

Use the Best Price Guide to...

Justify a realistic valuation and combat over-pricing



Why getting your price right on day 1 matters

We followed the progress of over 100,000 new listings



Sellers are **40%**

more likely to sell a property with
you if priced right from Day 1

Source: Rightmove data, 2019

Create a personalised report that backs up your expert valuation with **hard evidence** from a **trusted brand**.



Let's look at an example...

**Your realistic
valuation:
£350k**

**Your competitor
has said:
£400k**



Log in to the Best Price Guide in Rightmove Plus

rightmove

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> Best Price Guide

> Best Price Guide - NEW

REPORTS

> Property Performance

> Available Stock

> New Instructions

> Sales Agreed

> Price Reduction

> Time On Market

> Property Views

> Lead Reports

PROPERTY ADMIN

> Property List

> Premium Listing

> Featured Property

ACCOUNT MANAGEMENT

> Branch Marketing

> User Management

INFORMATION

Our Patch **DEFAULT** [Manage your patch and filters](#)

Showing data for all detached houses, semi detached houses, terraced houses, unspecified houses, flats / apartments, bungalows and retirement properties.

2nd
/50 agents

Available Stock

2nd ↑ 1
/20 agents

New Instructions

2nd ↑ 5
/15 agents

Sales Agreed

15th ↓ -4
/25 agents

Property Views

17 price reductions
in the past 7 days



See reduced properties

732 properties
marketed for more than 12 weeks
Average: 199 days



See the time on market

Property performance report
→

Property list
→

Best price guide - NEW
→

Lead Reports
→

Step 1:

**Choosing the right
comparables**

Find similar properties that have sold quickly at close to your recommended valuation



Floorplan

£350,000

3 bedroom semi-detached house for sale

Mornington Crescent, Hadleigh

SOLD STC

Key features

*** Guide Price £350,000 - £375,000 *** Home Estate Agents are please to offer for sale this deceptively spacious three bedroom semi detached ...

Marketed from 10 Apr 2019

+ Add to report



Floorplan

£350,000

3 bedroom semi-detached house for sale

Rectory Avenue, Rochford, SS4

SOLD STC

Key features

Superb Rear Garden | Bathroom & Seperate W.C | Refurbished Interior To Living Room & Bedrooms | Private Driveway | Walking Distance To Local ...

Marketed from 21 Mar 2019

+ Add to report



Floorplan

£350,000

3 bedroom house for sale

Ronald Park Avenue, Westcliff On Sea, Essex

SOLD STC

Key features

SEMI DETACHED CHALET | FULLY REFURBISHED | THREE BEDROOMS

Marketed from 15 Mar 2019

+ Add to report

Flag properties stuck on the market at the higher price



£400,000

3 bedroom semi-detached house for sale
Eastwood Rise, Leigh-On-Sea

CURRENTLY ADVERTISED

Key features
Three bedroom semi-detached family home | Beautifully presented throughout | Ample off street parking | Large garden measuring approx ...

Marketed from **28 Jan 2019**

[+ Add to report](#)



£399,995

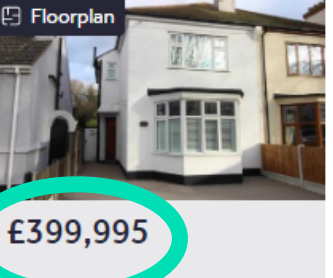
3 bedroom semi-detached house for sale
Mayfield Avenue, Southend-On-Sea

CURRENTLY ADVERTISED

Key features
Welcoming Entrance Hall With Storage | Bright & Airy Lounge With Feature Bay Window 15'3" | Kitchen Area 13'9 x 10'11 | Charming ...

Marketed from **27 Oct 2018**

[+ Add to report](#)



£399,995

3 bedroom semi-detached house for sale
Leigh on Sea

CURRENTLY ADVERTISED

Key features
SEMI DETACHED HOUSE | THREE BEDDOOMS | TWO RECEPTION ROOMS | OFF ROAD PARKING | APPROXIMATE 90' GARDEN | MODERN SHOWER ...

Marketed from **13 Feb 2019**

[+ Add to report](#)

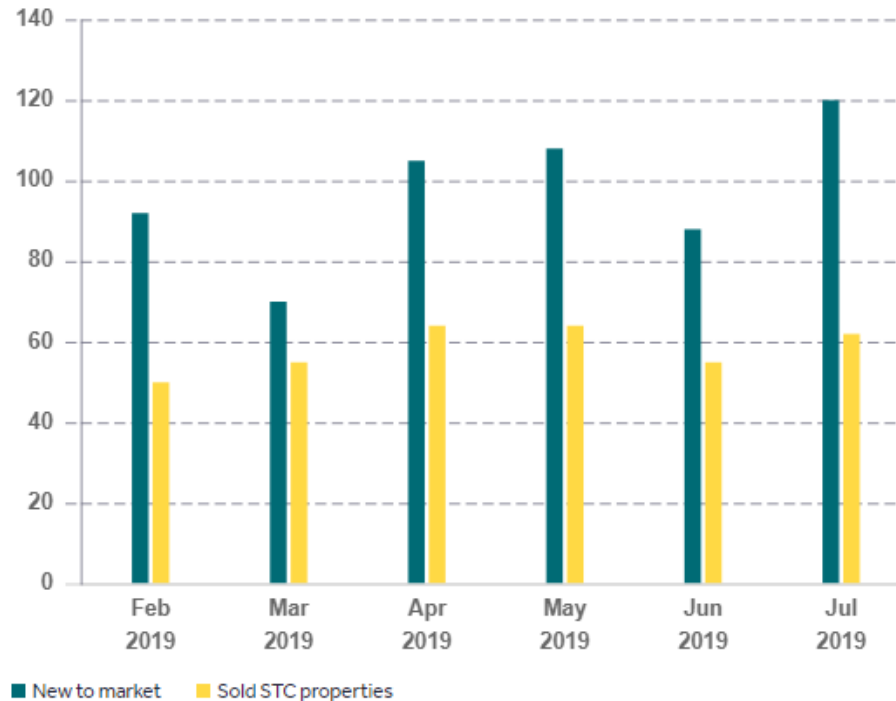
Step 2:

**Back up your
recommendation
further with
market insight**

Show that supply of similar properties is high...competitive pricing will be required

How many other recently listed properties is your client's property competing with for a buyer's attention?

☒ Include in report



New vs. sold subject to contract (STC) properties within 5 miles of CF71 7SE

This graph shows the number of newly listed and sold subject to contract (STC) properties listed by all agents, over the last 6 months on Rightmove. It's a good indicator of the recent supply and demand levels for properties like this.

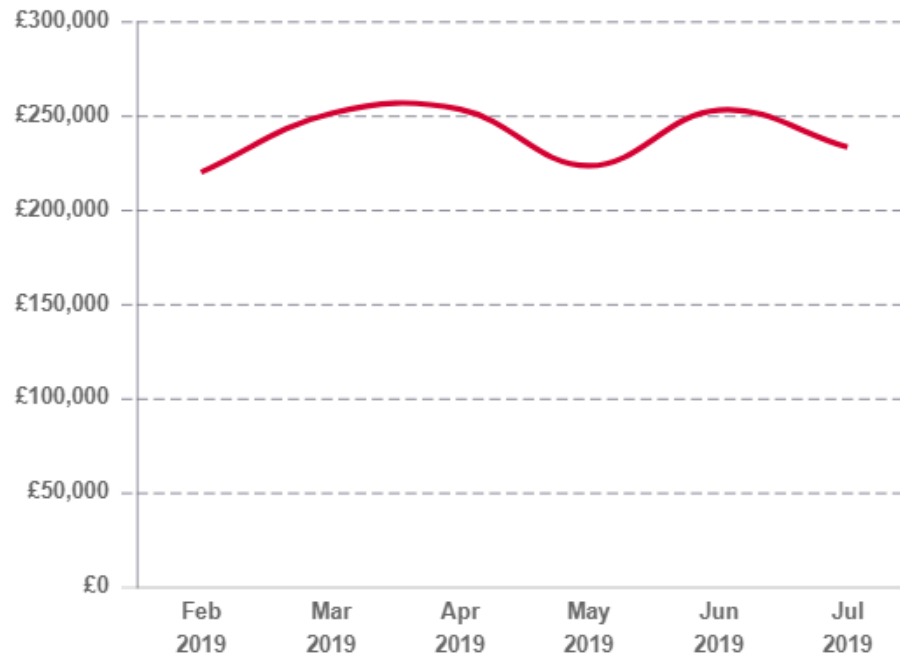
Useful tip:

Use this graph to help your pricing conversations with the client and to show how you'll market their property to make it stand out from the crowd. You could also use it to discuss the best time to list their property.

Show the average asking price trend, to highlight a flat market

What has been the asking price of comparable properties over the last 6 months?

☒ Include in report



■ Average asking price

Average asking price of 3 bedrooms, terraced houses within 1 mile of TN35 5AR

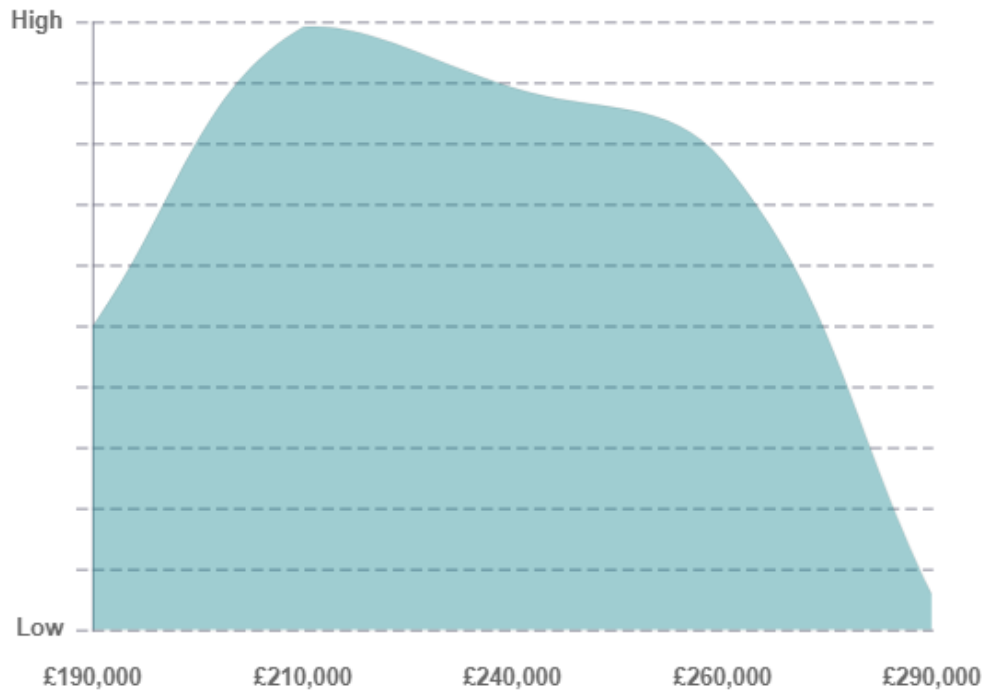
This graph shows the average asking price of properties like this, listed by all agents, over the last 6 months on Rightmove. It can help to show the pricing trend of the area.

Useful tip:

Back up your price recommendation with the average asking price and discuss how it could change over time.

Show them where the demand is from people searching for similar properties on Rightmove

How much interest is there in properties like this from people searching on Rightmove?



■ Asking price

Number of property views in the last 6 months for terraced houses within TN35

This graph shows the amount of searches on Rightmove over the last 6 months for properties like this, at various prices. It's an indicator of how much people are willing to pay for comparable properties.

☐ Include in report

Useful tip:

Support your pricing recommendations with hard data on how many people are searching for properties of the same type at each price point.

Print and share your personalised report that backs up your realistic valuation with **hard evidence** from a **trusted brand**.

Mr Venn Dorr
60, Perry Road, Hastings, East Sussex, TN35 5AR

Best Price Guide

The best data and local market trends to help you understand how to price your property.

Presented by
J & R



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Exclusive to agents who ask which has over 20,000,000+ Overseas.



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Introduction

The Best Price Guide provides comparable property information selected by J&R to help establish the best market price.

Your property



NO LONGER ADVERTISED

3 bedroom house

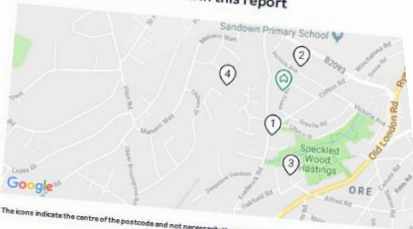
Percy Road, Hastings, East Sussex

• Front garden, rear courtyard

• CHAIN FREE

Marketed from 27 Jun 2009 to 21 Jul 2009 (24 days)

Map of properties included in this report



The icons indicate the centre of the postcode and not necessarily the exact location.

* Legal information present on page 4

The properties in this report were advertised on Rightmove during the dates specified. These properties were not marketed by J&R unless otherwise stated.



J&R, 38 High Street, Bromley, BR1 1EA
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£220,000

CURRENTLY ADVERTISED SOLD STC

3 bedroom terraced house for sale

Frederick Road, Hastings, East Sussex

Marketed from 29 Jun 2019



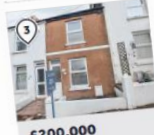
£219,950

CURRENTLY ADVERTISED

3 bedroom end of terrace house for sale

Victoria Avenue, Hastings, East Sussex

Marketed from 20 Mar 2019



£200,000

CURRENTLY ADVERTISED SOLD STC

3 bedroom terraced house for sale

School Road, Hastings

Marketed from 12 Nov 2018 to 23 Jul 2019 (25)



£240,000

NO LONGER ADVERTISED

3 bedroom house for sale

Endeavour Way, Hastings, TN

• End of terrace house

• Three bedrooms

• Rear garden

• Off road parking

• Well presented throughout

• Great location

Marketed from 7 Jun 2019 to 7



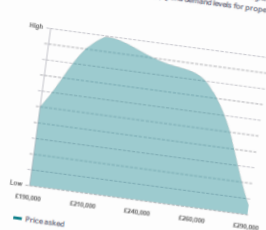
J&R, 38 High Street, Bromley, BR1 1EA
T: 0208 313 6200 | E: Andrew@J&R.com

Market Information



New vs. sold subject to contract (STC) 3 bedrooms, terraced houses within 1 mile of TN35 SAR

This graph shows the number of newly listed and sold subject to contract (STC) properties listed by all agents, over the last 6 months on Rightmove. It's a good indicator of the recent supply and demand levels for properties like this.



Average asking price of 3 bedrooms, terraced houses within 1 mile of TN35 SAR

This graph shows the average asking price of properties like this, listed by all agents, over the last 6 months on Rightmove. It can help to show the pricing trend of the area.

Number of property views in the last 6 months for terraced houses within TN35

This graph shows the amount of searches on Rightmove over the last 6 months for properties like this, at various prices. It's an indicator of how much people are willing to pay for comparable properties.