

Power your pipeline: what matters  
most to landlords and sellers



 building  
success  
together



Insight

# Combining large-scale survey data with detailed in-person discussions

## Discussions

Latest discussions →

The place to share your thoughts and chat with other members



What's catching your attention on social media?

Last post by 3 days ago

116 466 ★



Finding the best info when moving

Last post by 8 days ago

140 779 ★



Conversation Corner

Last post by Beth 3 days ago

191 730 ★



## Latest news

See all news →



24/10/2024

### 5 reasons we're in a buyers' market

Find out what's happening with property prices, and other market trends ...

Read more →



24/10/2024

### 5 most-viewed homes this month

Take a look inside showstopping homes for sale ...

## Surveys

Latest surveys →

Share your views to help us improve.

If you could live anywhere →

## Polls

Latest polls →

Quick polls on a range of different topics

Which social media platform do you use the most?

☐ Facebook

☐ Instagram

☐ X

☐ TikTok

☐ LinkedIn

☐ Other (Please specify)

☐ I don't use social media

Next →

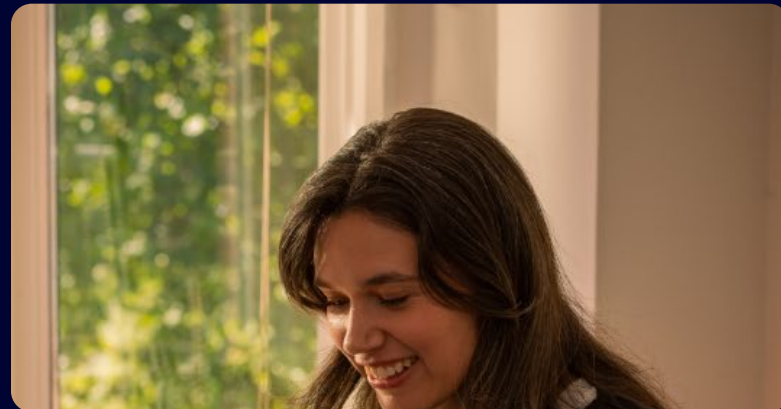
Real-time data from our homemover research panel

Discussions with Landlords and Letting Agents at our research event





# Landlord Insights



# Lettings market snapshot

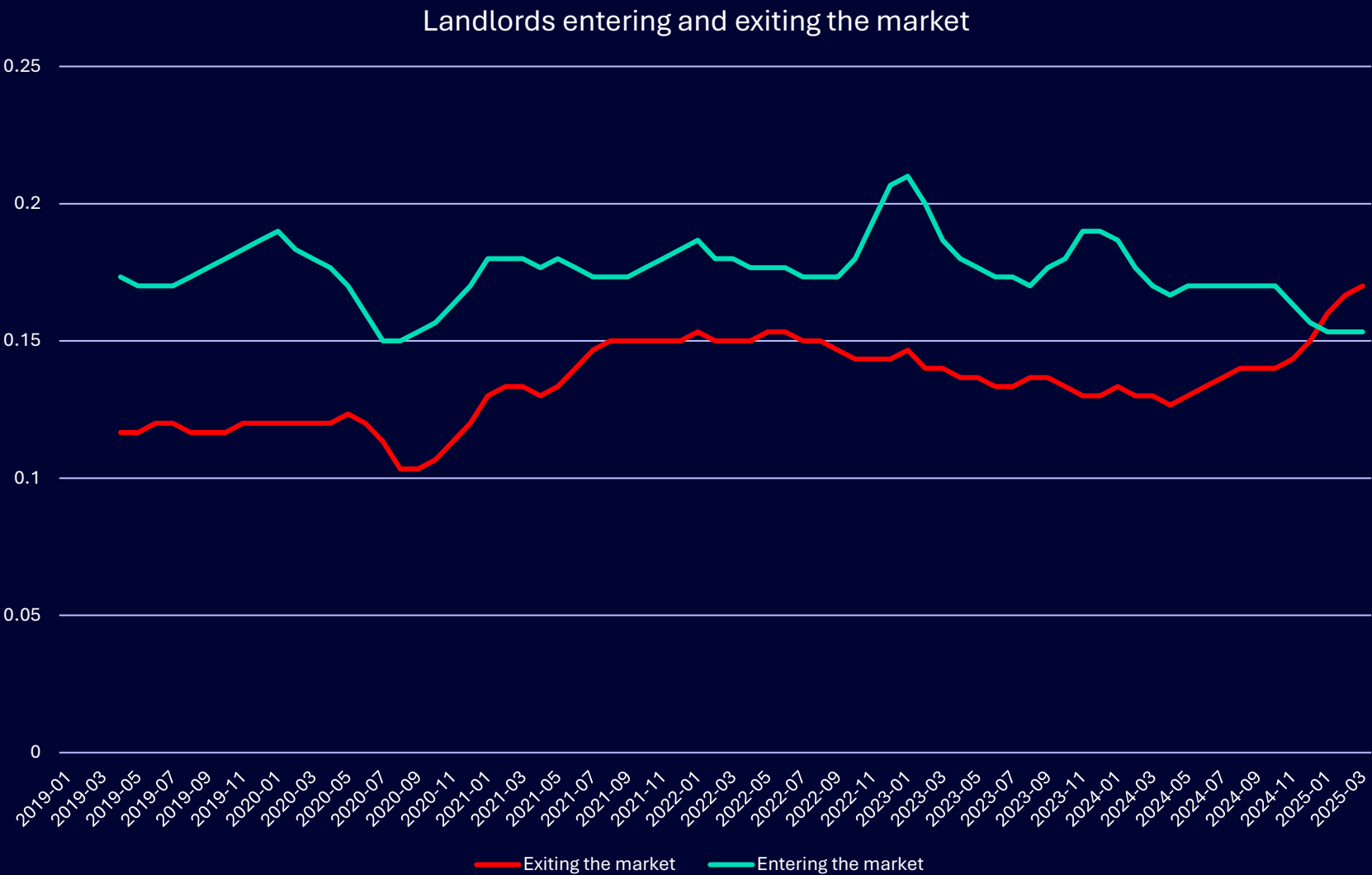
## Key numbers

Supply

-33%

Demand

+10%



Source: Rightmove internal data <sup>1</sup> Supply based on properties for let being advertised 2019 vs 2025, and tenant demand measured by enquiries sent to lettings agents from tenants 2019 vs 2025. <sup>2</sup> Landlords entering market, measured by properties that had been advertised for sale now advertised for let, and landlords exiting the market measured by properties advertised for let that are now advertised for sale, Jan 2019 – March 2025



# We found 3 major opportunities with landlords

The three R's

ROI

Reassurance

Responsiveness



# ROI is a big blocker

Landlords said squeezed ROI was a reason they either didn't use an agent  
OR didn't use a fully managed service



*"I want to make the right financial decisions. I'm thinking about diversifying my investments"*

Sian (Wales)

## Rising Costs

- Tax rate changes
- Mortgage rate changes
- Compliance costs



*"I worry that I'm about to get a phone call and three things have gone wrong and I need to spend a thousand pounds and I haven't earmarked that"*

Nick (England)

## Maintenance budgeting

- Unexpected costs
- Not enough buffer to cover costs



*"Rent payments is probably the number one worry...if the tenant doesn't pay it's a nightmare - months and months of legal wrangling to get them out. "*

Russell (England)

## Financial Risk

- Voids
- Arrears



# Voids

1/4 of rental properties were reduced in Q1 2025

Reduced rental properties take

Nearly **3x** as long to let

Source: Rightmove Rental Trends Q1 2025, Rental properties that have been reduced vs those that haven't, Jan-2019 and Mar-2025

Best Price Guide for lettings

## Best Price Guide

Support your valuations and impress your clients with a report detailing comparable properties.

You can include properties currently being marketed and those that have been sold or withdrawn.

Enter the address of the property you're valuing:

Start typing the address in full, e.g. 12 Kings Road, London

### Comparable properties search

Show properties

☐ For sale ☒ For rent

Search postcode\*

W13 9PN

Search radius

This area only

Letting type

Search

5 results found

Sort by



£1,650 pcm

### 1 bedroom flat

Church Close, London, W17

**CURRENTLY ADVERTISED**

Marketed from 9 Apr 2025 by Example Agents, London

One Bedroom Purpose Built Flat | Ground Floor | Reception | Separate Fitted Kitchen

### Sold price history:

16/09/2005

23/05/1997

17/01/1997

Start over

MacBook Air

# Arrears

Rent Guarantee can provide landlords with more security

Here's how agents are using it:

1. One-off monthly
2. One-off annual
3. Create a new tier/new package
4. Absorb into your managed fee

Find out more at [hub.rightmove.co.uk/rentguarantee](https://hub.rightmove.co.uk/rentguarantee)

**45%**

**of landlords experienced rental arrears**

**28%**

**of arrears cases cost landlords more than £1,000**

Source: Rightmove landlord survey, landlords in England (April-May 2025): Landlords: n=963, including full-time, investment and accidental landlords



# We found 3 major opportunities with landlords

The three R's

ROI

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Responsiveness



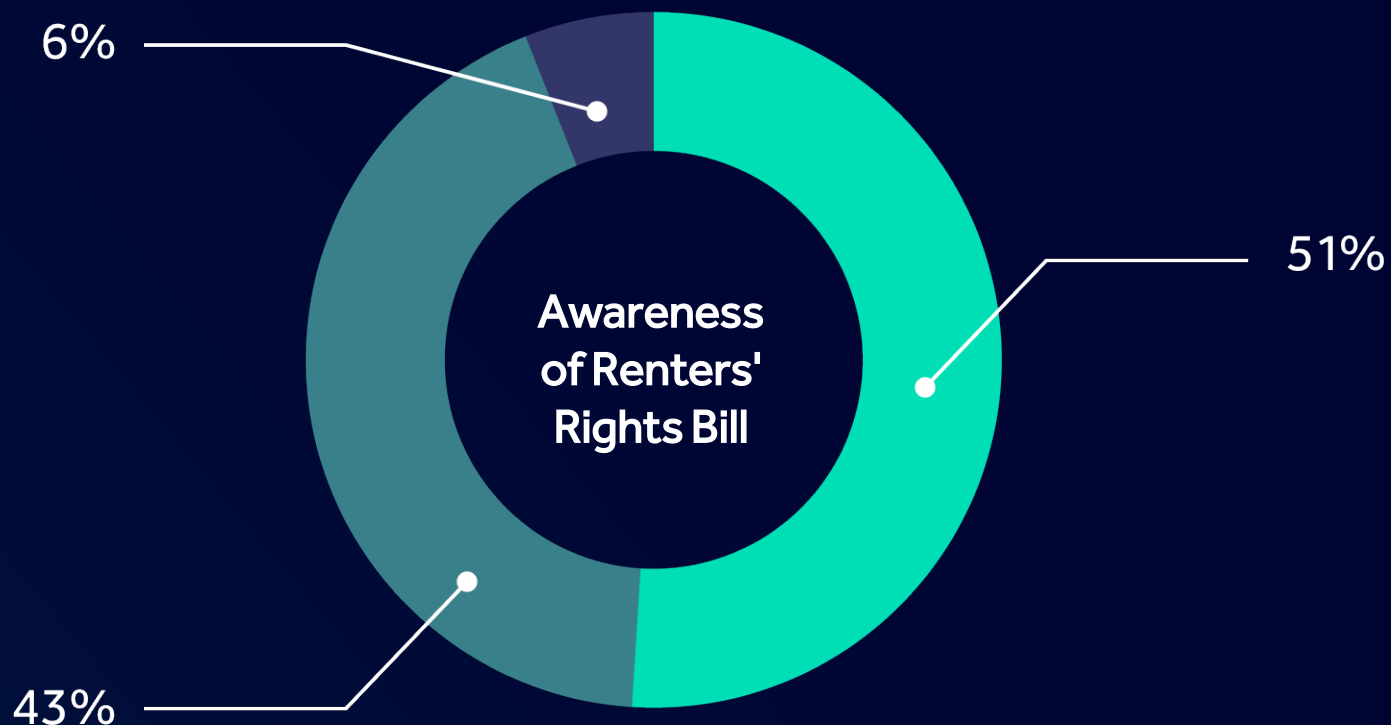
# Renters Rights Bill: An opportunity for letting agents

Half of landlords say they don't know enough about the new legislation

Yes, I am fully aware of it  
and its key elements

I have heard of it but don't  
know much about it

No, I wasn't aware of it



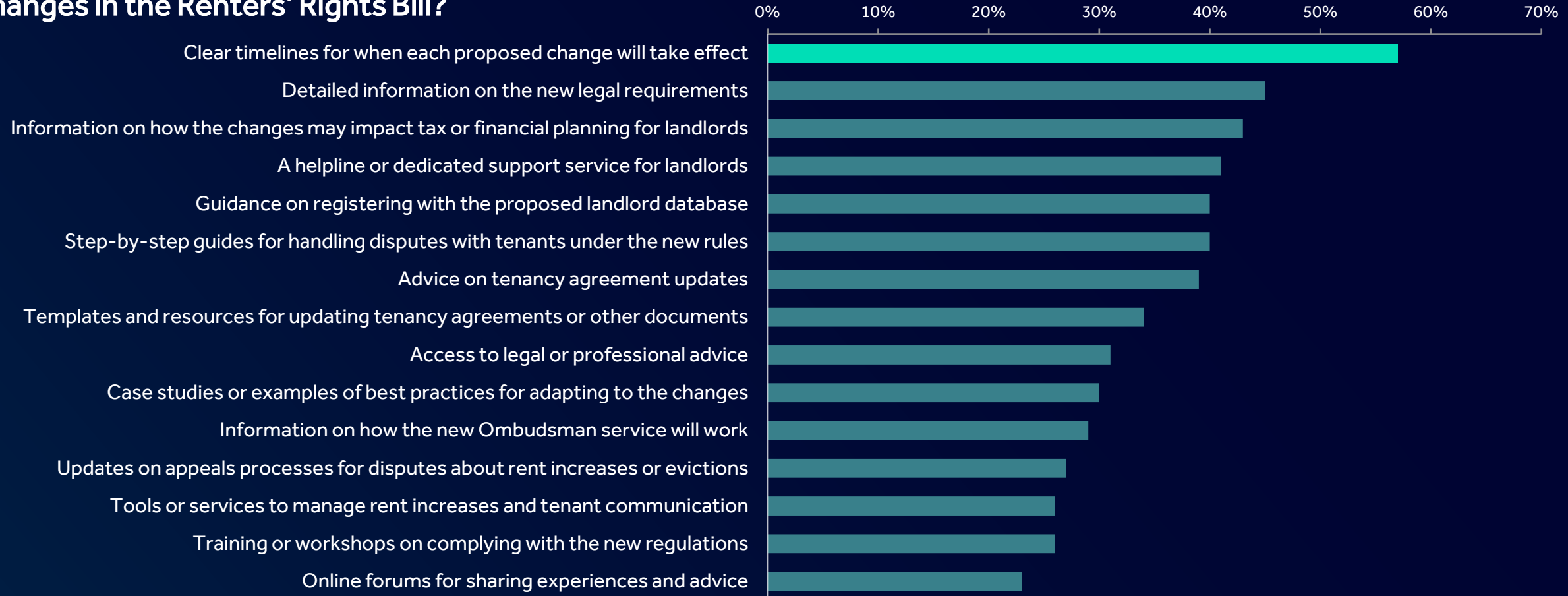
Source: Survey to Living Room (Rightmove's research panel) - February 2025 Sample size: 207 landlords

Questions: Q5 (Feb) Before taking this survey, were you aware of the Renters' Rights Bill and the proposed changes it introduces?



# What landlords really want to know about the Renters Rights Bill

## What support or guidance would help you adapt to the proposed changes in the Renters' Rights Bill?



Source: Survey to Living Room (Rightmove's research panel) – February 2025. Sample size: 207 landlords

Questions: What support or guidance would help you adapt to the proposed changes in the Renters' Rights Bill? Select all that apply.



# What landlords really want to know about the Renters Rights Bill

10%

20%

30%

40%

50%

60%

Clear timelines for when each proposed change will take effect

**57%**

Detailed information in new legal requirements

**45%**



# Supporting you to reassure landlords

- CPD Webinars
- Training Courses
- CELA Qualification
- Learner Management

hub.rightmove.co.uk





# We found 3 major opportunities with landlords

The three R's

ROI

Reassurance

Responsiveness



# The high volume of applicants



12 Enquiries

Per available  
rental property



Double

The pre-pandemic  
average

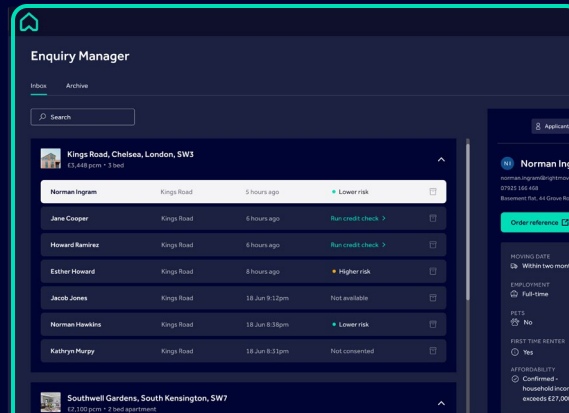


# Automation is your responsiveness best friend

Cope with added volume and remain responsive

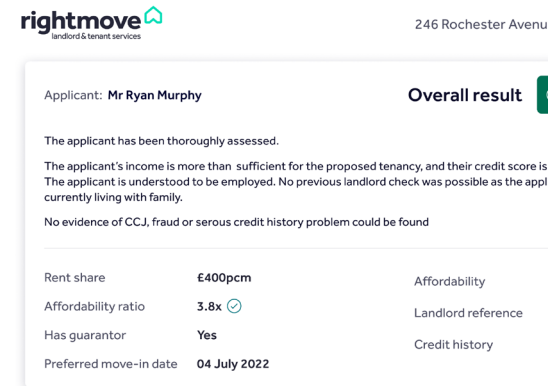
## Tools that have:

- Compliance built-in
- Help you prioritise
- Step by step processes
- Bulk responses



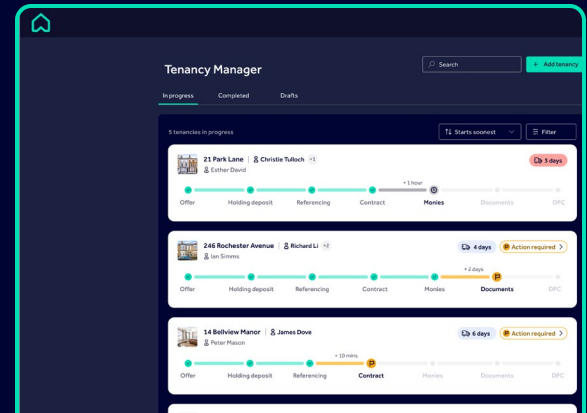
### Enquiry Manager

- Find most suitable tenants fast
- Bulk reply
- Free soft credit check



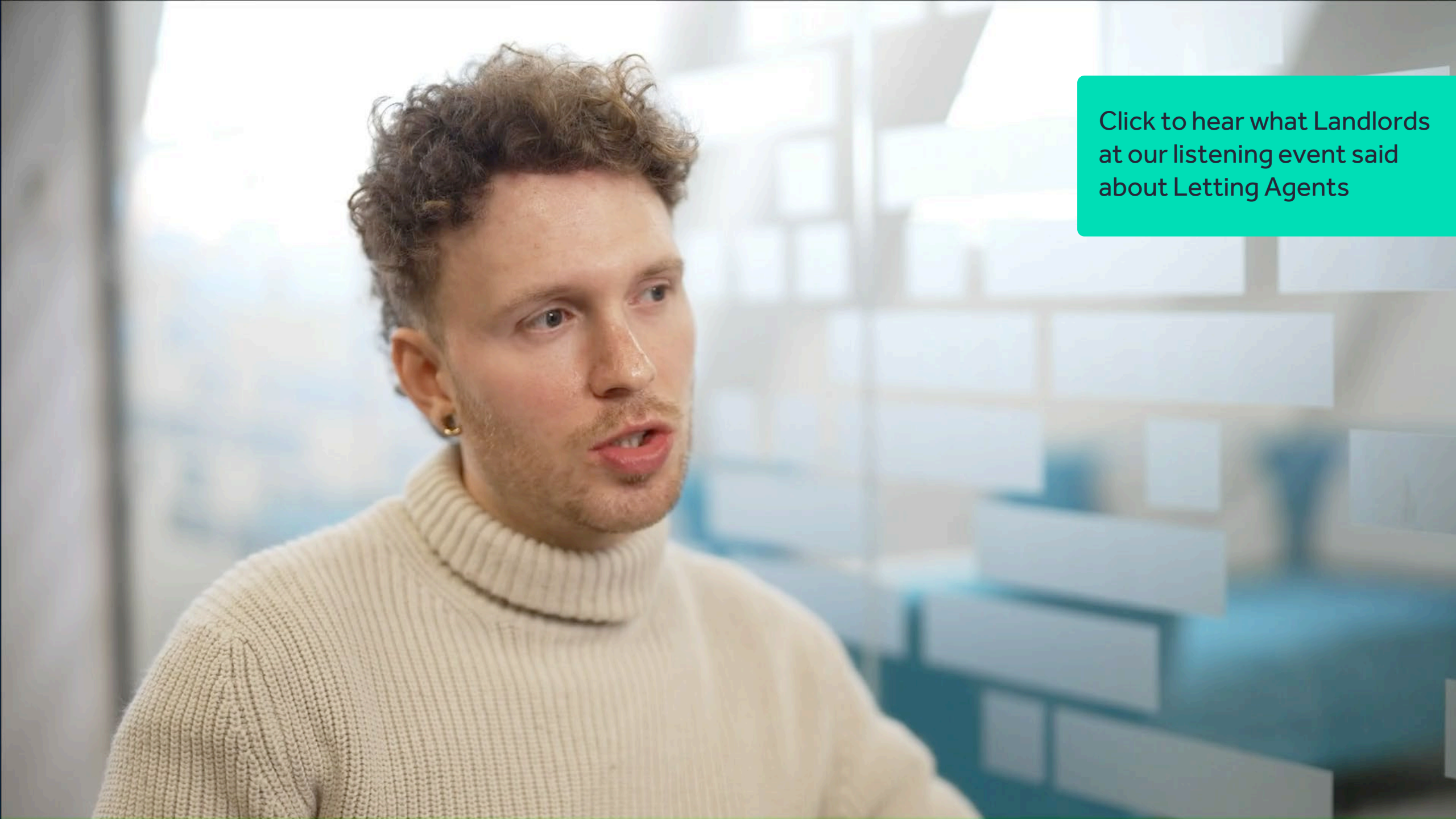
### Tenant referencing

- Fully integrated into your tenancy progression
- Order in one click



### Tenancy Manager

- Online signing & payments
- Built-in compliance



[Click to hear what Landlords  
at our listening event said  
about Letting Agents](#)

Make  
the invisible  
**visible**

it then becomes valuable





# Seller Insight



# Reasons for choosing an agent

Effort and care in valuation is a top 3 driver of choice of agent

89%  
of homeowners  
effort & care in  
valuation

■ Essential ■ Very important

## Selecting an agent



# We found 3 major opportunities for sellers

The three A's of valuations

**Accuracy**

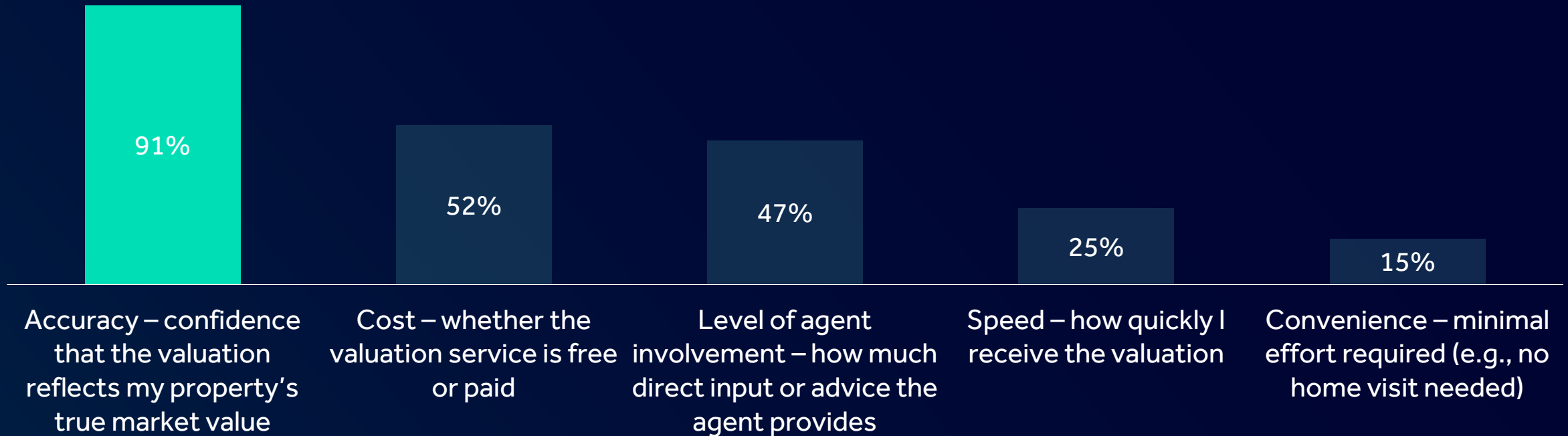
Agent Expertise

Activity



# Accuracy is most important factor about valuations for sellers

## Important factors when selecting a valuation method



Source: Survey to Living Room (Rightmove's research panel) – March 2025

Sample size: 1067 homeowners

Questions: What factors are important to you when choosing a property valuation method? Select all that apply.



# 3<sup>rd</sup> party data backing up your expert opinion

## Enhancing accuracy with:

- Send your potential sellers a link to the report before or after your valuation
- The data in your report refreshes after certain events (e.g. When a property is listed as sold.)

Premium  
Price  
Guide also  
available





# We found 3 major opportunities for sellers

The three A's of valuations

Accuracy

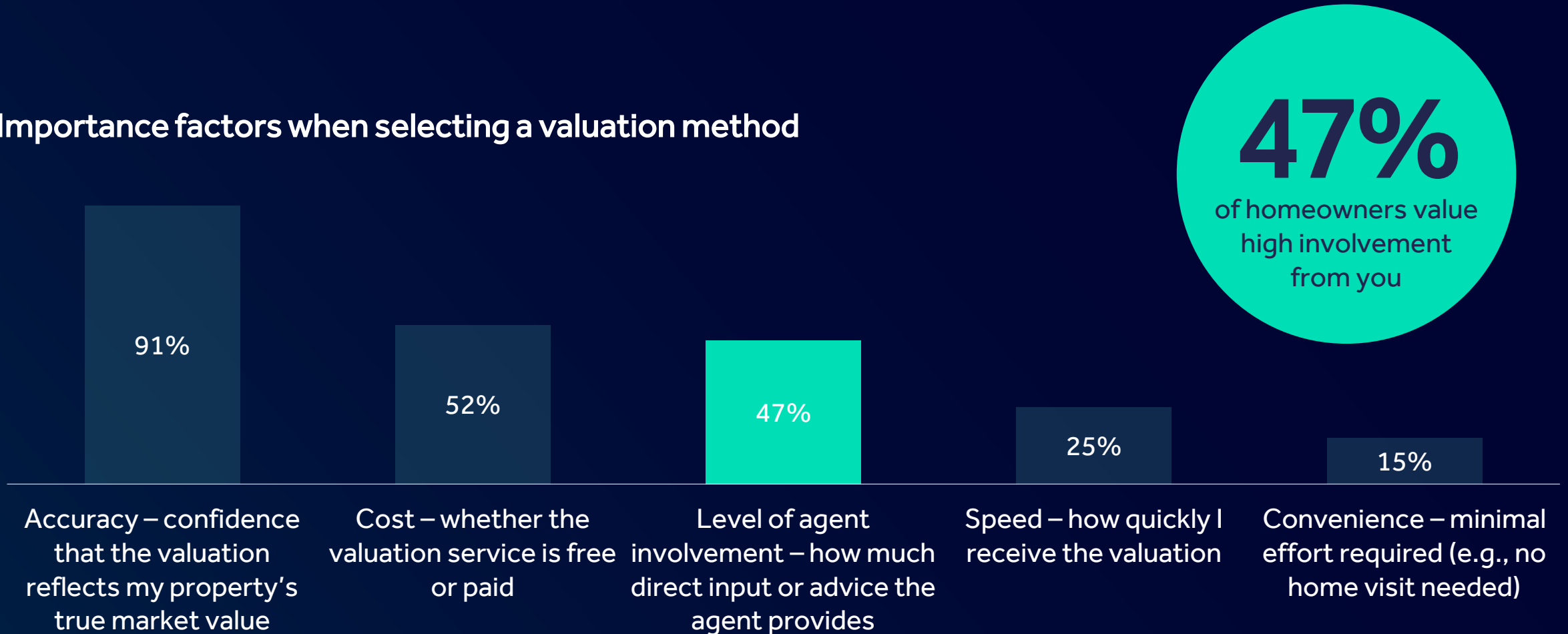
**Agent Expertise**

Activity



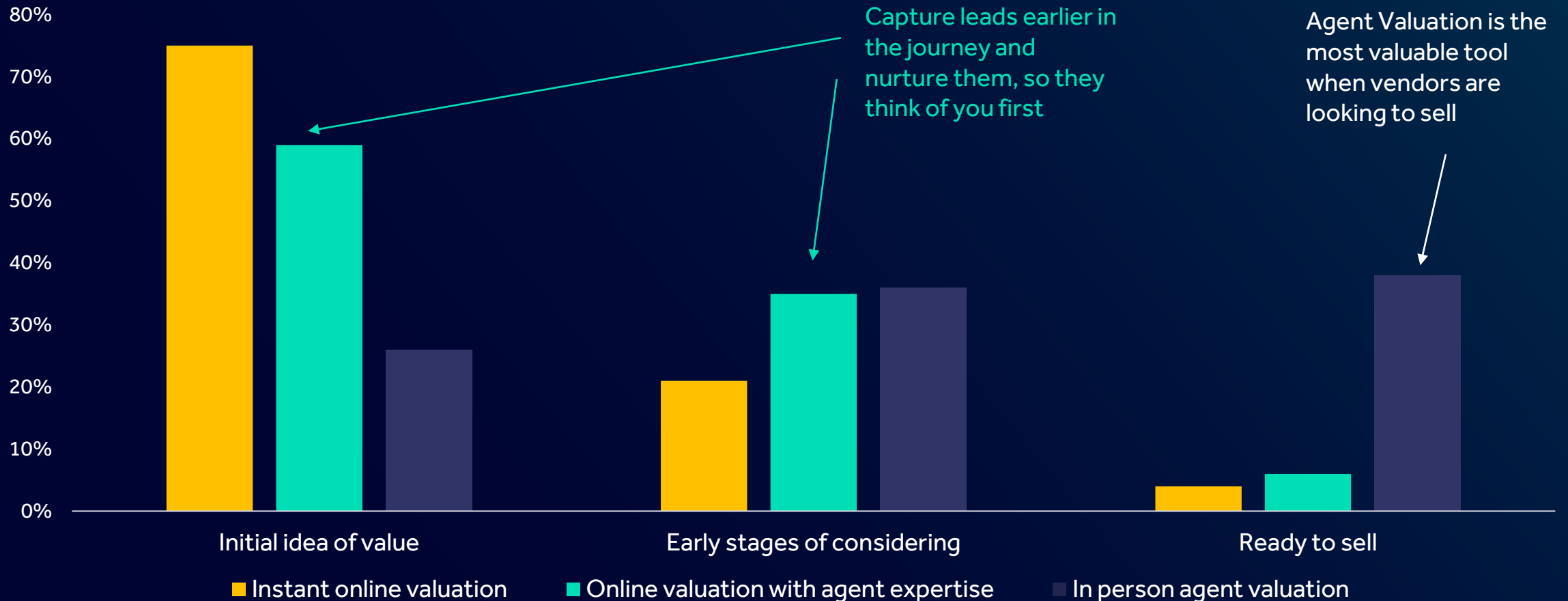
# Agent expertise was considered important by nearly half of sellers

## Importance factors when selecting a valuation method



# Instant valuation have a place, but your expertise becomes more important when ready to sell

Q: At what stage of the home-selling process would you consider using each of these valuation methods?



# We found 3 major opportunities for sellers

The three A's of valuations

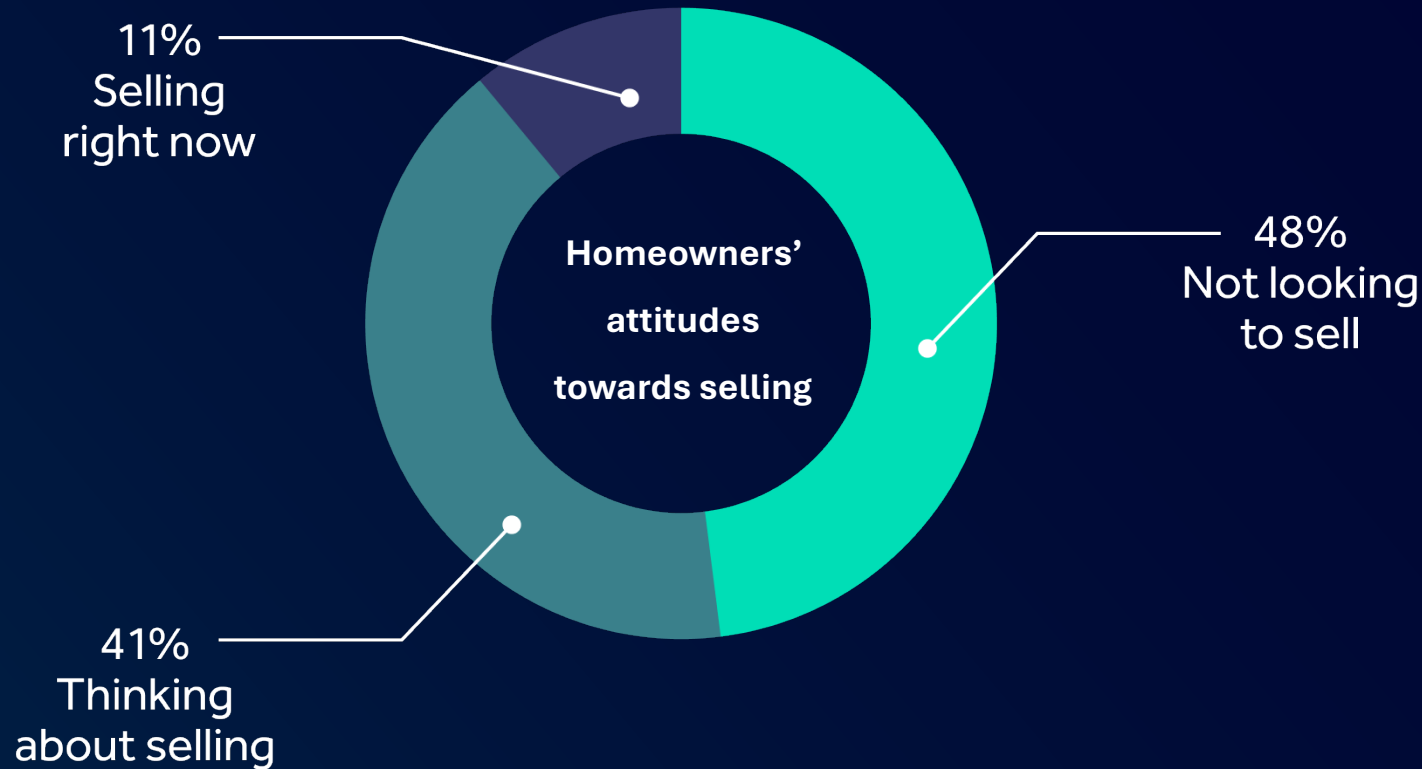
Accuracy

Agent Expertise

Activity



# Understanding homeowner profiles



Average time in home  
before thinking of selling

**12-13**  
years

Source: Survey to Living Room (Rightmove's research panel) - January 2024

Sample size: 850 homeowners; 401 homeowners not looking to sell; 352 homeowners thinking about selling; 96 homeowners selling right now

Questions: Q7 (Jan) Which of the following best describes you right now?; Q9 (Jan) How long have you owned your current home?





**76%**  
of homeowners  
search sold prices  
or recent sales in  
their area

## Sold By Me

Help potential sellers research sold prices and show them your selling success with an automated carousel of your recently sold stock

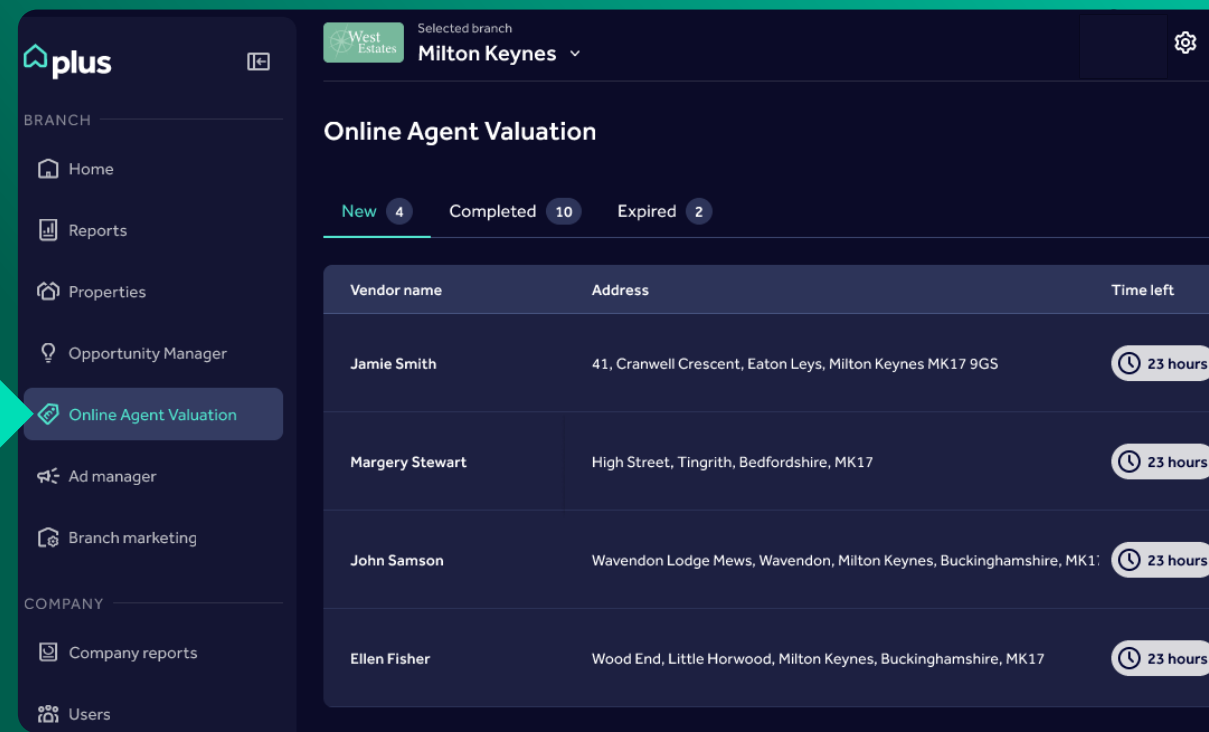
The screenshot displays the Rightmove website interface. At the top, the 'rightmove' logo is visible alongside navigation links for 'Buy', 'Rent', 'Find Agent', 'House Prices', 'Commercial', and 'Inspire'. The search bar is set to 'Bristol' with a '+ 3 miles' radius. Filters for 'Min price' (set to £800,000) and '2 Bed' are applied. The main listing is for 'Blackberry Park, Bristol, BS3', a 'Terraced House' with 3 bedrooms and 2 bathrooms, priced at £450,000 (Guide Price). Below this, a 'RECENTLY SOLD NEAR Bristol by West Estates Property' carousel features four properties, each marked 'SOLD STC' (Sold Subject to Contract). The properties and their prices are: 'New Road, Bristol...' for £455,000, 'Spring Gardens, Bristol...' for £455,000, 'New Road, Bristol...' for £455,000, and 'West Elm, Bristol...' for £352,000. The 'West Estates Bristol' logo is at the bottom left of the carousel, and a call to action 'We're selling properties in your area. Click here to get help with selling yours >' is at the bottom right.

**52%**  
of homeowners  
use an online  
valuation tool

## Online Agent Valuation

rightmove 

Bridge the gap between instant valuations & in-home valuations – and show off your responsiveness, accuracy & expertise



The screenshot shows the 'plus' interface for the 'West Estates' branch, specifically for 'Milton Keynes'. The 'Online Agent Valuation' section is active, displaying a table of valuations. The sidebar menu includes options like Home, Reports, Properties, Opportunity Manager, Online Agent Valuation (highlighted), Ad manager, Branch marketing, Company reports, and Users.

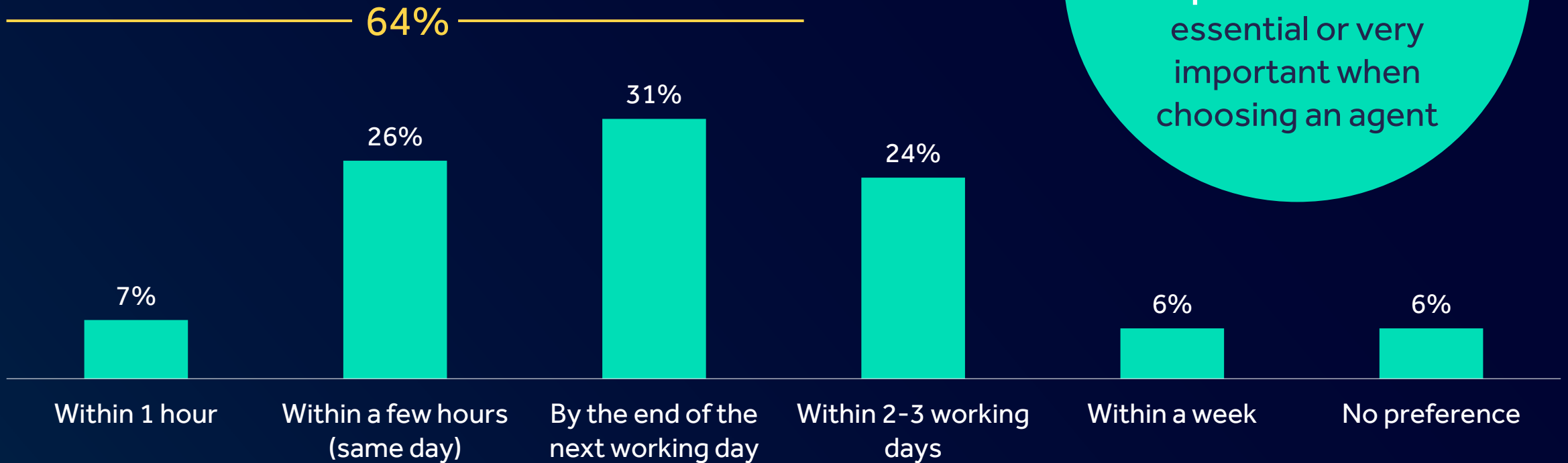
Vendor name	Address	Time left
Jamie Smith	41, Cranwell Crescent, Eaton Leys, Milton Keynes MK17 9GS	23 hours
Margery Stewart	High Street, Tingrith, Bedfordshire, MK17	23 hours
John Samson	Wavendon Lodge Mews, Wavendon, Milton Keynes, Buckinghamshire, MK17	23 hours
Ellen Fisher	Wood End, Little Horwood, Milton Keynes, Buckinghamshire, MK17	23 hours

Click for a sneak peek of  
Online Agent Valuation  
in action

# Introducing Online Agent Valuation

# Your response time sets you apart

How quickly would you expect to receive a valuation after using an online agent-led service?



**97%**  
of homeowners said  
**responsiveness** was  
essential or very  
important when  
choosing an agent

Source: Survey to Living Room (Rightmove's research panel) – March 2025

Sample size: 1067 homeowners

Questions: Q14. How quickly would you expect to receive a valuation after using a remote agent-led service?



Algorithms are part of  
the journey, but it  
ends with an agent.

Make sure the agent is you.



# building success together



Insight



Training



Control



Advocacy





# Bonus content



# We're obsessed with home values



Source: Survey to Living Room (Rightmove's research panel) - January 2024  
Sample size: 401 homeowners not looking to sell; 352 homeowners thinking about selling; 96 homeowners selling right now  
Questions: Q9 (Jan) Which of the following activities have you done since owning your home? Select all that apply.



# Sold By Me

Help potential sellers research sold prices and show them your selling success with an automated carousel of your recently sold stock

All Homeowners at all stages



On average  
+ 27%  
more  
sellers<sup>1</sup>

## Use me to...

Build awareness of your brand and impress potential vendors to win more valuation opportunities.

Valuation

Instruction

Buyer/Tenant leads

The screenshot shows the Rightmove website interface. At the top, there's a navigation bar with 'rightmove' logo and links for 'Buy', 'Rent', 'Find Agent', 'House Prices', 'Commercial', and 'Inspire'. Below this is a search bar with 'Bristol' and '+ 3 miles' selected. To the right of the search bar are filters for 'Min price' (set to £800,000), '2 Bed' (selected), and 'Max Beds'. The main content area features a property listing for 'Blackberry Park, Bristol, BS3', a 'Terraced House' with 3 bedrooms and 2 bathrooms, priced at £450,000. Below the listing is a 'RECENTLY SOLD NEAR Bristol by West Estates Property' carousel showing four properties with their sale prices and locations. The carousel includes 'SOLD STC' (Sold Subject to Contract) labels. At the bottom right, there's a call to action: 'We're selling properties in your area. Click here to get help with selling yours >'.

# Sneak Peek

Online Agent Valuation - A new digital valuation tool, powered by local agent expertise.

All Homeowners at all stages



## Online Agent Valuation

rightmove

Bridge the gap between online valuations & in-home valuations – and show off your responsiveness, accuracy & expertise

plus

Selected branch: West Estates Milton Keynes

### Online Agent Valuation

New 4 Completed 10 Expired 2

Vendor name	Address	Time left
Jamie Smith	41, Cranwell Crescent, Eaton Leys, Milton Keynes MK17 9GS	23 hours
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