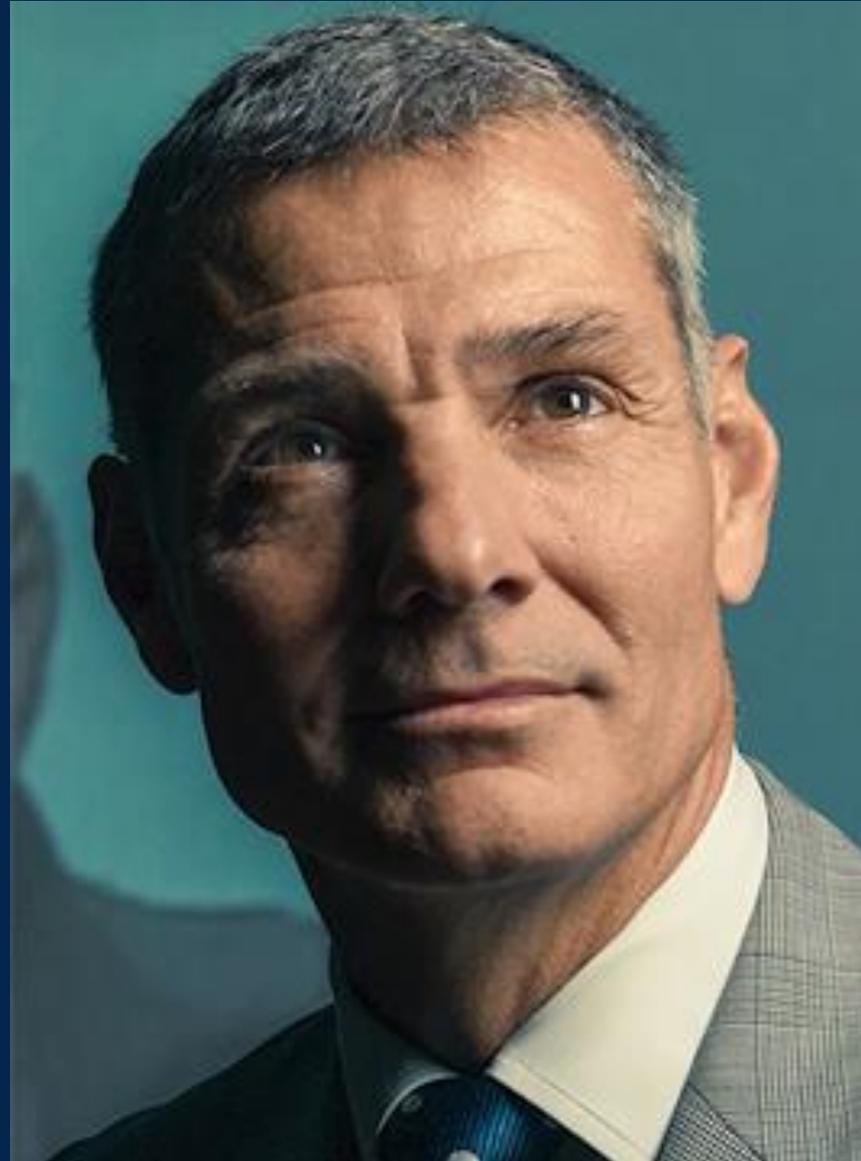


Insights for your success

Propertymark Oxford Regional Conference. 12/03/2026

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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: 16% up since February

2025 and 29% up since February 2024

Reduction Report

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

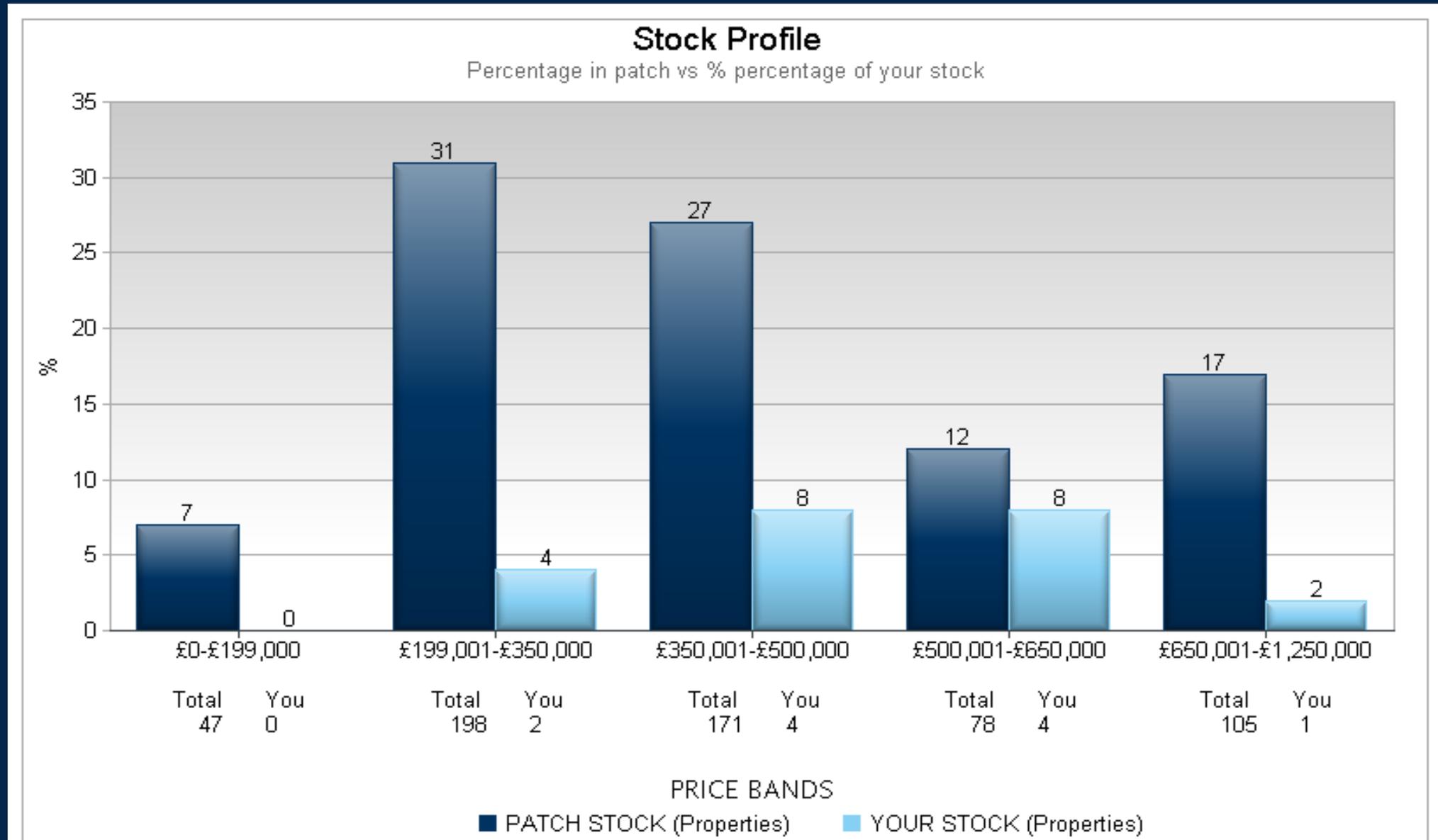
Today you can book an appointment so
that we can show your team the **Price**
Reduction Report

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

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show your team how Enquiry Manager
can work for you

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& exclusive resources



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