

# Insights for your success

Propertymark Sussex Regional Conference. 16/10/2025

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# 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

# Secondary Instruction Opportunity

**Reductions:** +9% August 2024 – August 2025

**Time on Market:** +8% August 2024 – August 2025

# Opportunity for action

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

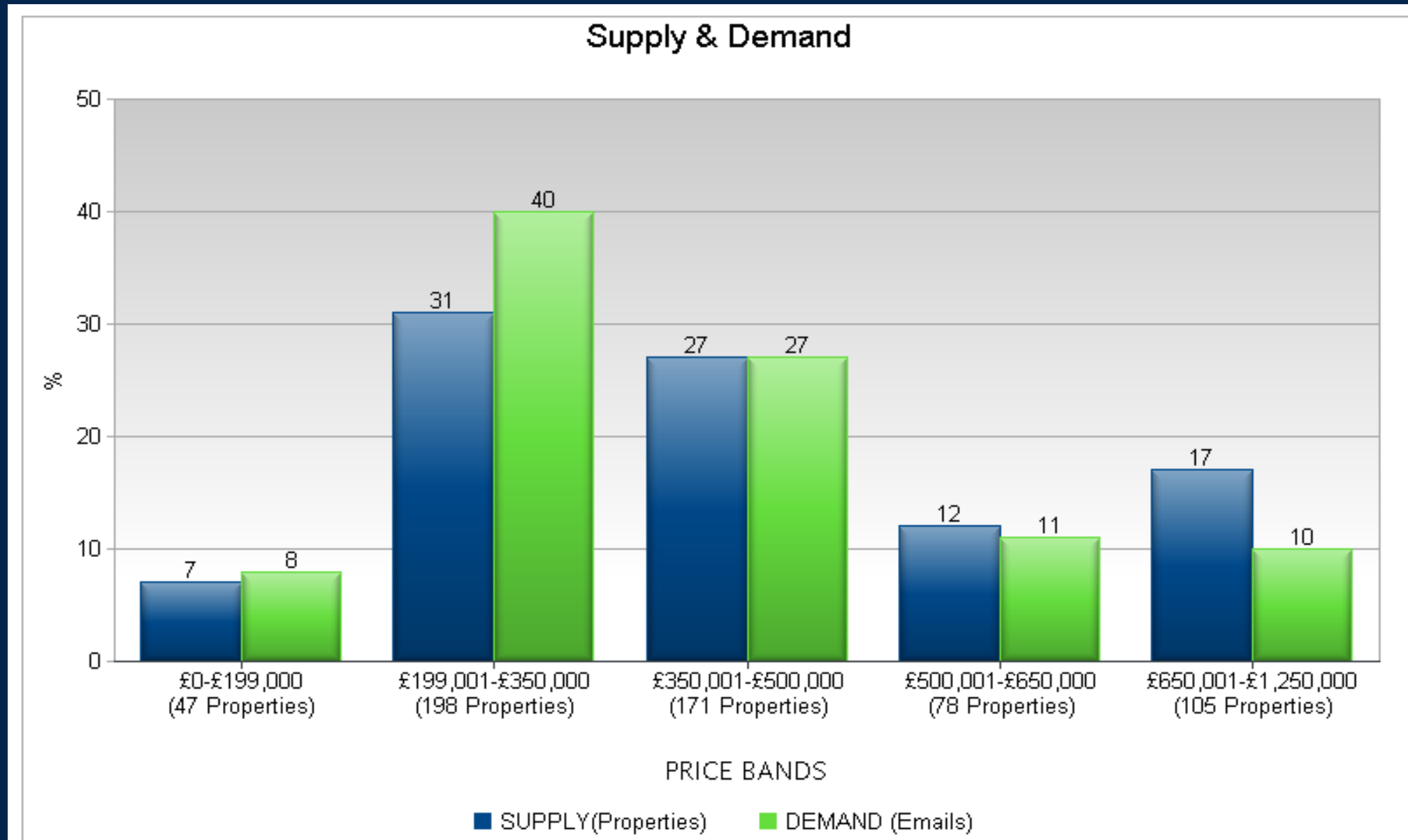
# Reduction Report

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

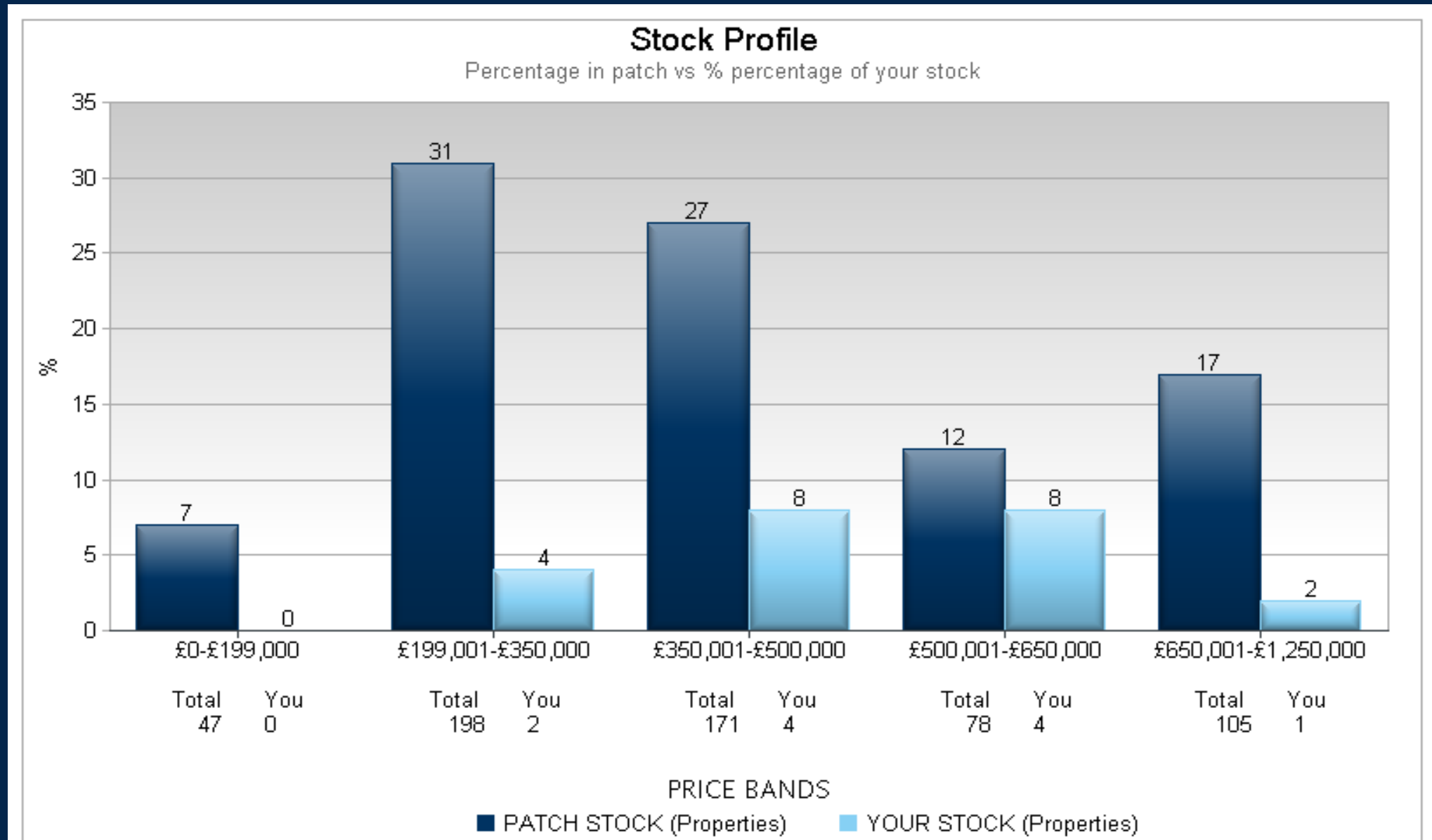
**Today you can** book an appointment so  
that we can show your team the **Price**  
**Reduction Report**

# 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

£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<br>Updated: 3 Sep 12:34 pm   | 1 | ☆ |  |
| <input type="checkbox"/> | Sophie Whitfield | 3 Sep 12:00 pm | ● Lower risk       | Needs contacting<br>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<br>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<br>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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# Opportunity for action

Win landlords by engaging with  
tenant enquiries more

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

**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

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# Powering your success

Visit our stand for a free coffee and a chat

