

How to start an estate agency

A simple guide to get you up and running

Step 1: Set up your new agency

- Choose an agency name
- Register your company with Companies House
- Set up a business bank account



Tip: Check the Companies House register to find a unique name for your agency.

Step 2: Create your agency brand

- Create a brand identity
- Set up your company website and email address



Tip: Consider what your unique selling points are to help you stand out from the competition.

Step 3: Ensure you are compliant

- Register with the ICO (Information Commissioner's Office) for data protection
- Purchase professional indemnity insurance
- Register for a redress scheme
- (If doing sales work) Register with the HMRC under anti-money laundering regulations
- (If doing lettings work) Set up a designated client money account and request a written confirmation
- (If doing lettings work) Register for a Client Money Protection scheme



Tip: You will need to provide proof of compliance in order to advertise properties on property portals like Rightmove



Tip: You can download a template letter to send to your bank from Client Money Protect. You will need this letter to register for a Client Money Protection scheme.

Step 4: Get ready to operate

- Conduct local market research
- Decide your fee model
- Set up your supplier network and contacts
- Choose a CRM software provider
- Get qualified with Rightmove's Level 3 Certificate for Estate and Letting Agents (CELA)



Tip: Rightmove can help you be a local market expert and win your first new instruction.



Interested in learning more about Rightmove's **Agent Accelerator**, exclusively for startup agents?

For more information and how to apply, get in touch with our team at startups@rightmove.co.uk