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Competing on more than just fee

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Market remains resilient, but not strong enough to drive the usual Autumn bounce

- Average new seller asking prices rose slightly in October month — up 0.3% (£1,165) — bringing the average asking price to £371K.
- October often brings a seasonal boost in activity and prices as the market picks up after a quieter summer. This year, however, while activity remains resilient, it's lower than the busy levels we saw this time last year when buyers were rushing to complete before stamp duty fees increased.
- The uplift this October hasn't been strong enough to create the usual "Autumn bounce" in prices. This month's 0.3% increase is below the 10-year average October rise of +1.1%.
- The main reason is that there's still a decade-high number of properties available for sale, which is limiting sellers' ability to push prices higher.
- That said, the 2025 market overall has shown real resilience — both the number of sales being agreed and the number of new sellers coming to market are up 5% compared with the same period last year.

High-value buyers appear cautious amid budget anxiety

- Buyers and sellers of £500k+ homes are cautious ahead of the Autumn Budget amid rumours of stamp duty reforms, a mansion tax, and potential landlord National Insurance changes.
- To combat this caution agents should highlight improved affordability versus this time last year, with mortgage rates down to 4.52% for an average two year fixed, plus rising salaries +4.7% and lower house prices.
- Overseas demand, especially in London, has slowed due to Brexit factors and non-dom tax changes, with overseas buyers now making up just 1% of the market.

+0.3%

October asking prices are 0.3% higher than September's average

-0.1%

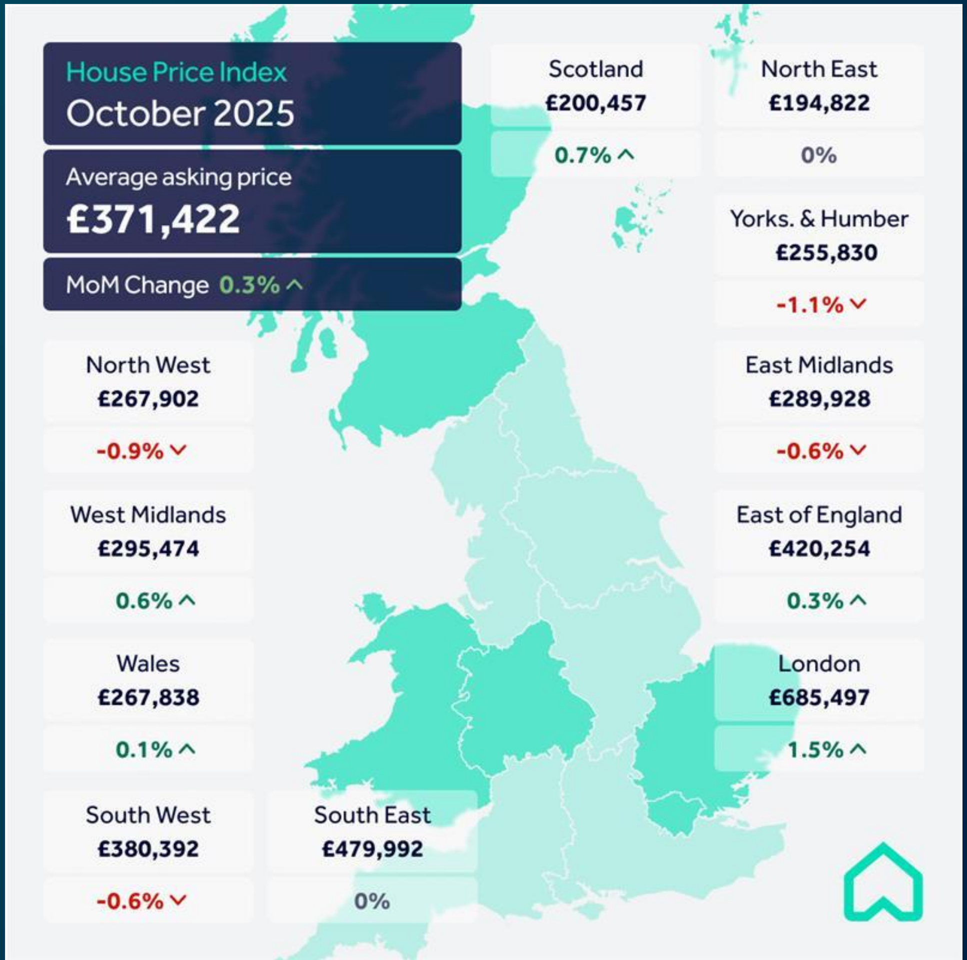
Despite month-on-month uplift, asking prices are still below this time last year

+5%

Agreed sales are up by 5% versus this time last year

To stay ahead in today's competitive market, focus on generating early interest. Rightmove research shows that homes attracting an enquiry on day one are 22% more likely to find a buyer than those waiting two weeks — meaning your pricing and presentation must grab attention from the very start.

Southern England is driving the decline in asking prices



*Source: Rightmove October House Price Index report

On a national level, the annual price downturn is continuing, with a small fall of around 0.1%.

That's being driven mainly by softer prices in London and the South of England. But elsewhere, it's a different story — Scotland, Wales, and the rest of England have all seen annual asking price increases of at least 1%.

South

Southern affordability worsened after April's stamp duty changes, with London seeing weaker demand and price softness amid political headwinds

North

Northern regions (including Wales and Scotland) have shown steady price growth through 2025, with stronger affordability and limited impact from stamp duty changes supporting resilience

While MoM performance has varied across the UK, this month shows a clear North South divide in annual asking prices growth with all Northern regions recording positive trends and all Southern regions tracking below last year's levels.

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Vendors are willing to pay more for agents when they’re convinced of their tangible value

Rightmove research (based on 991 vendors, October 2025) shows that sellers are willing to pay higher fees when agents clearly demonstrate tangible value.
This highlights the importance of showing measurable results — such as stronger marketing, faster sales, or higher achieved prices. Agents who can prove their impact are more likely to win instructions and justify premium fees.

Vendors also emphasised the continued importance of professionalism, trust and service

When vendors were asked about the barriers to selecting an agent, they highlighted that professionalism, trust, and quality of service are more important than price alone. The top turn-offs when choosing an agent were unprofessional behaviour (87%), poor communication (85%), negative reviews or reputation (82%), lack of local knowledge (76%), and high fees (74%). This shows that while cost is a factor, sellers ultimately prioritise confidence and credibility when deciding who to work with.

To pitch effectively you should listen then respond- tailoring your pitch to answer the sellers' concerns

- Listen for insights
- Focus on client needs
- Demonstrate value with smart questions
- Use a combination of statistics and stories
- Highlight key features of the property

*Source: Rightmove Living Room research data from October 2025 survey to 991 UK vendors. Q- If two estate agents pitched to sell your property and one charged higher fees, what would encourage you to choose the more expensive option? Select up to 3.

**Remember, unhappy sellers will speak up — 78% will share a negative experience, often through reviews or word of mouth.
And if you struggle to sell their property, 71% say they wouldn’t choose your agency again.**

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The value of a property is not black and white

The value of a property is rarely black and white; it depends on how well it's presented and who it reaches. It's the agent's role to position the property strategically in front of the right buyers, creating the best conditions to achieve the highest possible price.

It often helps to discuss a variety of pricing strategies with sellers. I'd recommend outlining the difference between aspirational, correct and event pricing in pitches:

Aspirational

- Used when market conditions are favourable (high demand, low stock)
- Property has unique features or emotional appeal which would encourage a premium price point
- Seller is not in a rush to sell

Correct pricing

- Used when the property is comparable to nearby alternatives
- Correct pricing helps to create early urgency, avoids stagnation on the market

Event pricing

- For use in open house scenarios, ensuring viewings are booked back-to-back to create competition
- Goal is to achieve maximum interest in the property to encourage multiple bidders
- 5% - 10% below the real value

The triple A strategy is an effective way to challenge vendors with unrealistic pricing expectations

Acknowledge

- Repeat their perspective back to them to demonstrate you've understood

Ask a question

- Would you consider a more competitive price if I could demonstrate that it often achieves a higher final sale result?

Agree a way forward

- We will go ahead with your aspirational price for 4 weeks, but if there is minimal interest we will drop it to £XX

Statistics demonstrate the importance of listing at the right price

Rightmove (2024) data finds that reduced properties take, on average, 2.5x longer to sell. They're also 2x more likely to fall through once they're SSTC.

78% of vendors research their properties valuation before inviting agents to pitch so they'll already have expectations before you suggest an asking price. By giving vendors' the impression of choice, instead of insisting on a single number, it enables you to have more detailed pricing strategy discussions. Allowing you to share the positives and potential drawbacks of each approach.

Fee justification: you are a professional at negotiating your client's equity

When pitching, don't try be a people pleaser. Instead focus on building trust and confidence in your professional expertise. You are there to guide them, not just agree. *"If I discount the fee I'd be discounting my commitment — and I never discount my commitment"*

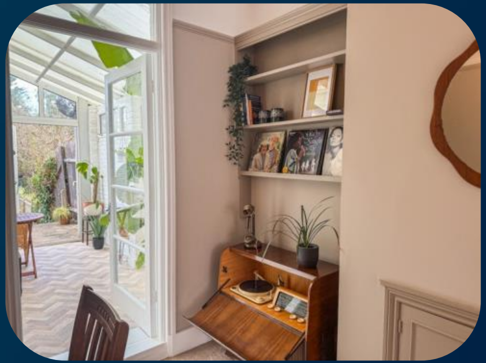
If you do find you enter a fee justification discussion- try the below techniques…

1. Highlight there is no risk to the client: you only get paid if you succeed, so it is a ROI payment rather than upfront cost
2. Share the average % uplift you've negotiated: your skills add equity that far outweighs your fee
3. Discuss what the additional equity would mean to them; how would it impact their life?
4. Ask questions so they sell you to themselves: "which agent would you feel most confident in, regardless of fee?"
5. Bring 'with or without you' energy — your time is valuable, choose your clients wisely

When Rightmove asked vendors what they believed the average agent commission was for selling a property, 60% believed it to be between 1.0% - 1.9%.

Staging tips: every home has a story… it is the agent’s responsibility to tell it

When visiting a property for the first time it’s important to find the unique selling point for that home. Which view will be your leading image? What will appeal most to the target buyer?



We always remember to sell the lifestyle — showcasing the location and its benefits, whether that’s a local beach, park, station, or nearby town centre. Your marketing shouldn’t just highlight what’s inside the property, but also the external features that make it special.

Practical staging tips…

Declutter the property: remember less is often more

Consider charging an upfront fee: if the property will need significant staging time

Explore alternative angles: if you can't remove unattractive items (e.g. boiler)

Be upfront with vendors: when pitching clearly discuss if items need repairing before marketing

Simple additions can transform a space: invest in plants, bedding, cushions

Ensure vendors sign to give consent: allowing you to move their items and maximise appeal

Pre-photography checklist:

Certain items should never be visible…

- Cat litter
- Personal photos
- Laundry
- Cleaning items
- Open toilet lids
- Dirty plates
- Hygiene items
- Bins
- Cars on drives
- Excessive cables

We always recommend being open and honest with sellers about what needs to be done before launching a property to market. Part of your role is project managing the preparation — guiding them on what to tidy, hide, or improve to maximise the home's appeal and asking price.

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