

Insights for your success

Propertymark East Midlands Regional Conference. 25/09/2025

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Where does Christian get the info that responsiveness is the most important thing when choosing an agent.

Only the other day a story in The Neg reported the most important thing is a local agent with local knowledge and not value or fees.

A reminder about reductions

2.5 x longer
to sell

20 % less
likely to sell

2 x fall
through

An estate agent is **3 x more likely to lose a property to another agent** if they have had to reduce the marketing price

Secondary instruction case study

4,171 sales

29% or 1,216 sold with the
second agent

43% or **530** secondary instructions sold
through **one agent**

34 sales or **£153,000k** per branch

Reductions – East Midlands

35% of properties on Rightmove as of
September 24th 2025

Time on market – East Midlands

Time on Market is **65 days**.

Opportunity for action

Properties continue to be reduced
which gives an opportunity to win
secondary instructions

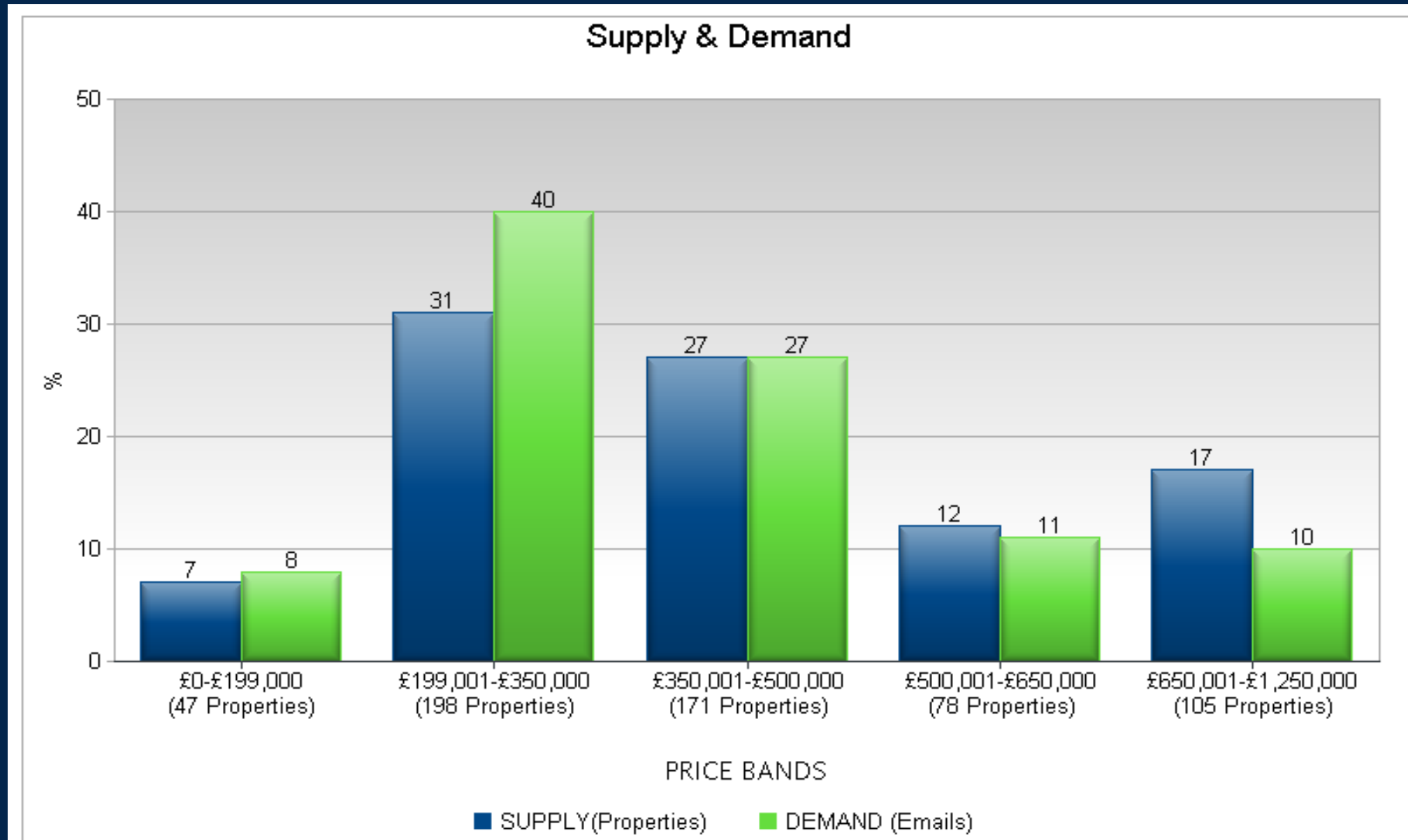
Reduction Report

- Address
- Price: from and to
- First Listed
- Agent

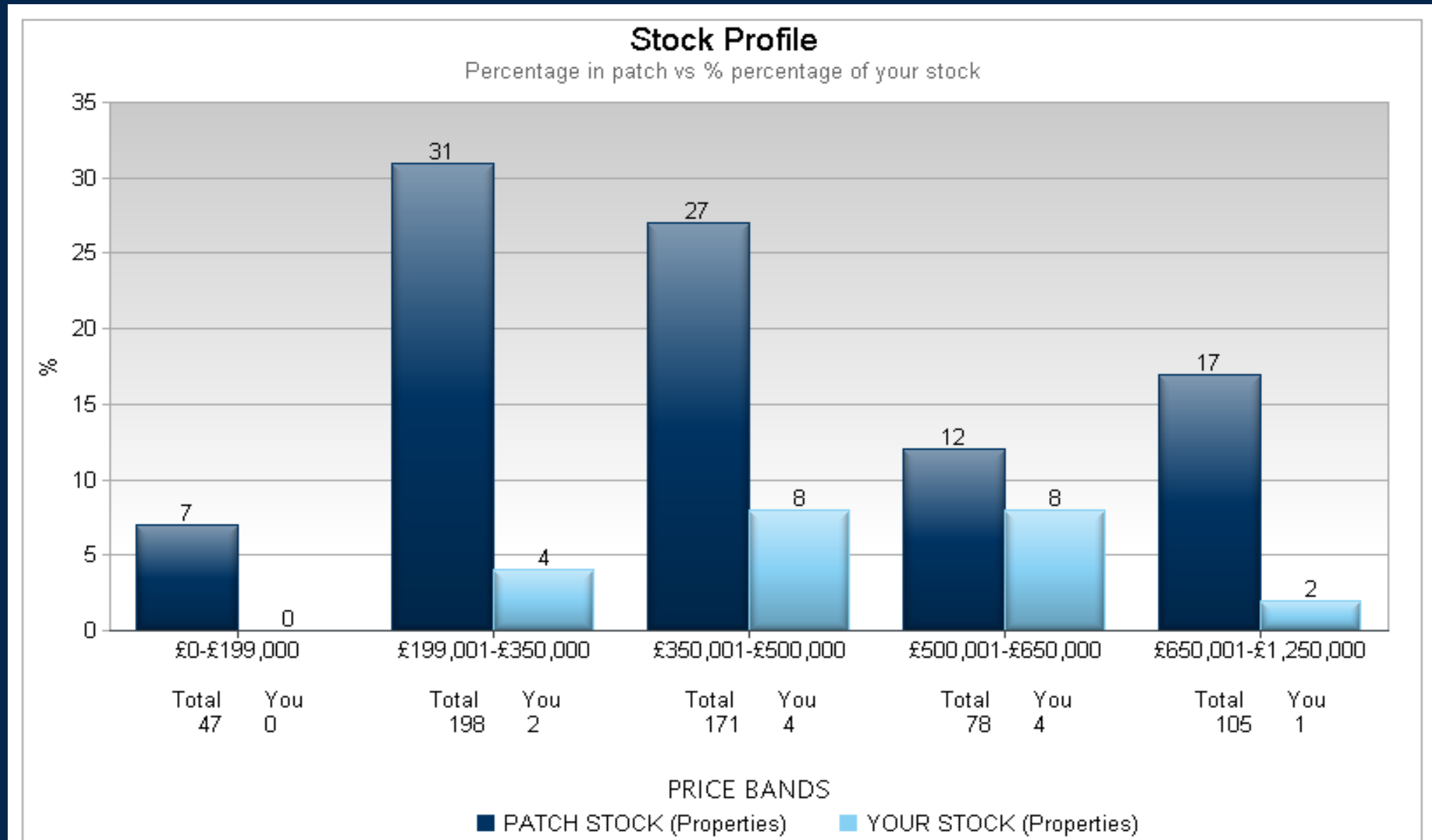
Today you can book an appointment so
that we can show your team the **Price**
Reduction Report

Supply and Demand Balance

Your patch in general



Your stock profile



Opportunity for action

Assess and improve the supply and demand balance in your sales stock

Today you can book an appointment to
assess supply and demand levels for
your stock

Winning Landlords

I would like: ☒ More details ☐ To view a property

Name	Rosie Williams	Edit
Telephone	07455152409	Edit
Address	3, Cecil Griffiths Close, Tonna, Neath Port Talbot, SA11 3FF, United Kingdom	Edit
Email	laura.williams@rightmove.co.uk	Edit

Answer a few more questions below to help Johnson & Rankin, Enquiry & Tenancy Manager Demo understand your requirements and quickly see if you're a good match for this property.

- ✓ It'll take less than two minutes
- ✓ Stores your answers for next time
- ✓ Saves time on calls from agents

About your move

When do you want to move in by?

☒ Within 2 weeks	☐ Within 1 month
☐ Within 3 months	☐ Within 3-6 months
☐ More than 6 months	☐ I'm flexible

What's your desired length of tenancy?

☐ 6 months	☒ 12 months
☐ 18 months	☐ 24 months
☐ Over 24 months	

Who is moving in?

☐ Family	☒ Friends
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£1,500 pcm
£346 pw

1 bedroom flat  1

Rightmove Road, ZX Land, ZX99

Marketed by

Johnson & Rankin
Test Road, ZX Land, ZX99 1AA

Are you renting for the first time in the UK?

☐ Yes	☒ No
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What's your employment status?

☐ Full-time	☐ Part-time
☐ Self-employed	☒ Unemployed
☐ Retired	☐ Student
☐ Prefer not to say	

Do you have any pets?

☐ Yes	☒ No
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Will there be any smokers living at the property?

☐ Yes	☒ No
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About you

Does your household's combined yearly income exceed £45,000?

☐ Yes	☐ No
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Based on the monthly rent for this property, we recommend £45,000 as the minimum household income.

Are you aware of any adverse credit?

☐ Yes
☐ No
☐ Prefer not to say

Soft credit check

With your permission, we can run a soft credit check. Based on this, and your answers to the questions above, we can give Johnson & Rankin, Enquiry & Tenancy Manager Demo a summary of your credit status.

£1,500 pcm • 1 bed flat

☐ Select all

Respond to applicants

☆ SHORTLISTED (0)

ALL OTHER APPLICANTS (12)

Sorted by most recent

☐ James Utara 5 Sep 11:21 am > Run credit check Uncontacted 0 ☆

☐ James Utara 5 Sep 10:55 am > Run credit check Uncontacted 0 ☆

☐ Tim Stowe 4 Sep 10:59 am > Run credit check Uncontacted 0 ☆

☐ James Aurora 3 Sep 3:10 pm > Run credit check Uncontacted 0 ☆

☐ Tim Stowe 3 Sep 12:27 pm • Lower risk Viewing booked Updated: 3 Sep 12:34 pm 1 ☆

☐ Sophie Whitfield 3 Sep 12:00 pm • Lower risk Needs contacting Updated: 3 Sep 12:22 pm 1 ☆

☐ James Aurora 3 Sep 10:16 am > Run credit check Uncontacted 0 ☆

☐ Tim Stowe 3 Sep 10:10 am • Lower risk Viewing booked Updated: 3 Sep 10:22 am 0 ☆

☐ James Aurora 3 Sep 9:51 am > Run credit check Uncontacted 0 ☆

☐ James Aurora 2 Sep 1:22 pm > Run credit check Uncontacted 0 ☆

☐ Gertrude Pippin 29 Aug 8:41 am > Run credit check Uncontacted 0 ☆

☐ Tabby Limon 29 Aug 8:40 am > Run credit check Viewing booked Updated: 5 Sep 11:29 am 0 ☆

JU James Utara

Status

Uncontacted

Book a viewing

Respond to applicant

Generate offer

Phone +44 07963222115

Email james.dawe@rightmove.co.uk

Address 152, Coles Lane, Sutton Coldfield, Birmingham, B72 1NS

Moving date Within 2 weeks

Tenancy length 24 months

Moving with Family
2 adults, 4 children

Pets Yes
4 x Dalmatians

Smokers Yes

First time Yes

Employment Full time employed

Affordability Indicates household income does not exceed £45,000

Guarantor Indicates they have a guarantor
If required

Optional info Indicates can pay some rent up front
Indicates savings could support rent

Adverse Credit Not aware

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**Better information with
Enquiry Manager leads to better
conversations with tenants which
leads to more conversations with
landlords**

Opportunity for action

Win landlords by engaging with
tenant enquiries more

Today you can book an appointment to
show your team how Enquiry Manager
can work for you

Rent Guarantee

45% of landlords have experienced
Rental Arrears

27% of cases took **more than 6
months to resolve**

Only 28% of landlords have a **Rent
Guarantee product**

Increase **profit by £120** per property
per year

Opportunity for action

**Increase your profit, protect your
reputation and talk to landlords**

Today you can book an appointment to
talk about Rent Guarantee

Scan to access slides
& exclusive resources



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Powering your success

Visit our stand for a free coffee and a chat

