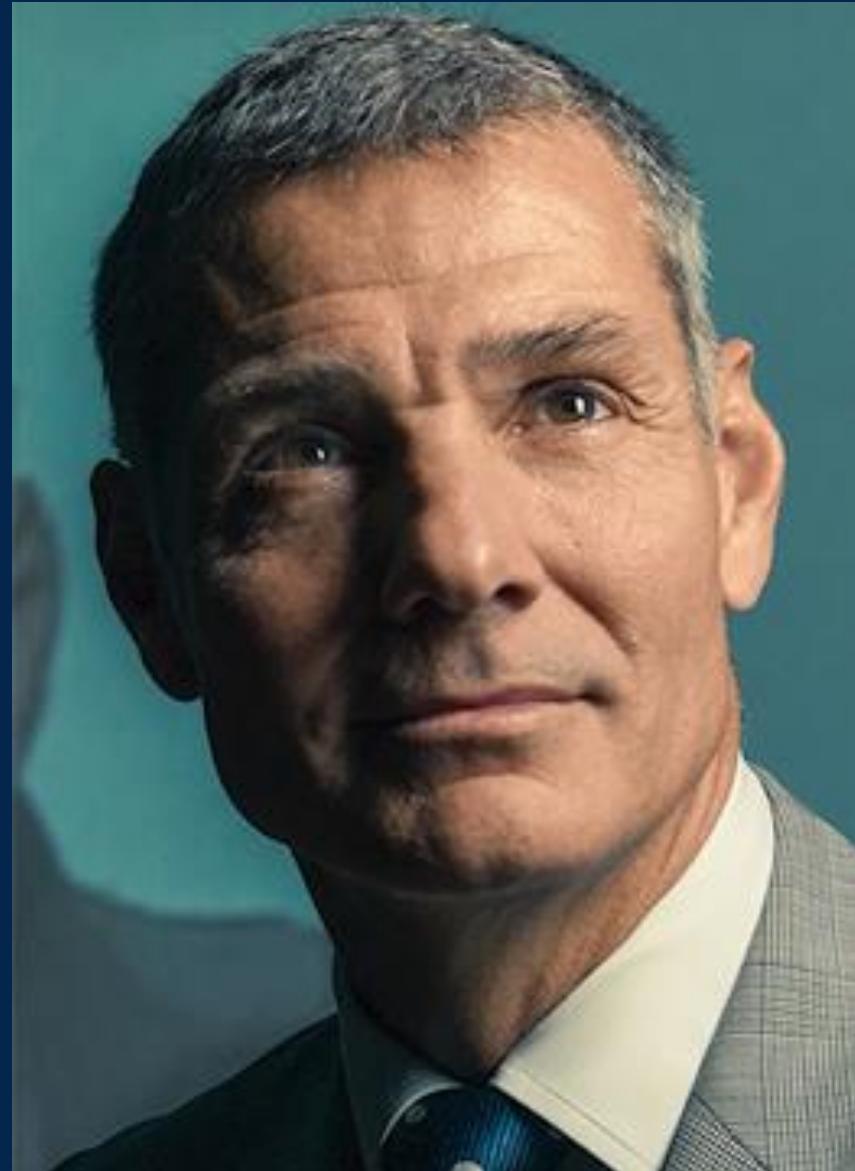


# Insights for your success

Propertymark Essex Regional Conference. 28/1/2026

**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**



# Secondary Instruction Opportunity

35% of properties in the East of  
England have been reduced



# Opportunity for action

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

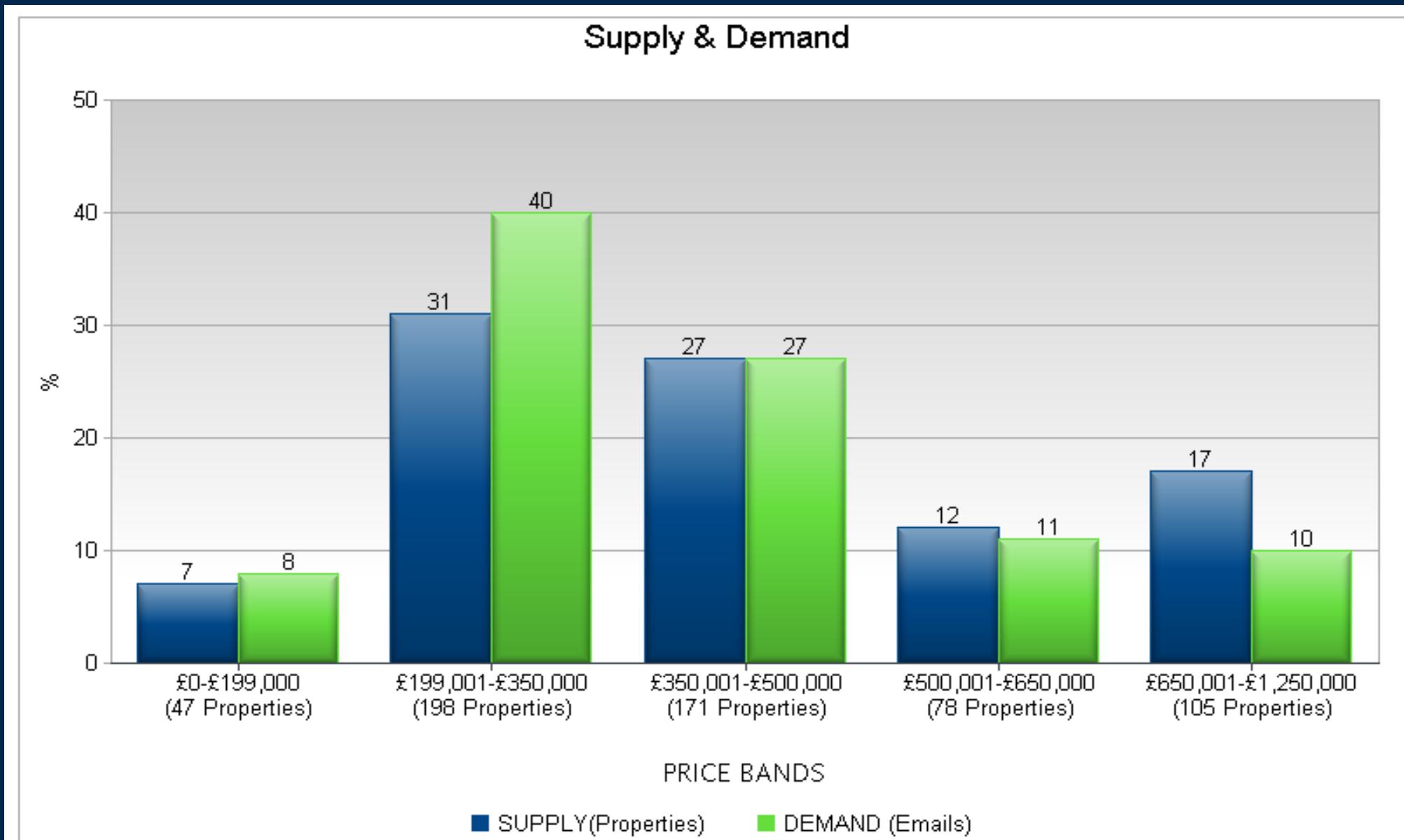
# Reduction Report

- 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

<input type="checkbox"/> James Utara	5 Sep 11:21 am	<a href="#">Run credit check</a>	Uncontacted	0		
<input type="checkbox"/> James Utara	5 Sep 10:55 am	<a href="#">Run credit check</a>	Uncontacted	0		
<input type="checkbox"/> Tim Stowe	4 Sep 10:59 am	<a href="#">Run credit check</a>	Uncontacted	0		
<input type="checkbox"/> James Aurora	3 Sep 3:10 pm	<a href="#">Run credit check</a>	Uncontacted	0		
<input type="checkbox"/> Tim Stowe	3 Sep 12:27 pm	<span>● Lower risk</span>	Viewing booked Updated: 3 Sep 12:34 pm	1		
<input type="checkbox"/> Sophie Whitfield	3 Sep 12:00 pm	<span>● Lower risk</span>	Needs contacting Updated: 3 Sep 12:22 pm	1		
<input type="checkbox"/> James Aurora	3 Sep 10:16 am	<a href="#">Run credit check</a>	Uncontacted	0		
<input type="checkbox"/> Tim Stowe	3 Sep 10:10 am	<span>● Lower risk</span>	Viewing booked Updated: 3 Sep 10:22 am	0		
<input type="checkbox"/> James Aurora	3 Sep 9:51 am	<a href="#">Run credit check</a>	Uncontacted	0		
<input type="checkbox"/> James Aurora	2 Sep 1:22 pm	<a href="#">Run credit check</a>	Uncontacted	0		
<input type="checkbox"/> Gertrude Pippin	29 Aug 8:41 am	<a href="#">Run credit check</a>	Uncontacted	0		
<input type="checkbox"/> Tabby Limon	29 Aug 8:40 am	<a href="#">Run credit check</a>	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

# 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**

**Scan to access slides  
& exclusive resources**





# Powering your success

Visit our stand for a free coffee and a chat

