

# Insights for your success

PropertyMark Bristol Regional Conference. 11/09/2025

rightmove   
believe it

**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 - South-West

Reductions +5% year on year to **32%**  
of properties on Rightmove

# Time on market - South-West

ToM +6.6% year on year to **64 days**

# Opportunity for action

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

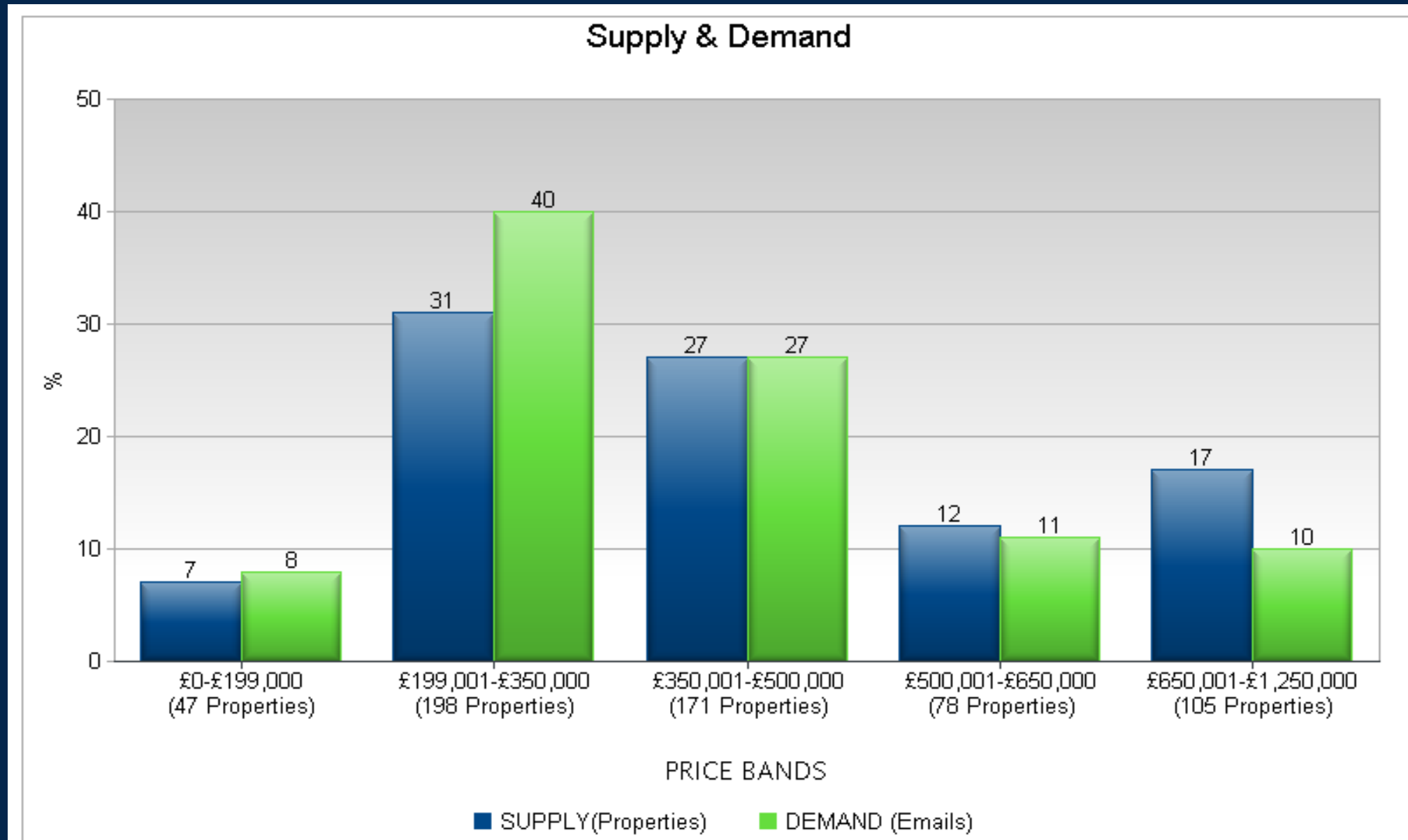
# Reduction Report

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

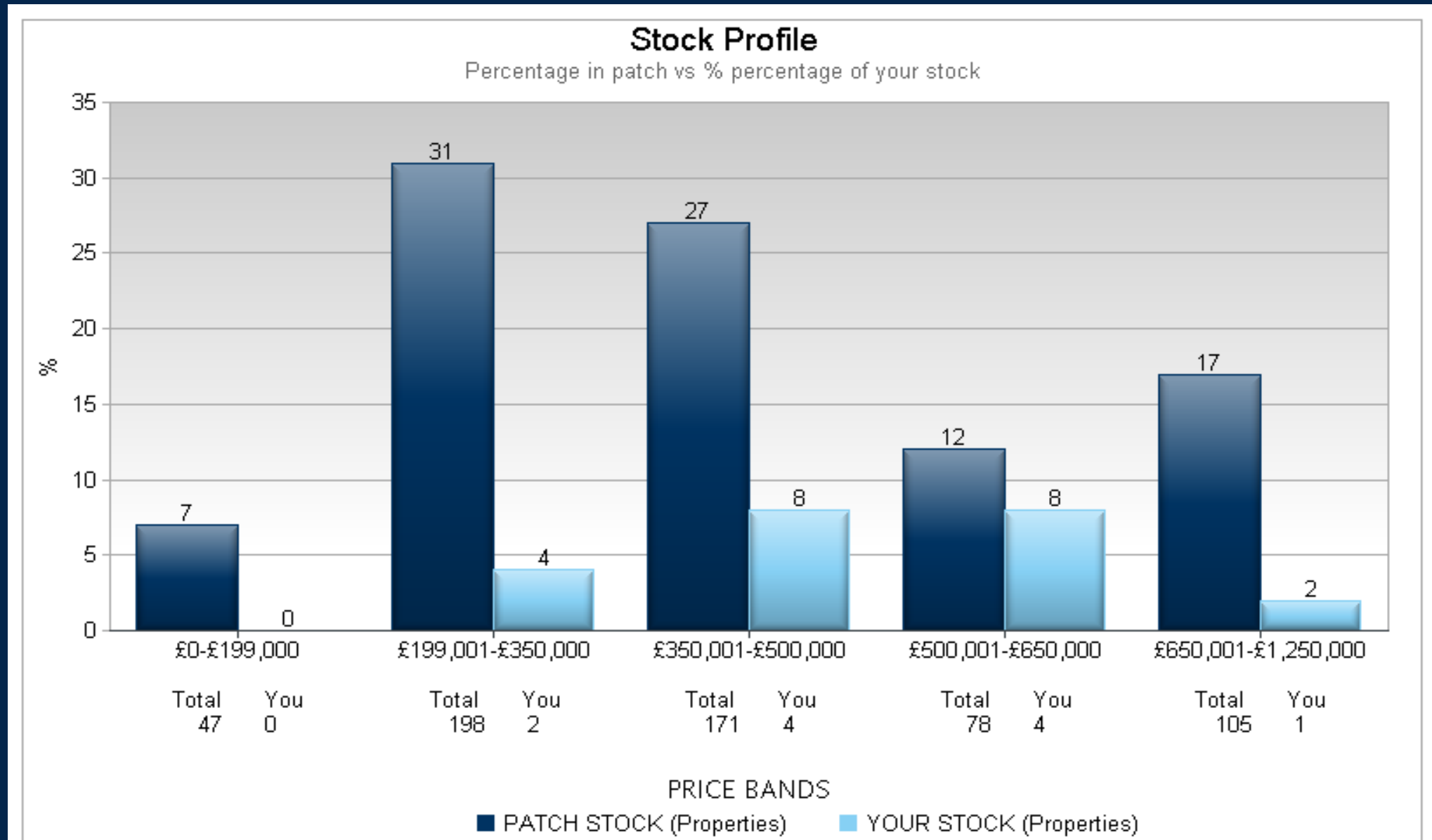
Today you can book an appointment so  
that we can show your team the Price  
Reduction Report

# 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?


<input checked="" type="radio"/> Within 2 weeks	<input type="radio"/> Within 1 month
<input type="radio"/> Within 3 months	<input type="radio"/> Within 3-6 months
<input type="radio"/> More than 6 months	<input type="radio"/> I'm flexible

What's your desired length of tenancy?


<input type="radio"/> 6 months	<input checked="" type="radio"/> 12 months
<input type="radio"/> 18 months	<input type="radio"/> 24 months
<input type="radio"/> Over 24 months	

Who is moving in?


<input type="radio"/> Family	<input checked="" type="radio"/> 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?

<input type="radio"/> Yes	<input checked="" type="radio"/> No
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What's your employment status?

<input type="radio"/> Full-time	<input type="radio"/> Part-time
<input type="radio"/> Self-employed	<input checked="" type="radio"/> Unemployed
<input type="radio"/> Retired	<input type="radio"/> Student
<input type="radio"/> Prefer not to say	

Do you have any pets?

<input type="radio"/> Yes	<input checked="" type="radio"/> No
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Will there be any smokers living at the property?

<input type="radio"/> Yes	<input checked="" type="radio"/> No
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### About you

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

<input type="radio"/> Yes	<input type="radio"/> 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?

<input type="radio"/> Yes
<input type="radio"/> No
<input type="radio"/> 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 history.

£1,500 pcm • 1 bed flat

☐ Select all

Respond to applicants

☆ SHORTLISTED (0)

ALL OTHER APPLICANTS (12)

Sorted by most recent

<input type="checkbox"/>	James Utara	5 Sep 11:21 am	> Run credit check	Uncontacted	0	☆	
<input type="checkbox"/>	James Utara	5 Sep 10:55 am	> Run credit check	Uncontacted	0	☆	
<input type="checkbox"/>	Tim Stowe	4 Sep 10:59 am	> Run credit check	Uncontacted	0	☆	
<input type="checkbox"/>	James Aurora	3 Sep 3:10 pm	> Run credit check	Uncontacted	0	☆	
<input type="checkbox"/>	Tim Stowe	3 Sep 12:27 pm	● Lower risk	Viewing booked Updated: 3 Sep 12:34 pm	1	☆	
<input type="checkbox"/>	Sophie Whitfield	3 Sep 12:00 pm	● Lower risk	Needs contacting Updated: 3 Sep 12:22 pm	1	☆	
<input type="checkbox"/>	James Aurora	3 Sep 10:16 am	> Run credit check	Uncontacted	0	☆	
<input type="checkbox"/>	Tim Stowe	3 Sep 10:10 am	● Lower risk	Viewing booked Updated: 3 Sep 10:22 am	0	☆	
<input type="checkbox"/>	James Aurora	3 Sep 9:51 am	> Run credit check	Uncontacted	0	☆	
<input type="checkbox"/>	James Aurora	2 Sep 1:22 pm	> Run credit check	Uncontacted	0	☆	
<input type="checkbox"/>	Gertrude Pippin	29 Aug 8:41 am	> Run credit check	Uncontacted	0	☆	
<input type="checkbox"/>	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

rightmove  
relieve it

**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  
with **Laura or Alice** 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  
with **Laura** to talk about Rent  
Guarantee

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# Powering your success

Visit our stand for a free coffee and a chat

