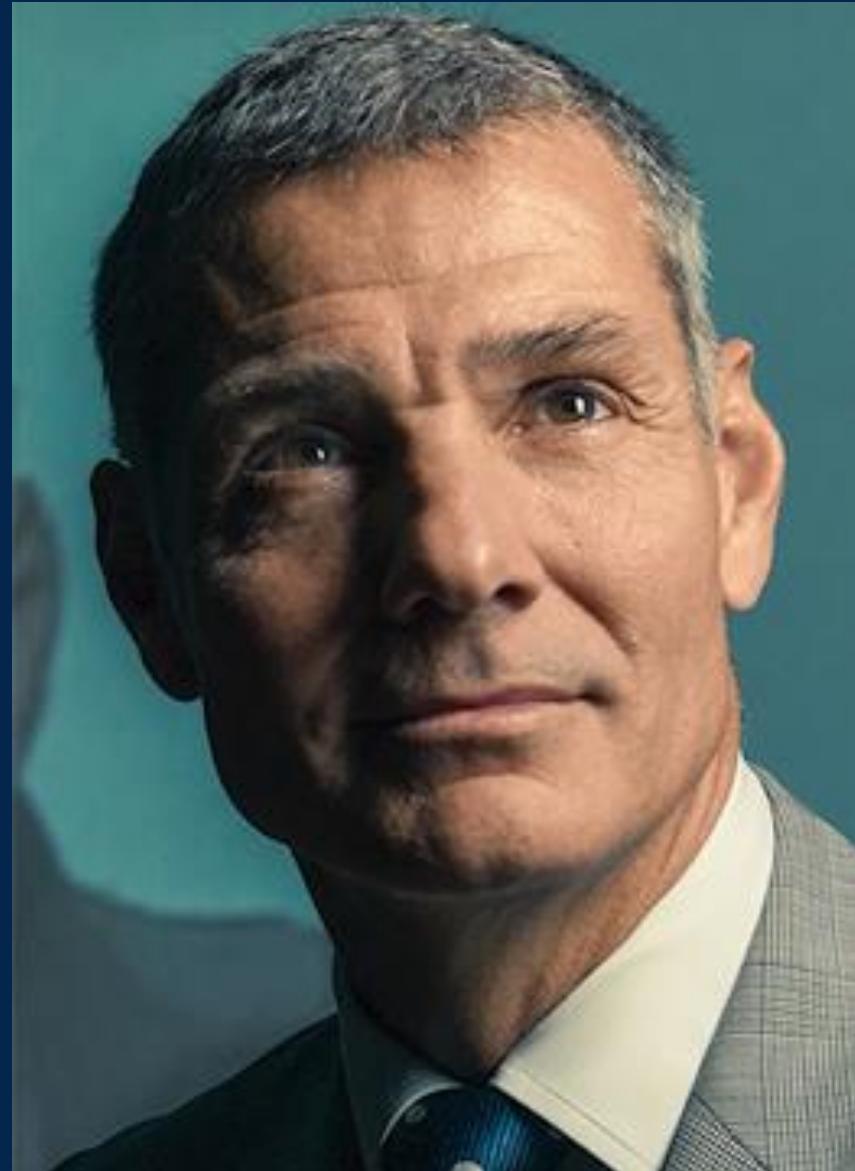


Insights for your success

Propertymark Liverpool Regional Conference. 11/02/2026

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

**Reductions: 30% of properties in the
North West**



Reduction Report

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

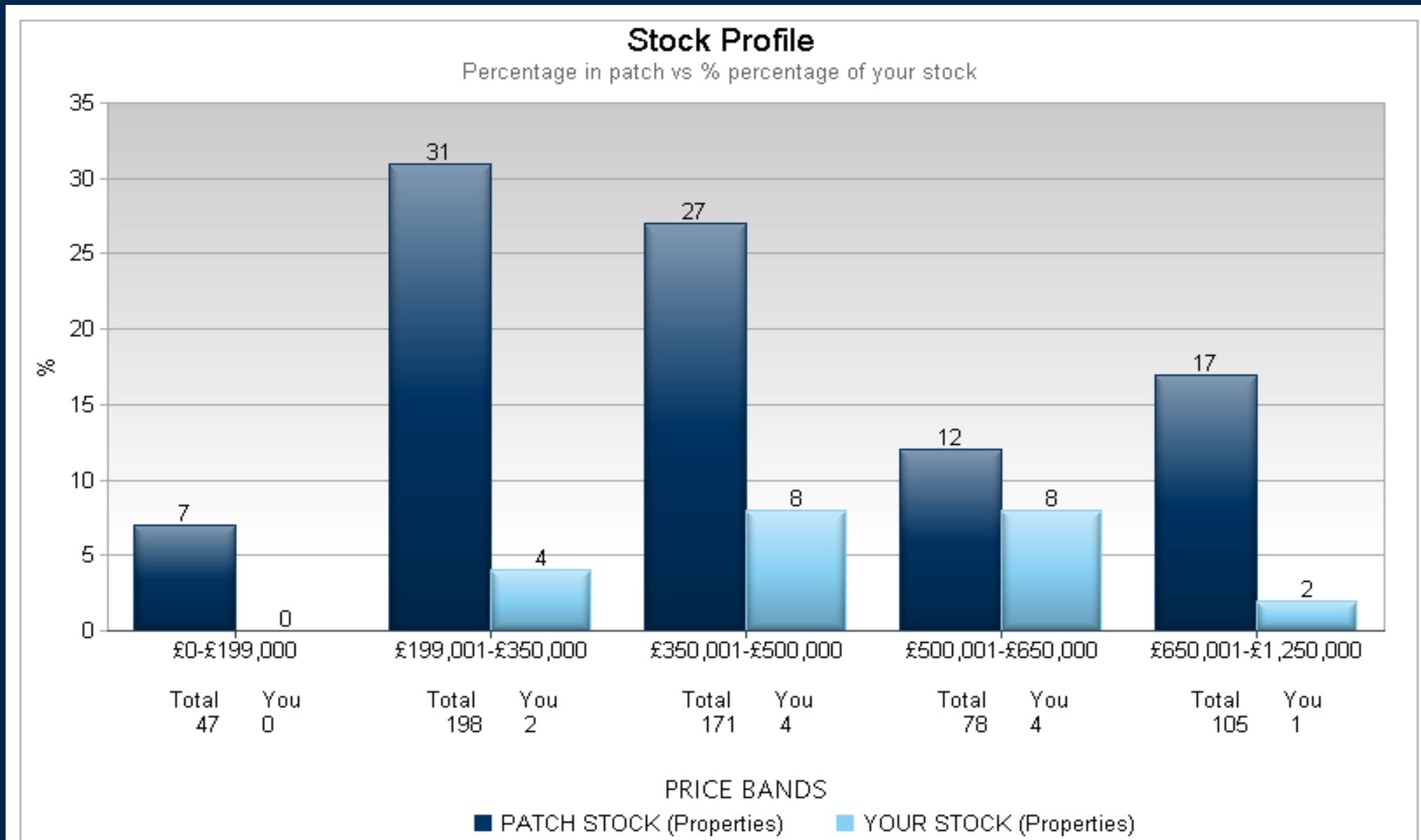
Today you can book an appointment so
that we can show your team the Price
Reduction Report

Supply and Demand Balance

Your patch in general



Your stock profile



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 Updated: 3 Sep 12:34 pm	1		
<input type="checkbox"/> Sophie Whitfield	3 Sep 12:00 pm	● Lower risk	Needs contacting 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 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 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

**Today you can book an appointment to
show your team how Enquiry Manager
can work for you**



Powering your success

Visit our stand for a free coffee and a chat

