

# Insights for your success

Propertymark Surrey Regional Conference. 20/11/2025

rightmove   
believe it





# A reminder about reductions

2.5 x longer	20 % less	2 x fall
to sell	likely to sell	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 East

**38% of properties** on Rightmove, as of November 19th 2025, have been reduced



# Opportunity for action

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

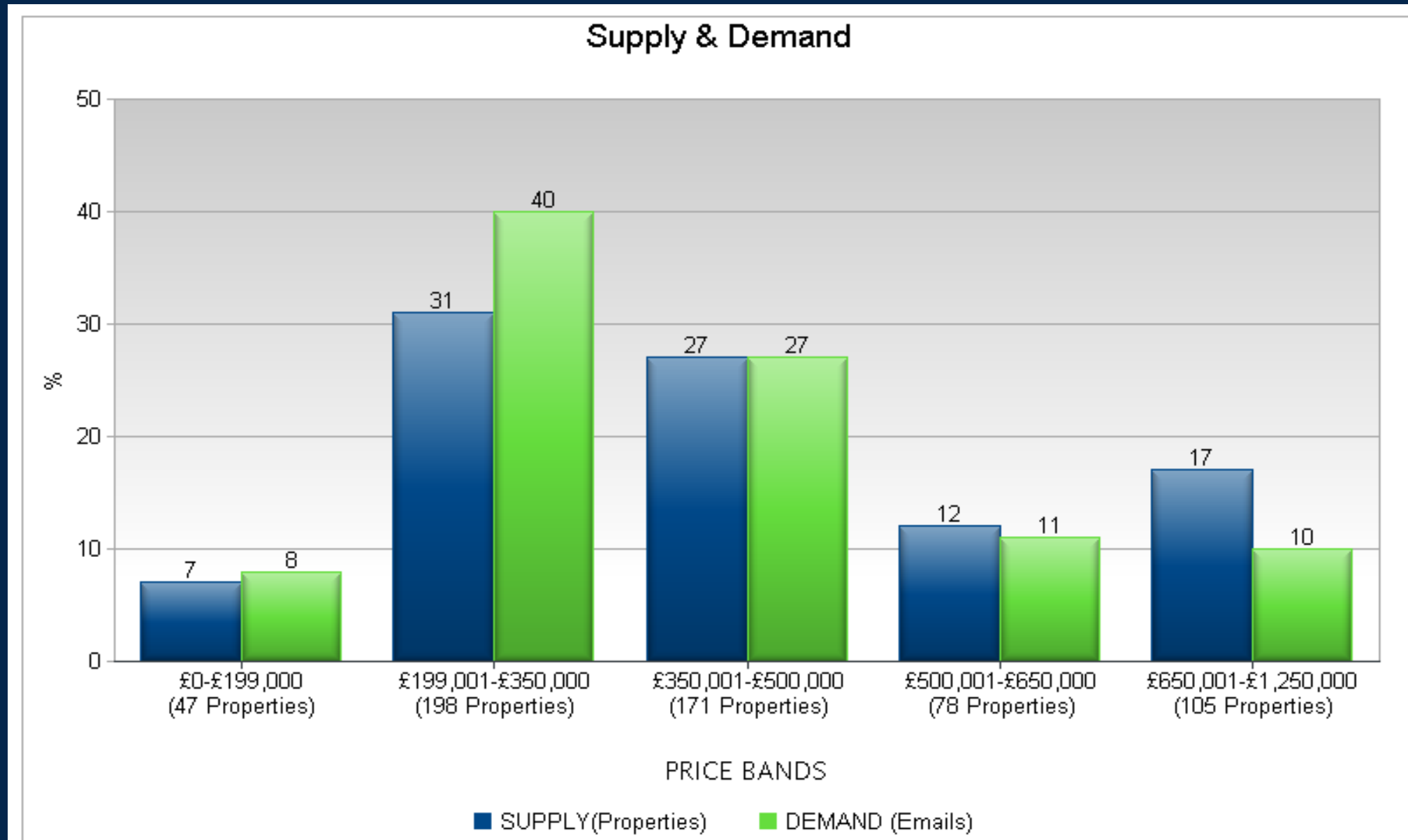
# Reduction Report

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

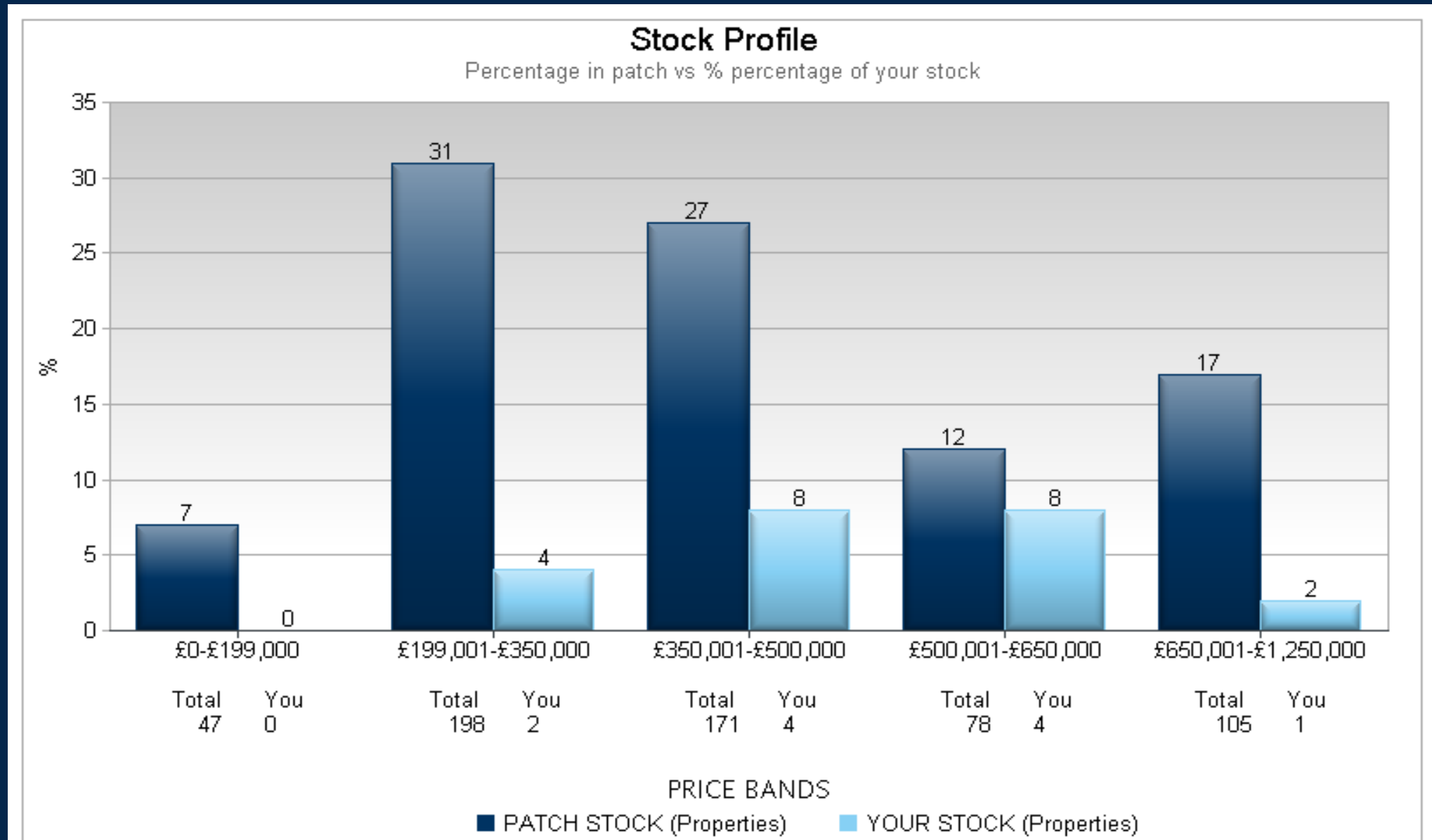
**Today you can** book an appointment so  
that we can show your team the **Price**  
**Reduction Report**

# 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

☐ 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

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 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

