17th October 2025

Competing on more than just fee

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Our experts joining us today:

Christian Balshen,
Rightmove's Director of Agency Partnerships

Connect with Linkedin

Matt Giggs,
Founder and CEO of Giggs & Co.

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Olivia Finn,
Co-Founder of Empowered Edge

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Ania Shefford,
Co-Founder of Empowered Edge

Connect with Linkedin

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

+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

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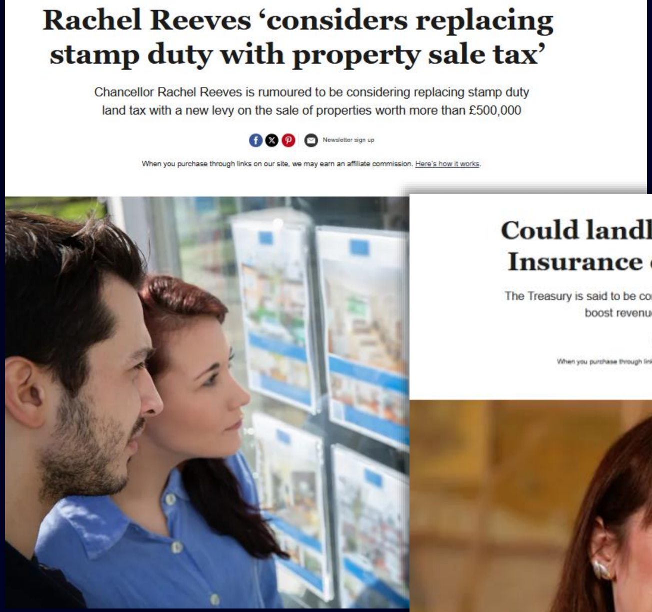
* Rightmove HPI October 2025 report

High-value buyers appear cautious amid budget anxiety


Rachel Reeves ‘considers replacing stamp duty with property sale tax’

Chancellor Rachel Reeves is rumoured to be considering replacing stamp duty land tax with a new levy on the sale of properties worth more than £500,000

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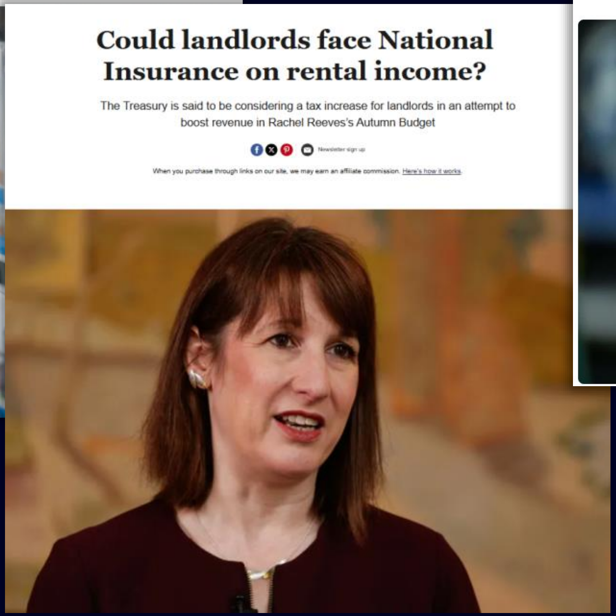
Could landlords face National Insurance on rental income?

The Treasury is said to be considering a tax increase for landlords in an attempt to boost revenue in Rachel Reeves's Autumn Budget

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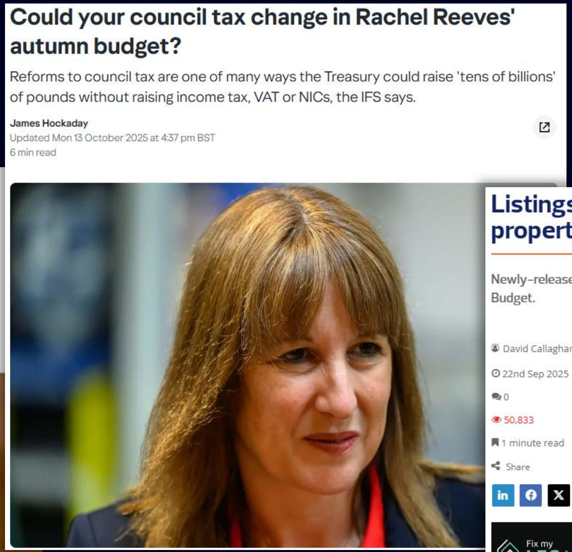
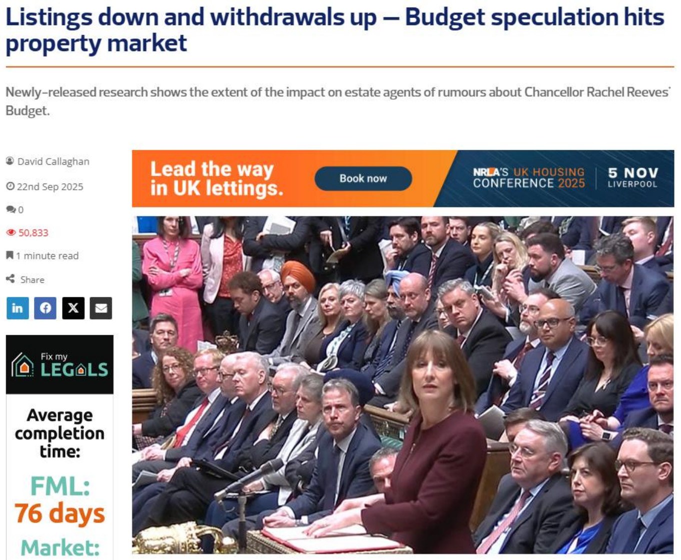

Could your council tax change in Rachel Reeves' autumn budget?

Reforms to council tax are one of many ways the Treasury could raise 'tens of billions' of pounds without raising income tax, VAT or NICs, the IFS says.

James Hockaday
Updated Mon 13 October 2025 at 4:37 pm BST
6 min read


Listings down and withdrawals up — Budget speculation hits property market

Newly-released research shows the extent of the impact on estate agents of rumours about Chancellor Rachel Reeves' Budget.

David Callaghan
22nd Sep 2025
0
50,833
1 minute read
Share

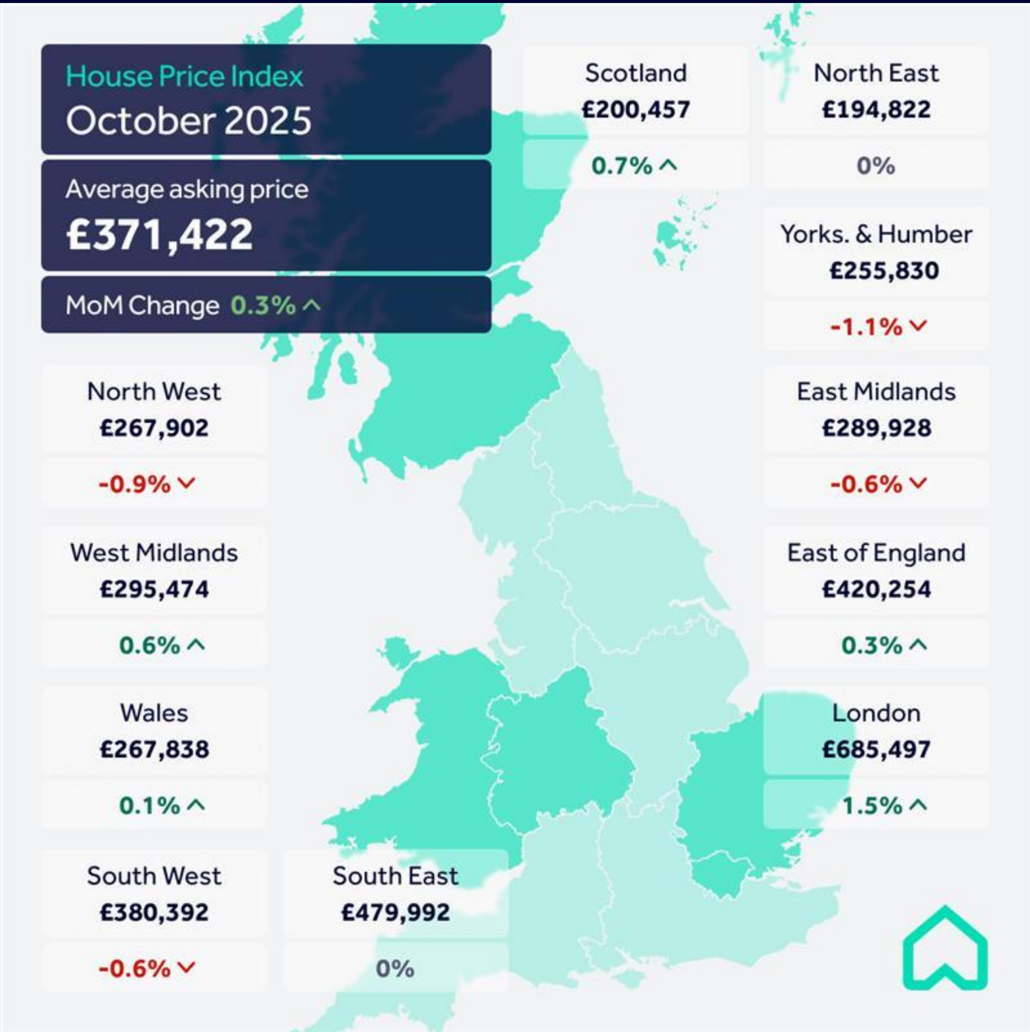
Southern England is the hardest hit

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 while all Southern regions tracked below last year's levels.

* Rightmove HPI October 2025 report

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

What do you think vendors were willing to pay more for?

* 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.

Speed of sale and higher selling prices were most convincing for vendors

* 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.

Matt Giggs

Pitching and valuing with confidence

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Pitching with confidence

The best agents listen and respond...

- Listen for insights on vendor's expectations
- Focus on client goals not your past sales
- Use smart questions to *demonstrate* rather than present your point of difference
- Combine stories & statistics
- Highlight the emotional selling points that will resonate with buyers

Value of a property is not black and white

78% of vendors research their properties valuation before inviting agents to pitch

* Rightmove Living Room research data from October 2025 survey to 991 UK vendors, Q- Before meeting an estate agent, would you expect to have an idea of what your property is worth?

It is the agents' responsibility…

… to ensure the property is positioned in front of the right buyers to achieve the highest possible price

Discuss strategies with the vendor rather than price

Give the impression of choice instead of suggesting a single valuation number

1

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

2

Correct pricing

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

3

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

Challenging vendors with unrealistic price 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

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Statistics demonstrate the importance of listing at the right price

2.5x

Reduced properties take about 2.5x longer to sell

2x

They're also 2x more likely to fall through once they've moved to SSTC

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* Source: 2024 Rightmove Data Analytics

What do sellers believe is the typical agent fee for selling their home?

0.5% – 0.9%

1.0% – 1.9%

60% of vendors believe agents typically charge between 1.0% - 1.9%

2.0% - 2.5%

2.5%+

* Rightmove Living Room research data from October 2025 survey to 991 UK vendors, Q- What do you believe is the average estate agent fee (as a % of the property sale price) in the UK?

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

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

Don’t be a people pleaser: you are a professional

Trust + Confidence = Win the listing

If I discount the fee I’d be discounting my commitment — and I never discount my commitment

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Ania Shefford & Olivia Finn ~ Empowered Edge

Staging secrets

Proven to cut selling times

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Every home has a story: Your job is to tell it








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Practical staging tips

We cannot share the before/after images shown in the session. Below is a summary of the tips discussed:

Declutter the property: remember less is often more

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

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

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

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

Ensure vendors sign to give consent: so you can move their items to maximise appeal

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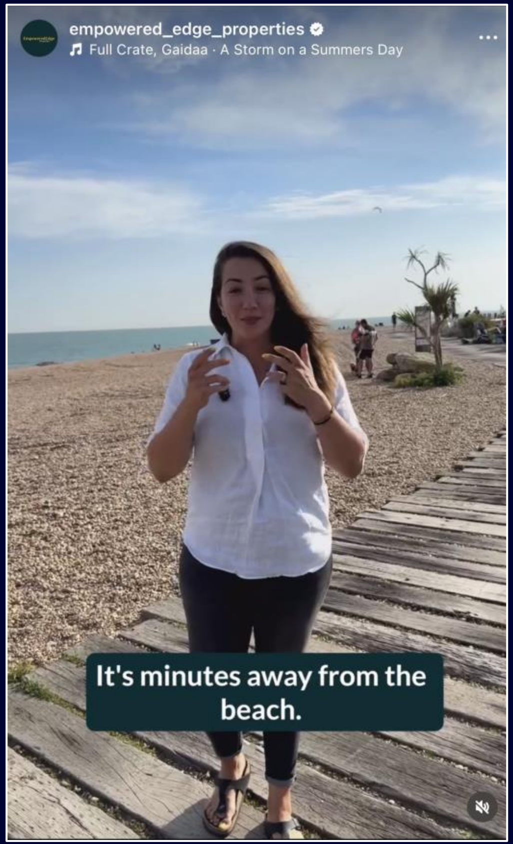
Items which should never be seen…

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

Sell the lifestyle: Showcase the location



Do you charge vendors a none refundable staging or marketing fee?

Yes

Sometimes

No