

Insights for your success

Propertymark East Midlands Regional Conference. 21/04/2026

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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: 33% of properties on the market in the East Midlands region have been reduced

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.



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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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Powering your success

Visit our stand for a free coffee and a chat

