

The exceptional  
agent's guide to...

# Winning Instructions



Vendors and landlords most value an agent they can trust to get the job done. Agents who take on and sell the most properties in an area have demonstrated their ability to market, sell and let a high volume of properties at the same time.

This guide highlights some ways that you can hunt for, and win, instructions in order to grow your market share.

# 7 ways to win against a lower fee agent



**Josh Phegan**  
Leading global real estate trainer

## 1 Obsess about your customers not your competitors.

Your brand is not just a logo, it's a set of customer experiences. Make sure that everyone a potential client might interact with from your business lives up to your high service standards, starting from the moment they first get in touch with you. Always remember that the customer pays your invoice, not the competitor.

## 2 Only one agent can be the cheapest. Focus on value instead.

Be really clear on the things that you do that other agents don't. Use real examples of how you've achieved better prices for similar customers and how that meant they ended up with more money in their pocket afterwards.

## 3 Make the buyer pay.

It's easier to talk pounds instead of percentages. If you charge £1,000 more, position that you'll get the buyer to pay it by adding the £1,000 to the asking price –

then justify how you'll achieve that price. Suddenly, your higher fee isn't costing the seller any extra.

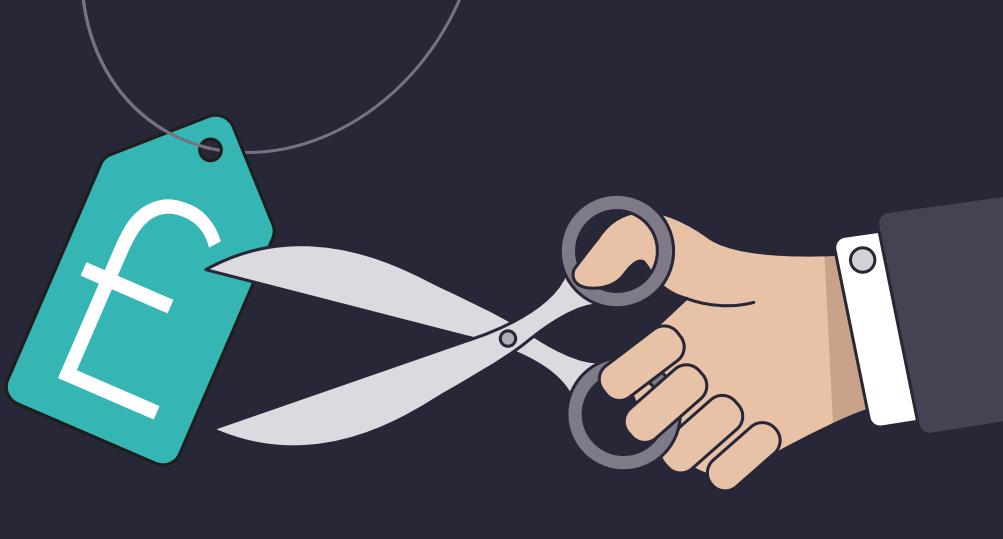
## 4 Present two fee options.

These could be "Basic" (your low fee option) and "Basic Plus" (your fixed fee, full package). Human nature is to choose the option that gives them best value. Positioning this as your "most popular" package can help.

## 5 Don't let your clients get bogged down comparing features.

Avoid publishing a list of your features that people can compare against others. How will they know that you do them to a better standard? Instead use your marketing to encourage people to call you to find out why so many others have used you to sell or let their properties.

Estate agency is too much of a personalised service to become bogged down in lists of features.



## 6 Fend off the vultures that'll swoop once they see your for sale board.

To avoid your hard-earned instruction having their head turned by a cheaper agent, follow up very clearly in the first hour after the instruction is confirmed to thank them. Reiterate all the reasons why they chose you, replaying their language back to them.

You're most vulnerable in the first day, so go big on helping them justify their decision to choose you and don't give them an opening to change their mind. And don't be afraid to give your customer advanced warning that cheaper agents will come knocking once the for sale board is up. It's a great opportunity to reiterate why you offer better value.

## 7 All the leads you need could be under your nose.

Struggling to get through the door against agents marketing low fees? Spend time on your existing clients

instead. In my experience that's where the best opportunities lie.

Call your past clients for an annual check-up. Contact everyone that's ever sent you an enquiry and ask if they've found anything yet. No? Then help them. Yes? Ask if it's rented. And what's happened to the place they moved from. These kind of questions can open up a world of opportunities.

Businesses who do really well have focus on driving repeat business. All the leads you need might already be in your lap.

Josh recently joined us for a Q&A about how to win more in situations where you're up against a competitor with a lower fee.

**Watch the replay at:**

► [hub.rightmove.co.uk/josh](http://hub.rightmove.co.uk/josh)

# Going from Good to Exceptional

Julian O'Dell – Agency trainer



Good is no longer good enough. Only by being exceptional and raising standards can valuers win more than their fair share of instructions and grow your market share. There are 4 ways in which you can differentiate yourselves from other agents – **the 4 P's**:

## The Process

The stages you go through to secure stock. Your process has to be better than anyone else's to deliver a better customer experience.



## The Proposition

How the client perceives your brand and service. Having a different proposition that is clear to a vendor or landlord as early as possible in the process is the main way to avoid having to compete on fees.



## The Person

Who the client will be dealing with. This means the valuer on the day and all the other colleagues they've interacted with. Every interaction with your business is an opportunity to stand out.



## The Price

The fee the client will pay. Weaker agents differentiate by having a lower fee, whilst exceptional agents often use a higher fee as a differentiator and work hard to justify it.



Watch the replay of Julian's full 45 minute training webinar at:  
[hub.rightmove.co.uk/julian](http://hub.rightmove.co.uk/julian)

# Recruiting Estate Agency Rockstars

**Matt Giggs** – Industry leader and estate agency director



Having the right people on your team could be the difference between winning more instructions and constantly losing out to your competitors. **Follow my 3 steps** to success to make sure you get your recruitment right:

## Attracting talent

Hire for attitudes rather than experience. Using personality questionnaires in your recruitment is a great way of understanding someone's attitude up-front and working out if they'd be a good fit for your team. Ask your best people why they joined, stayed and go the extra mile every day. Use that to build your vision to attract more of the same people.



## Retain and develop your team

Invest in understanding the strengths, weaknesses and working styles of your teams. Deliver training based on your employees' preferences and align all your training with your company's vision and objectives to make sure you're all pulling in the same direction.

## Have a reality check

Have you really got the best available team? Write down the names of everyone in your team. If you had to make them all redundant today, who would you re-employ? Leadership is about making tough decisions. Look at yourself, too. Leadership is about being the change in your business and leading by example – not about telling everyone else to change.



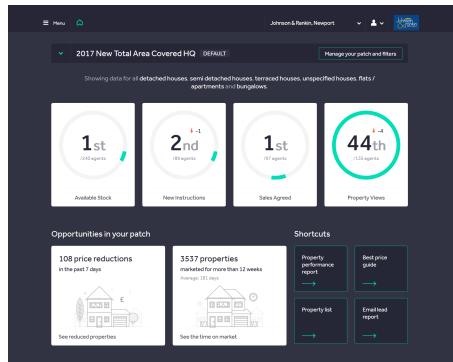
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# Win more instructions by making the most of Rightmove

## Understand your market share

The first step to winning more instructions is understanding your current market share. To do this, use the Market Share reports in Rightmove Plus.

They'll show you where you currently rank against competitors in your area for New Instructions, Sales/Let Agreed, Available Stock and Property Views.



## Attract vendors and landlords with exceptional property presentation

By creating great listings on Rightmove, you should generate more enquiries – and a buyer or tenant is often also a seller or landlord. Vendors and landlords will also judge your online property presentation when deciding which agents to contact.

**Find out more about creating great Rightmove listings, every time, in our Property Marketing guide.**



## Identify slow moving properties in your Rightmove reports

Use the Price Reduction and Time on Market Reports in Rightmove Plus to identify properties that have been on the market a long time with another agent, or have had multiple price reductions. These could be the starting point for your next prospecting campaign.



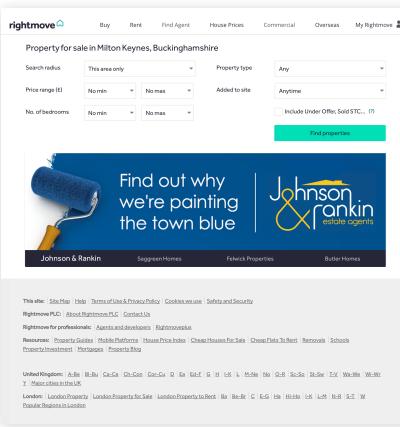
## Target vendors and landlords directly

Through our huge database of home hunters, we can help you target potential vendors and landlords directly. Whether it's through targeted email campaigns to active home movers, or more directly through products like Local Valuation Alerts and Rightmove Discover. Speak to your Account Manager for more information.

## Play the long game with your brand marketing

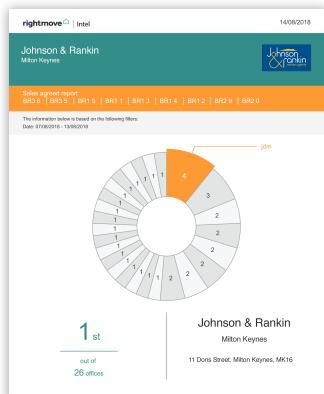
With only 3-4% of your patch actively in the market, building brand awareness is a huge part of winning more instructions in the future. The more somebody knows you exist, the more likely they are to think of you first when the time comes to speak to an agent.

Local Home Page and Featured Agent banners on Rightmove mean you'll be seen consistently by people searching in your area, often right before the time they come to instruct an agent. If they've seen your brand plastered all over Rightmove, they're likely to think of you.



## Prove your success to win more often

For New Instructions, Sales/Let Agreed and Available Stock, you can print a certificate that shows your market share to use when valuing a potential vendor or landlord's home. Use the filters to identify property types or areas where you're number 1 and use this certificate in your valuation pack to justify your fee.



# Get all your team trained up to win more instructions

On the Rightmove Hub you've got access to over 100 hours of on demand training, plus more than 12 hours of live webinar training every month.

It's all included as part of your Rightmove membership.

See the full schedule, including all our guest speakers, at:

[Hub.rightmove.co.uk/webinars](http://Hub.rightmove.co.uk/webinars)

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