an interactive sample report
- Party wall, dew point, rebuild cost and renegotiation tools
- Survey tracking, WhatsApp and a quote button on every page

28
pages, plus a 404 page, sitemap and llms.txt

9
service pages: 3 survey levels and 6 specialist services

9
interactive tools: fee, booking, finder, explorer, report, 4 calculators

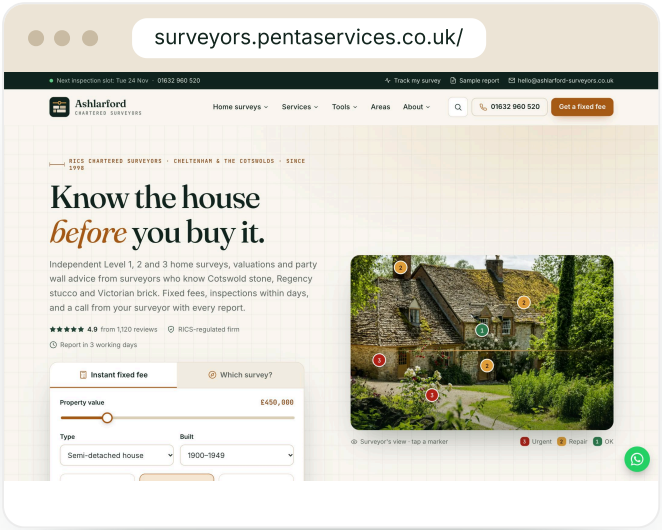
37
automated checks run on every tool before launch

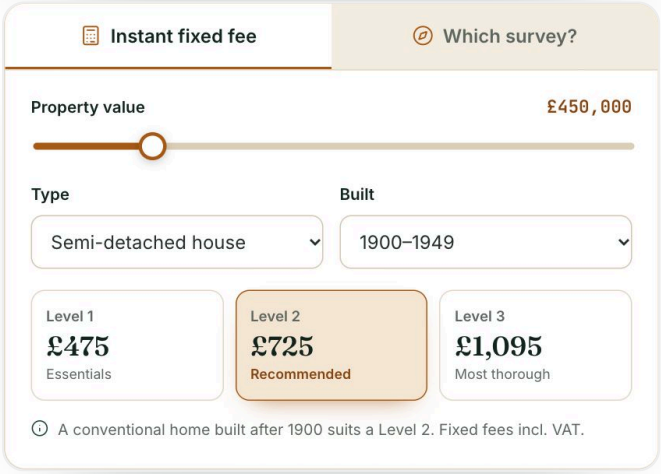
Who it's for

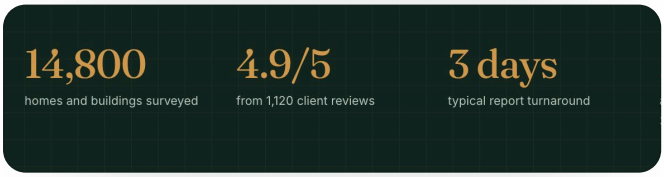
RICS chartered surveyors · Residential survey practices · Building surveying firms · Party wall surveyors · RICS Registered Valuers · Damp and timber specialists · Snagging inspectors · Commercial and dilapidations surveyors

The homepage, *section by section*

A calm, editorial design in limestone and forest green with a working fee calculator on the first screen.







1. **Promise and proof**
   A clear headline, a one-paragraph answer of who you are and where you work, and three trust points: rating, regulation and report speed.

2. **Surveyor's-view photo**
   A house photo with animated condition-rating markers. Tap one to see the finding, exactly as it would appear in a report.

3. **Instant fee widget**
   Slide the property value, pick type and age: Level 1, 2 and 3 fees update instantly and the right level is highlighted with the reason. A second tab runs the survey finder.

4. **Survey levels and explorer**
   Three survey cards with fees and inclusions, then the house defect explorer working on the homepage.

5. **Numbers and report preview**
   Animated counters, the condition-rating key and a preview of a real-looking report.

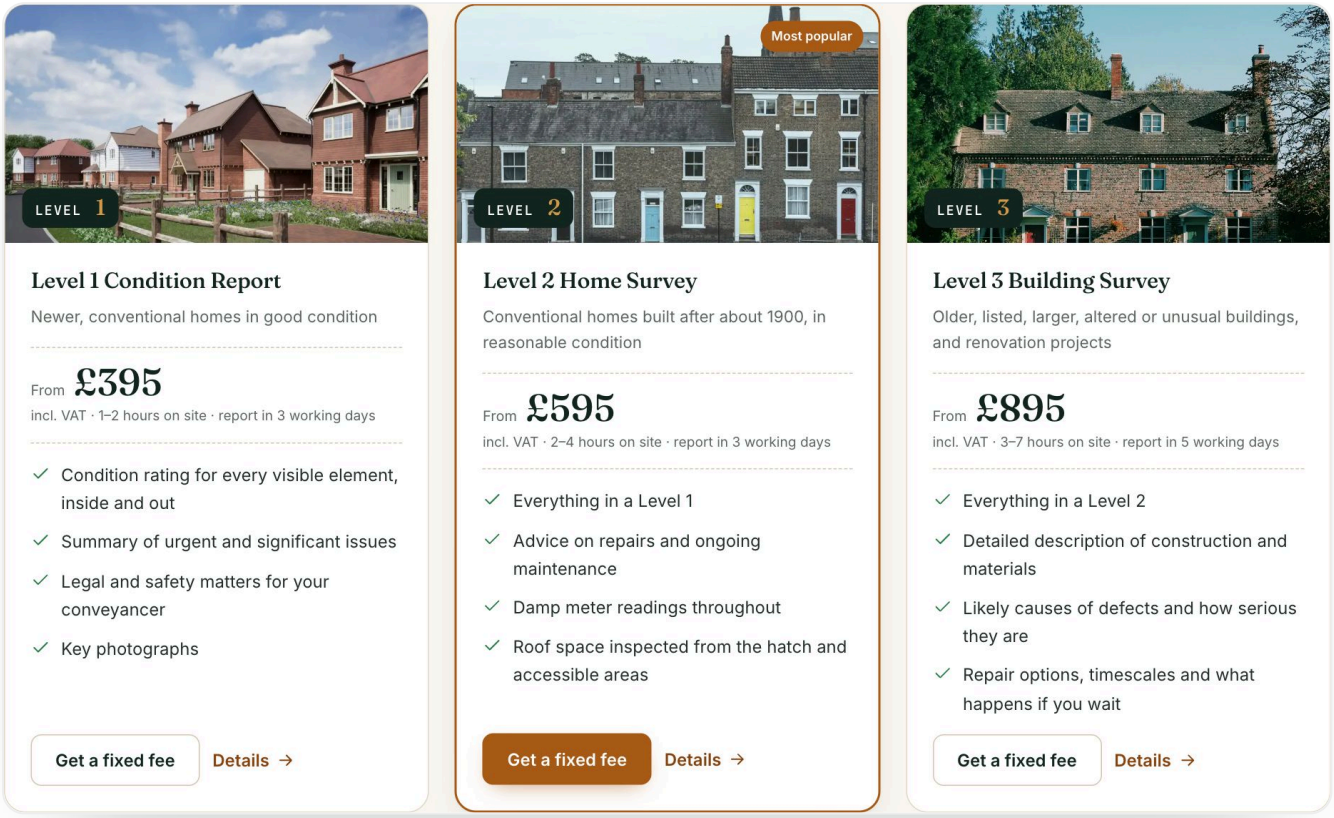
6. **Services, results and coverage**
   Six specialist services, the four-step process, case studies with savings, reviews, a postcode checker, guides and FAQs.

WHY IT CONVERTS

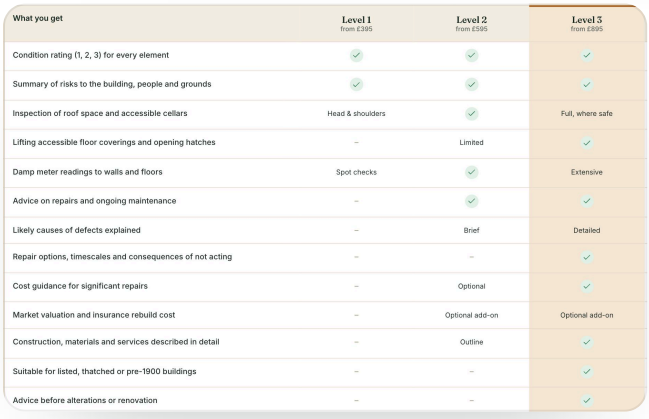
Buyers compare two or three surveyors in an evening. The one that shows a fixed fee and the right survey level on the first screen gets the booking, before the others have called back.

Survey levels and *service pages*

The three RICS Home Survey Standard levels side by side, plus a full page for each survey and specialist service.



The three levels with fees, time on site, report turnaround and inclusions



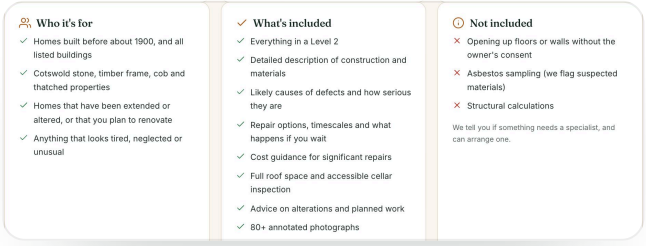
15-point comparison: tap a level to highlight it

1 Answer first

Each service page opens with a two-sentence answer of what the service is, who it suits and the starting fee, which is what Google and AI assistants quote.

2 Who, what, what not

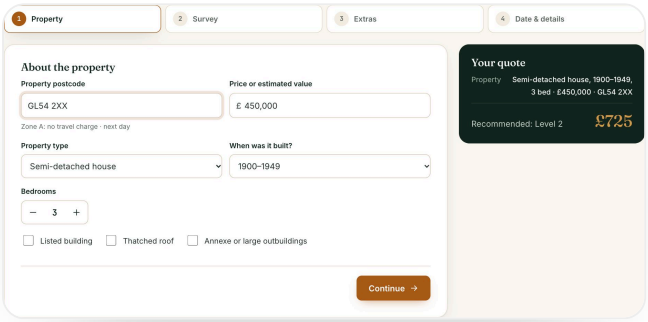
Who it's for, what's included and what isn't, a fee table by property value, the process, FAQs and a review.



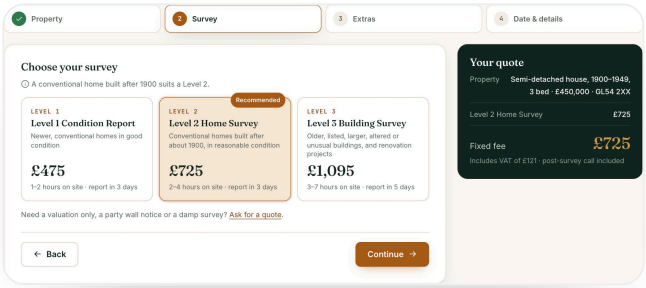
A service page: Level 3 Building Survey

A fixed fee and a booked inspection, *in four steps*

Visitors price the right survey for their property and choose an inspection date, without waiting for an email.



Step 1: postcode (travel zone), value, type, age, bedrooms



Step 2: the recommended level, with each level's fee

1 Real fee rules

Value bands, extra bedrooms, pre-1900, flats, listed and thatched buildings and travel zones, set to your own fee scale.

2 Postcode zones

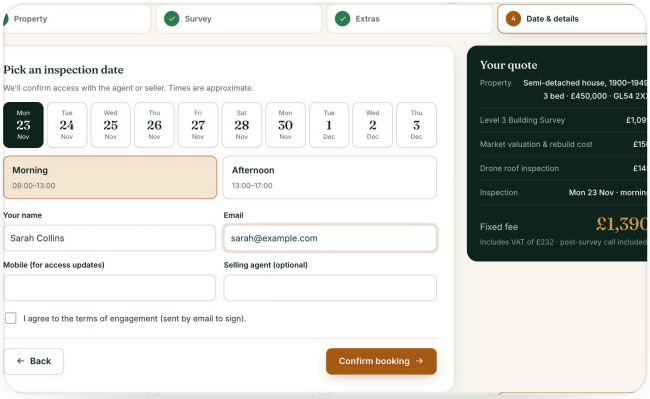
The postcode shows the travel charge and how soon you can inspect.

3 Extras

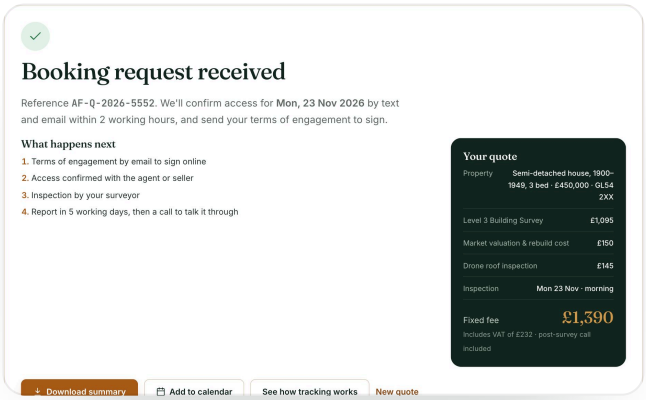
Valuation, drone roof inspection, damp investigation, drainage CCTV and express reports, each with its price.

4 A complete lead

Property, level, extras, preferred date, agent and contact details arrive together, with a reference.



Step 4: inspection date, morning or afternoon, and contact details



Booking reference, next steps, summary and calendar file

WHY IT MATTERS

Most surveyors still ask buyers to fill in a form and wait for a quote. A fixed fee and a date on screen wins the instruction while the buyer is still motivated, and saves your office hours of quoting.

Help buyers choose, *then show them your expertise*

Two tools that answer the questions buyers ask before they book: which survey, and what could be wrong with this house?



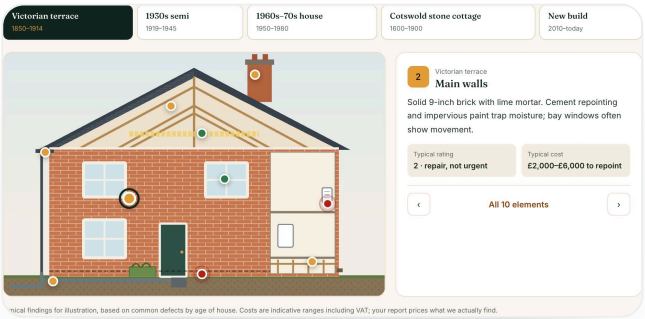
House defect explorer: a Cotswold stone cottage, damp-proof course selected

1 Five types of house

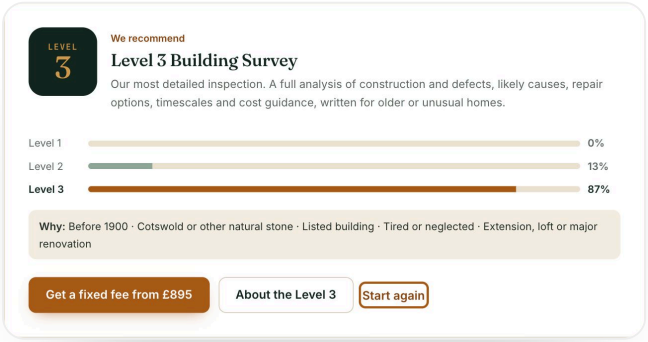
Victorian terrace, 1930s semi, 1960s–70s house, stone cottage and new build, each with its own colours and findings.

2 Ten elements each

Chimney, roof, gutters, walls, windows, damp-proof course, loft, floors, services and drains: what you check, the usual rating and cost.



A Victorian terrace: main walls, typical rating and repair cost



Survey finder result with scores and reasons

3 Survey finder

Five questions on age, construction, listing, condition and plans give a recommendation with reasons and a link to the fee.

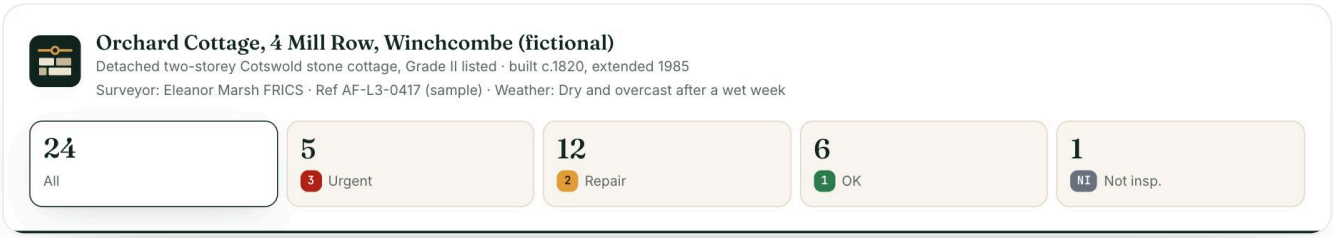
4 Your local knowledge

We load the house types and defects common in your area, from Regency stucco to 1960s system-built homes.

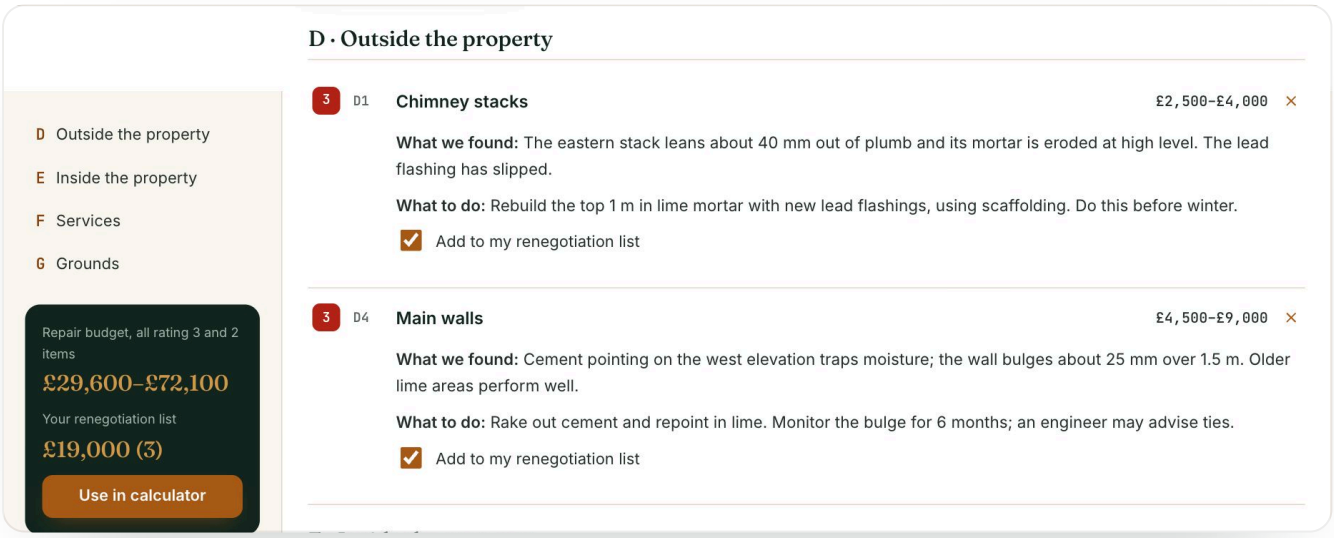
6 · SAMPLE REPORT

An interactive sample report *that sells the survey*

Buyers want to see what they are paying for. This sample shows a full Level 3 in a form they can explore.



Report header with the count of each condition rating



Findings filtered to rating 3, with the repair budget and renegotiation list

1 Filters by rating
One tap shows only the urgent items, or only the repairs. Each finding opens to what was found and what to do.

2 Cost bands
Every significant item has a cost range, and the repair budget totals them.

3 Renegotiation list
Buyers tick the items to raise with the seller; the list carries into the renegotiation calculator.

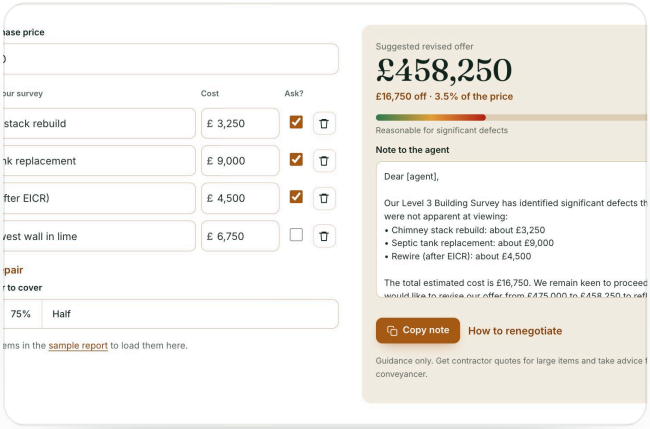
4 Your report style
We match the sections, wording and example findings to your own reports.

WHY IT MATTERS

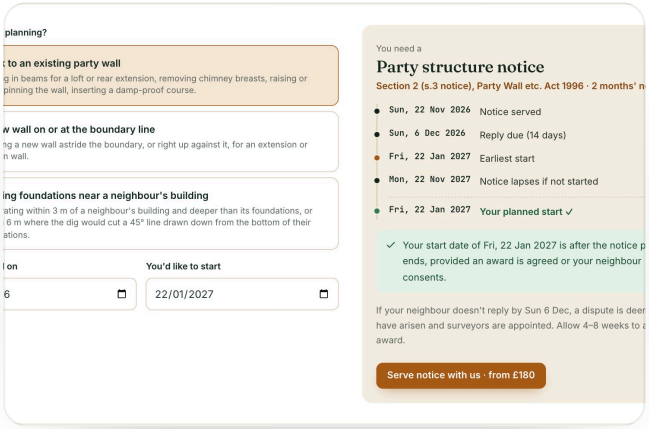
The sample report is often the page that decides between a Level 2 and a Level 3. When buyers see the detail, more choose the higher level, and fewer are surprised by the report they receive.

Four property tools *buyers and owners come back to*

Practical calculators that bring visitors back after the survey and between purchases.



Renegotiation calculator with a ready-to-send note



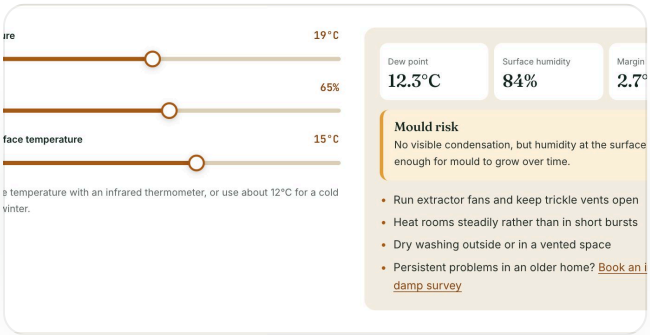
Party wall notice checker with every date

1 Renegotiation

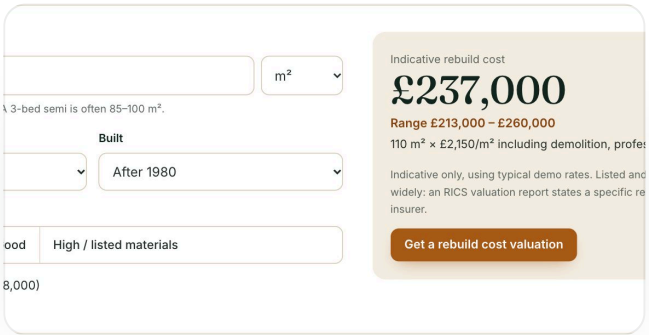
Repairs, costs and a share to ask for give a revised offer and a polite note to the agent.

2 Party Wall Act

The right notice, section and notice period, the reply deadline, earliest start and when the notice lapses.



Condensation and dew point calculator



Insurance rebuild cost estimate

3 Dew point

Room temperature, humidity and surface temperature show whether condensation or mould will form.

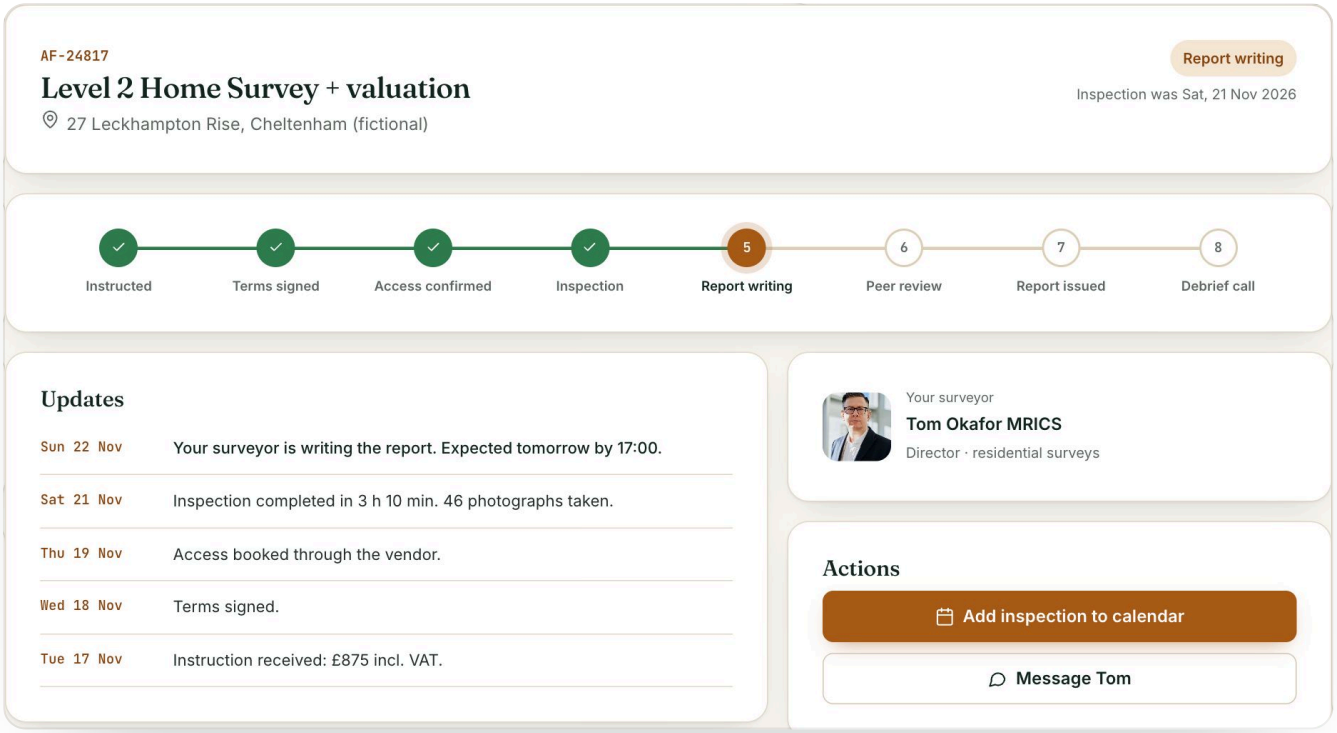
4 Rebuild cost

Floor area, type, age and finish give an indicative reinstatement cost, leading to a valuation.

8 · TRACK MY SURVEY

Survey tracking that *ends 'any news?' calls*

Clients enter their reference and see exactly where their survey is, from instruction to debrief call.



Eight stages, updates from the surveyor, the surveyor's profile and actions

1 Clear stages
Instructed, terms signed, access confirmed, inspection, report writing, peer review, report issued and debrief call.

2 Updates
Dated notes such as 'access confirmed for tomorrow at 09:30' or 'report expected tomorrow by 17:00'.

3 Actions
Add the inspection to a calendar, message the surveyor, open the report and use the renegotiation calculator.

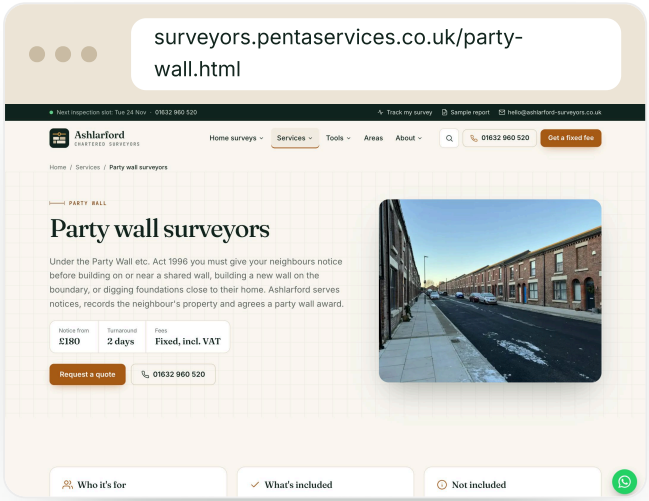
4 Demo or live
It runs on sample data in the demo and can be connected to your case management system.

WHY IT MATTERS

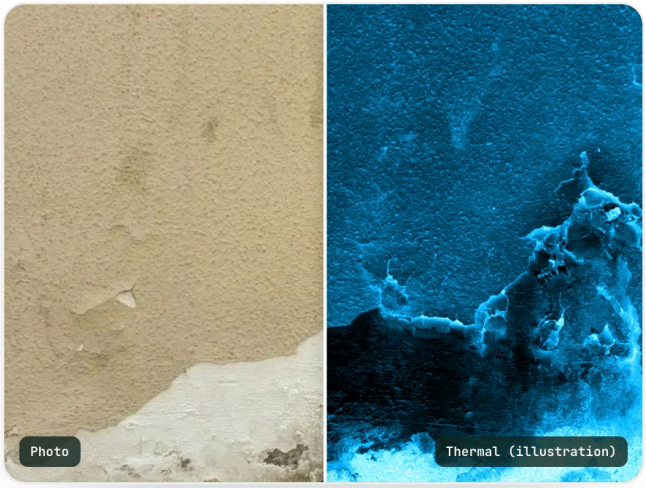
Between booking and report, buyers chase their surveyor, agent and solicitor every day. Tracking answers them automatically and makes your practice look organised.

Party wall, damp and valuations, *each with its own tool*

Specialist pages carry the tool that answers the visitor's first question.



Party wall page with the notice checker



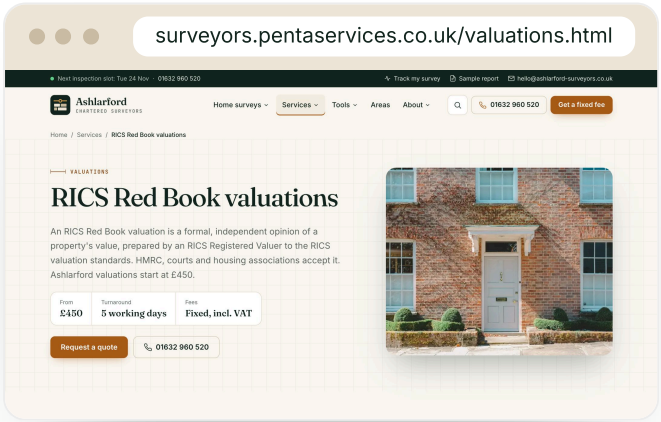
Damp page: photo vs thermal view slider

1 Party wall

Explains the 1996 Act in plain English, with notices, schedules of condition and awards.

2 Independent damp

A slider shows how damp patterns differ, plus the dew point calculator and why you sell no treatments.



Valuations page with the rebuild cost estimate

3 Red Book valuations

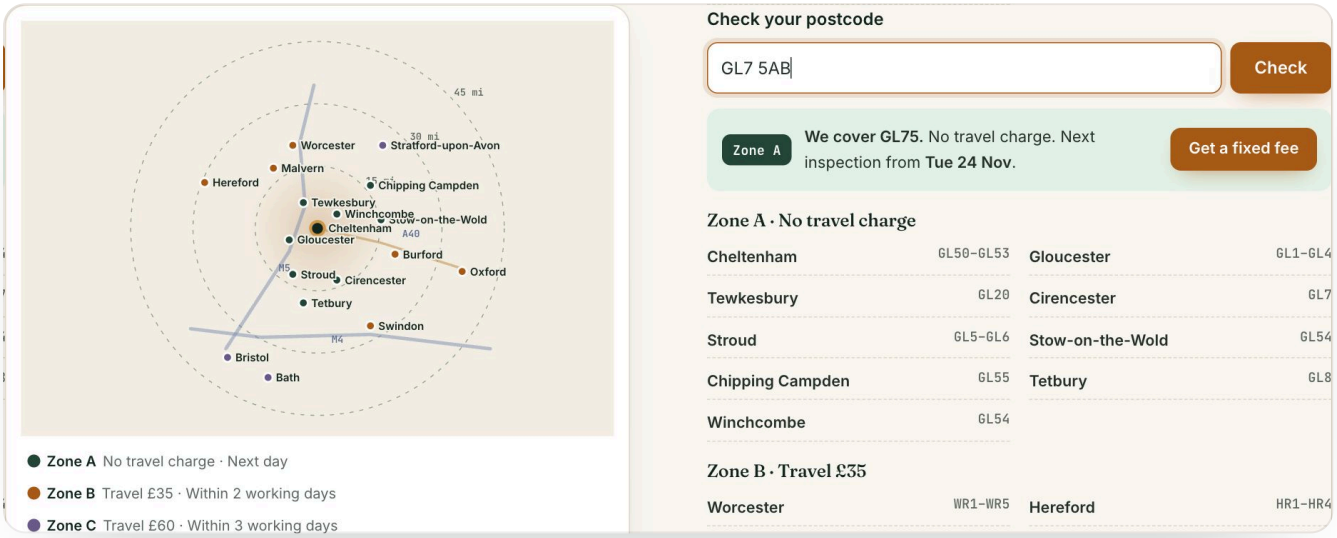
Probate, matrimonial, shared ownership and tax valuations, each with its fee and turnaround.

4 Defects, snagging, commercial

Structural movement, new-build snagging and commercial surveys and dilapidations each have a full page.

Where you work, *what you've achieved and who you are*

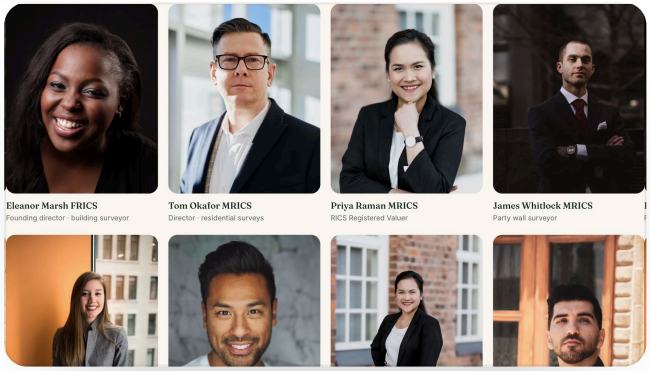
A coverage map, case studies with hard numbers and a team that buyers can put a face to.



Coverage map with travel zones and the postcode checker



Case study: £14,000 off the price of a listed cottage



The team, with a bio for each surveyor

1 Coverage map

Your office, the towns you cover and travel zones; the postcode checker gives the fee and next inspection date.

2 Case studies

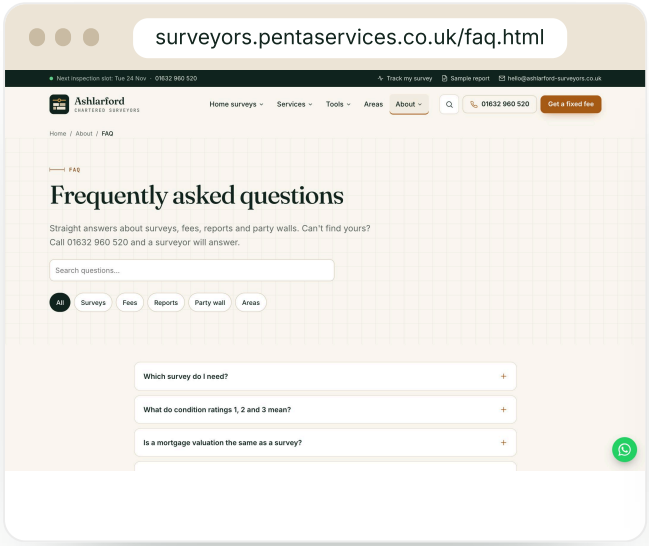
Each with three numbers and the story: what was found and what it was worth.

3 Team and credentials

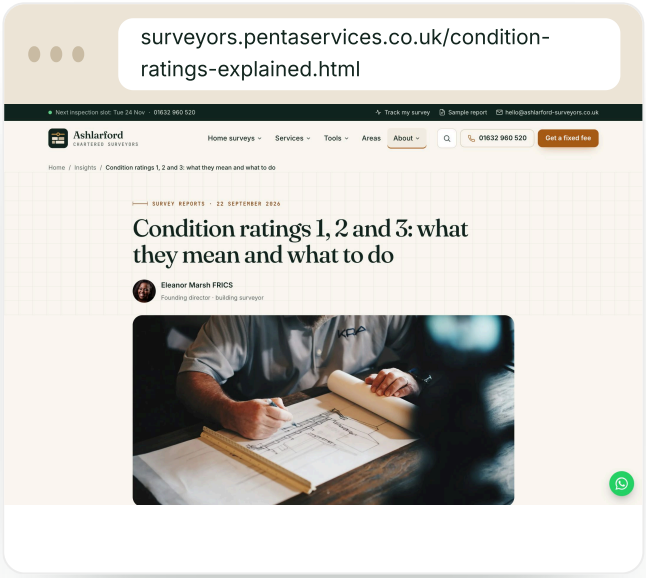
MRICS, FRICS and AssocRICS surveyors, registered valuers, regulation, insurance and your history.

Answers, guides *and a clear way to reach you*

Content that answers buyers' questions and gets your practice quoted by AI assistants.



FAQ with topics, search and highlighted results



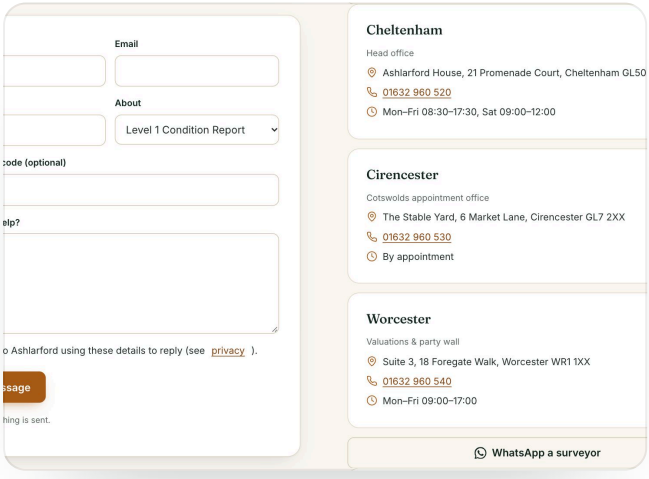
A guide with an answer-first summary and a ratings table

1 FAQ

Questions by topic (surveys, fees, reports, party wall, areas) with instant search and FAQ structured data.

2 Guides

Articles by named surveyors: which survey to choose, condition ratings explained, party wall timelines.

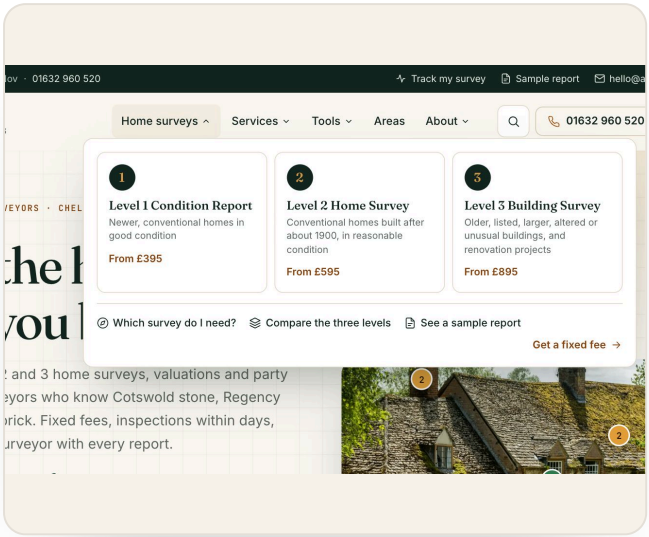


Contact form, offices and WhatsApp

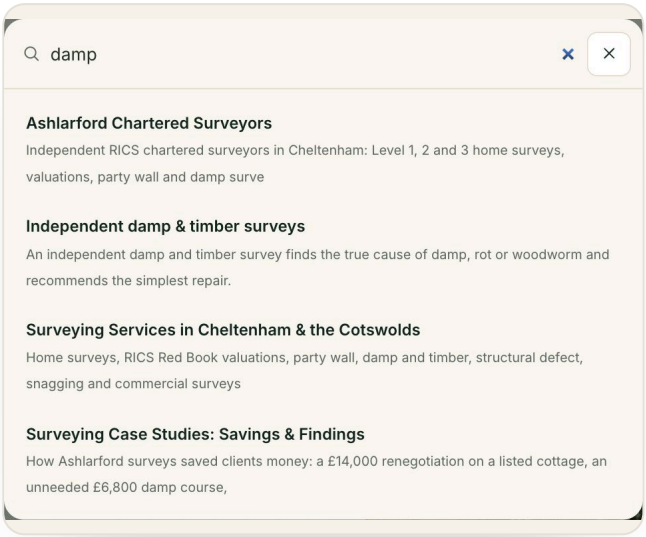
3 Contact

A short form that pre-selects the service, three offices with hours, phone and WhatsApp.

Features that *keep buyers engaged*



Home surveys mega menu



Site search

Mega menu

The three survey levels with fees, plus quick links to the finder, comparison, sample report and fixed fee.

Site search

Searches surveys, services, tools, guides and FAQs (also Ctrl/Cmd + K).

Call and WhatsApp

Phone in the top bar and header, a WhatsApp button and a Call / Which survey? / Fixed fee bar on phones.

Animated details

Condition-rating markers, a scanning line, counters and smooth reveals, switched off for visitors who prefer less motion.

Fast and light

Plain code, self-hosted fonts and compressed images for quick loading on phones.

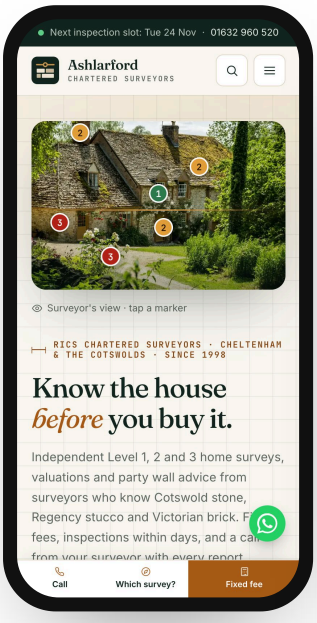
Easy to update

All content in one file: change a fee, an area or a service once and every page and tool updates.

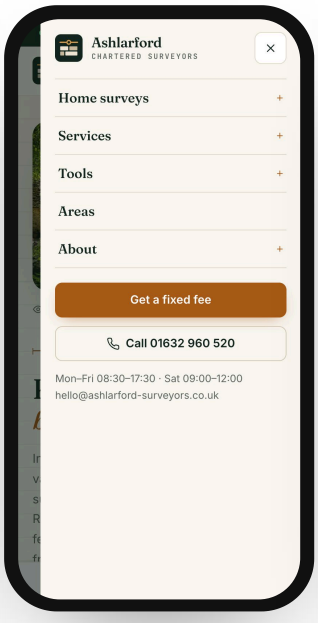
13 · MOBILE

Designed *for the phone*

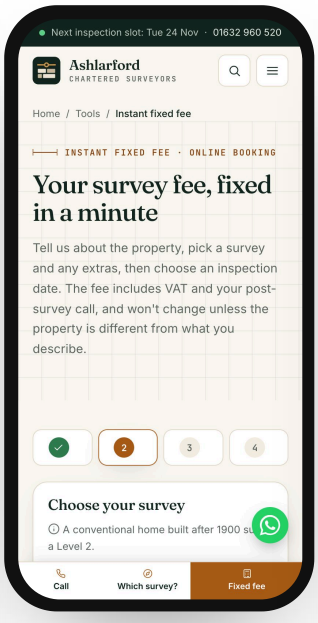
Most buyers book their survey on a phone. The menu folds into a drawer, every tool works on a small screen, and a bar keeps Call, Which survey? and Fixed fee one tap away.



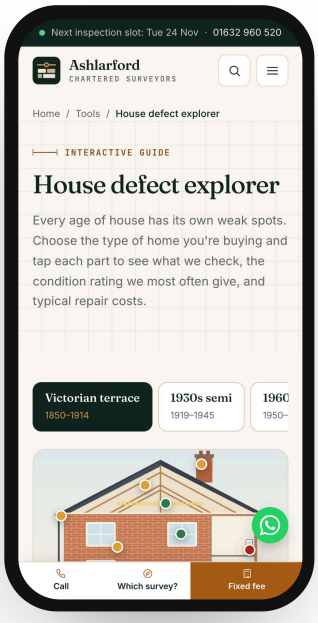
Homepage



Menu



Fixed fee



Defect explorer

01

Get a fixed fee

Price your survey online in a minute, or call us. The fee is fixed before we start, VAT included.

02

We arrange access

We book the inspection with the agent or seller and confirm the date by email and text.

03

Inspection

Your surveyor spends 1 to 7 hours at the property, depending on the level. You're welcome to meet them at the end.

04

Report & call

Your report arrives as a clear PDF with photos, then your surveyor calls to talk it through and answer questions.

Your brand, *Google and AI search*

The demo uses limestone, forest green and ochre, Fraunces for headings and Inter for text: established, calm and precise. We replace them with your logo, colours and photos.

Google (SEO)

- A unique title and description on every page
- ProfessionalService, Service, FAQPage, Article, Person and Breadcrumb structured data
- A page for each survey level and service, plus tools and area pages
- Sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first service pages and FAQs
- Facts AI tools can quote: fees, turnaround, condition ratings, Party Wall Act periods
- Consistent name, address and phone everywhere
- An llms.txt summary of your services, tools and guides

Searches the website is built around

chartered surveyor [town] · Level 2 survey cost · Level 3 building survey · which house survey do I need · party wall surveyor [town] · damp survey independent · probate valuation [town] · snagging inspection

WHY IT MATTERS

Buyers increasingly ask ChatGPT, Gemini or Google AI which survey they need and what it costs. AI assistants quote sites with clear answers and consistent facts. We don't guarantee rankings or citations, but we report progress every month.

15 · ALL INCLUDED

Domain, hosting and email: *we take care of it all*

The website arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED

A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED

Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED

Mailboxes on your own domain (e.g. hello@yourfirm.co.uk).

Updates and support

We keep the site updated and secure and make your changes.

Google Business Profile

Your Google Maps listing set up and linked to the website.

Privacy and cookies

Privacy notice and cookie consent for your country.

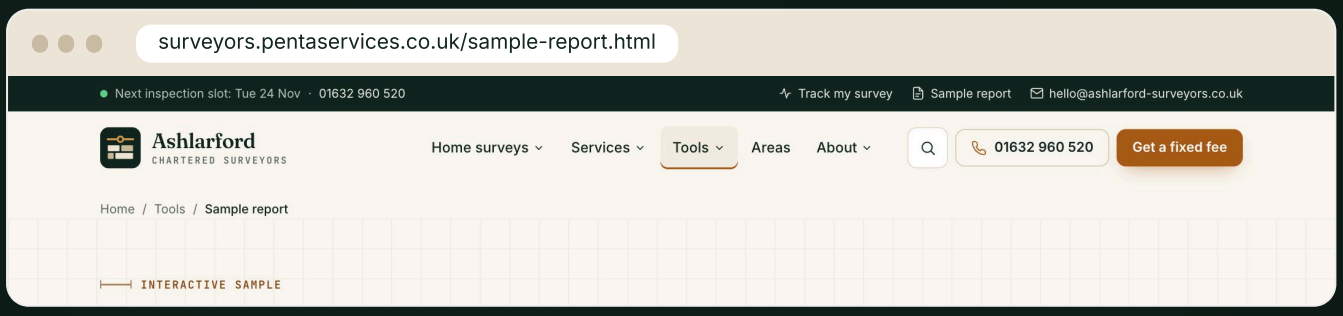
Ready Site price

Setup
£0 · US$0
Delivered faster than a custom build

Monthly
£34 · US$45
Hosting, SSL and business email included

Pay yearly
2 months free
10 × the monthly fee, plus a free domain

Ready Site prices for the Corporate Website package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live.



What we need *and what we do*

What we need from you

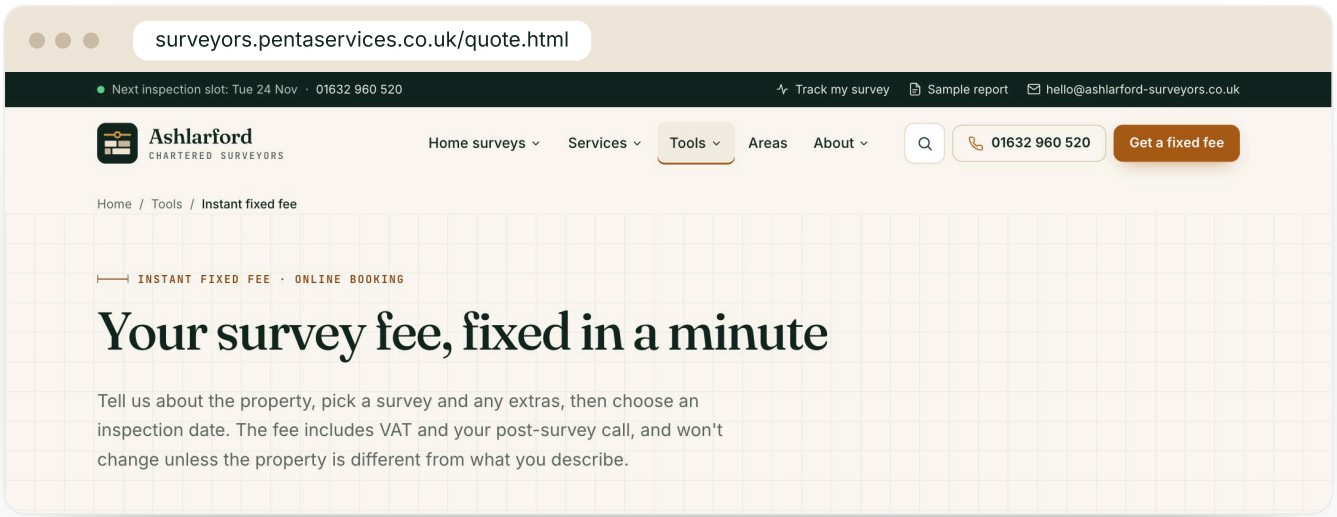
- Logo and colours, if you have them (otherwise we design them)
- Practice name, offices, phone and email, and your regulation details
- Your services, fee scale and the areas you cover
- A sample report (anonymised) to model the interactive sample
- Case studies, client reviews and accreditations
- Team profiles and photos

What we do

- Adapt the design to your brand
- Load your fees, travel zones, services and team
- Set up booking, tracking, forms and email
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every website is adapted to your practice: your survey levels, fee scale, areas, report style and team. Online booking can confirm dates or request them only. Tracking can stay as a demo or be connected to your case management system. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that *books more surveys?*

1. **See the demo**
   Open the demo on your phone and computer. Try the fixed fee, the survey finder, the defect explorer and the sample report.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the site and answer every question, with no obligation.

3. **Send us your details**
   Logo, fee scale, areas, services, a sample report, reviews and team profiles.

4. **Approve and go live**
   You get a private preview link, approve it, and the site goes live on your domain.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: surveyors.pentaservices.co.uk

Penta Services: websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One website. A fixed fee, the right survey, a booked date and a report buyers understand.