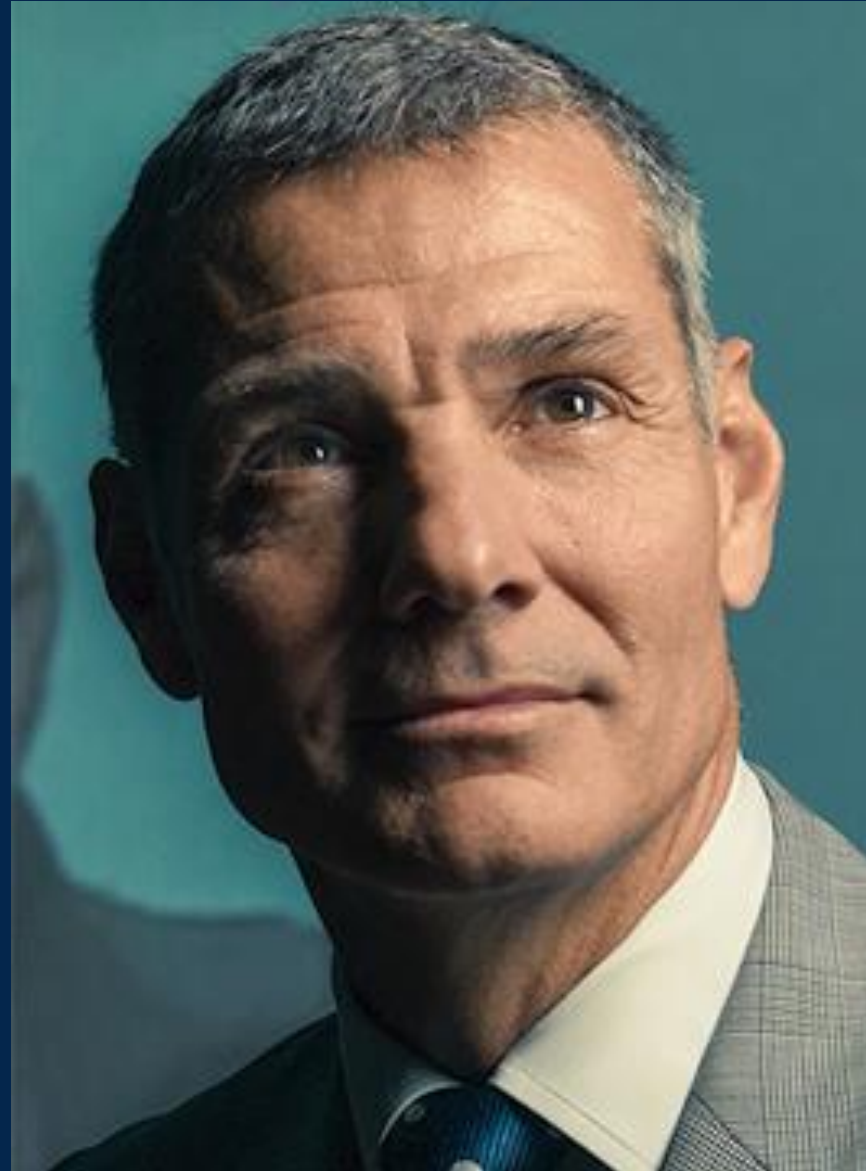


# Insights for your success

Propertymark Scotland Conference. 26/03/2026

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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:** 40% up in Edinburgh in 3  
years

# 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**

# Enquiry Manager and **Winning** **Landlords**



## Rightmove Road, ZX Land, ZX99

£1,500 pcm • 1 bed flat



Select all

Respond to applicants

☆ SHORTLISTED (6)

<input type="checkbox"/>	Borris Patterson	Yesterday 11:40 am	● Not available	Contacted Updated: Yesterday 1:42 pm	0	★	🗑️
<input checked="" type="checkbox"/>	Sophie Whitfield	Yesterday 11:28 am	● Lower risk	Contacted Updated: Yesterday 1:42 pm	0	★	🗑️
<input checked="" type="checkbox"/>	Shanice Mccormick	Yesterday 10:56 am	● Not available	Viewing booked Updated: Yesterday 11:12 am	1	★	🗑️
<input checked="" type="checkbox"/>	Borris Patterson	13 Mar 2:34 pm	● Not available	Uncontacted	0	★	🗑️
<input checked="" type="checkbox"/>	Tim Stowe	10 Mar 10:13 am	● Lower risk	Contacted Updated: Yesterday 1:42 pm	0	★	🗑️

## Soft credit check

● Higher risk

Based on the applicant's credit data, it's likely they would require a guarantor to pass Rightmove referencing.

TYPE	ISSUED	AMOUNT	SATISFIED
CCJ	18/10/2023	£293.00	Satisfied
CCJ	26/04/2023	£356.00	Not satisfied

We checked for CCJs, Bankruptcies, IVAs and DROs.

Moving date Within 1 month

Tenancy length Over 24 months

Moving with Family  
2 adults, 2 children

Pets No

Smokers No

First time No

Employment Full time employed

Affordability Indicates household income exceeds  
£45,000

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## Select a template



The template you select will be sent by email to all applicants you previously selected.

We're fully booked for viewings

We've had an offer

We've now let this property

You didn't make the shortlist this time



Hello [First Name],

**Sorry, we're currently fully booked for viewings.**

Thanks for your enquiry. Due to high interest this property is fully booked for viewings. We won't be able to progress your enquiry for now. However, if we need to schedule further viewings, we'll be in touch.



Rightmove Road, ZX Land, ZX99  
£1,500 pcm • 1 bed



Johnson & Rankin, Enquiry & Tenancy  
Manager Demo

Cancel

Review & Send

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

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believe it

# Powering your success

Visit our stand for a free coffee and a chat

