

↖ ↗ Maximising
↙ ↘ your opportunity

How AI and data are shaping the future of property search

Steve Pimblett - Chief Data Officer at Rightmove

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Global investment

AI spending surges



>\$1.1 trillion

is the capex by Alphabet,
Amazon, Meta, Oracle
Microsoft in 2027

Annual economic value AI is
projected to add

\$4.4 trillion

40%

of all enterprises apps will feature
AI agents by the end of 2026



Big research houses



ANTHROPIC



UK Consumers

What we know

1 in 3

UK mobile devices have
ChatGPT installed

19M

Monthly users of
ChatGPT App

81%

ChatGPT app
monthly open rate

What we hear

+50%

Don't trust the information from AI

96%

Find moving stressful

4 in 10

Search criteria changing

95%

Find browsing is useful

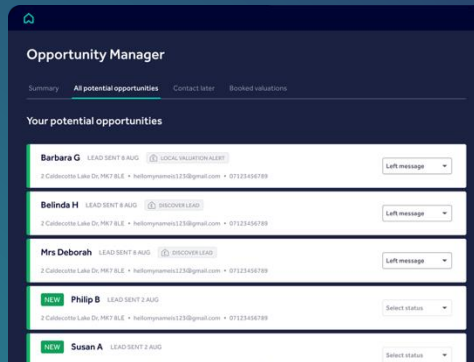


Partners

Movers

Active AI initiatives

Vendor Prediction Model

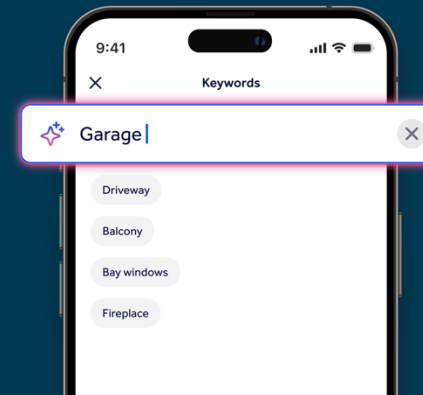


Online Agent Valuation

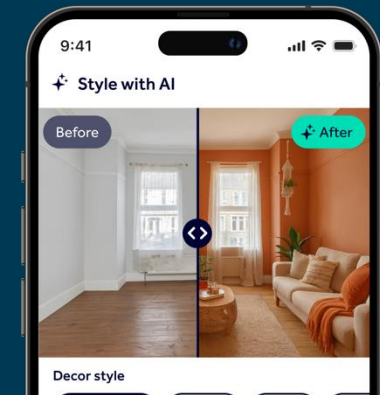
New 3 Completed 10 Expired 2

Vendor name	Address	Time left
Lucy Martin	12A, John's Rd, MK17 7RA	3 hours
John Samson	Top flat, Central St, MK9 1NJ	8 hours
Adam Smith	2 N Fourth St, Milton Keynes, MK9 1NJ	12 hours
Ellen Fisher	Wood End, Little Horwood, MK17 8HA	26 hours

AI keywords



Style with AI



People, Data and AI, Platform

Active AI initiatives

CoPilot for Sales

Agentic AI in CX

AI in Marketing

AI Code Generation

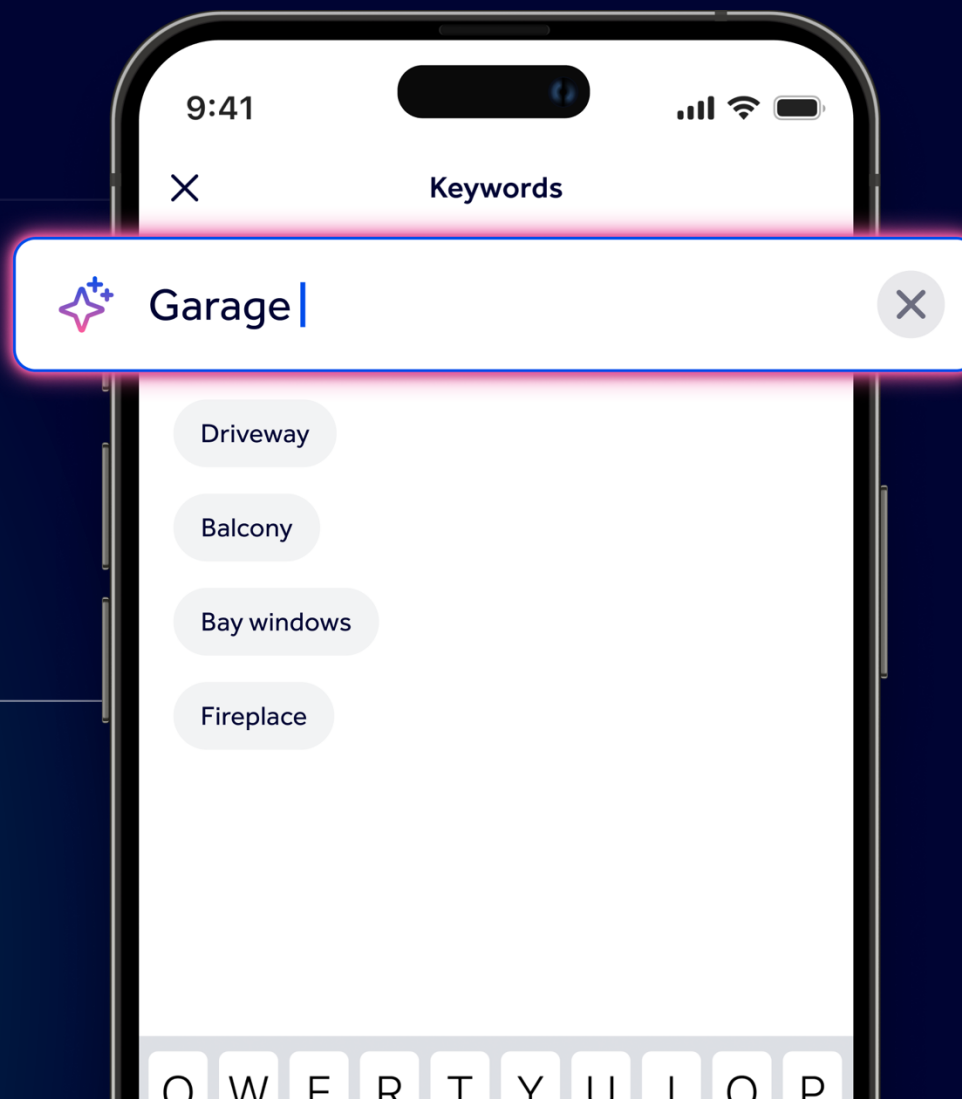
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AI keyword search

3 in 4

think every property is
unique in some way



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Conversational Search

More than
9 in 10
people who say they trust
AI LLMs still double-check
the output

2 bed in Weymouth sea views, close to station, up to £400k

Got it! 😊 Here are your first matches:



£375,000



Bungalow | 2 | 1

Greenhill, Weymouth



£395,000



Terraced | 2 | 1

The Esplanade, Weymouth



£360,000



Terraced | 2 | 1

Crescent St, Weymouth



£359,950



Semi-detached | 2 | 1

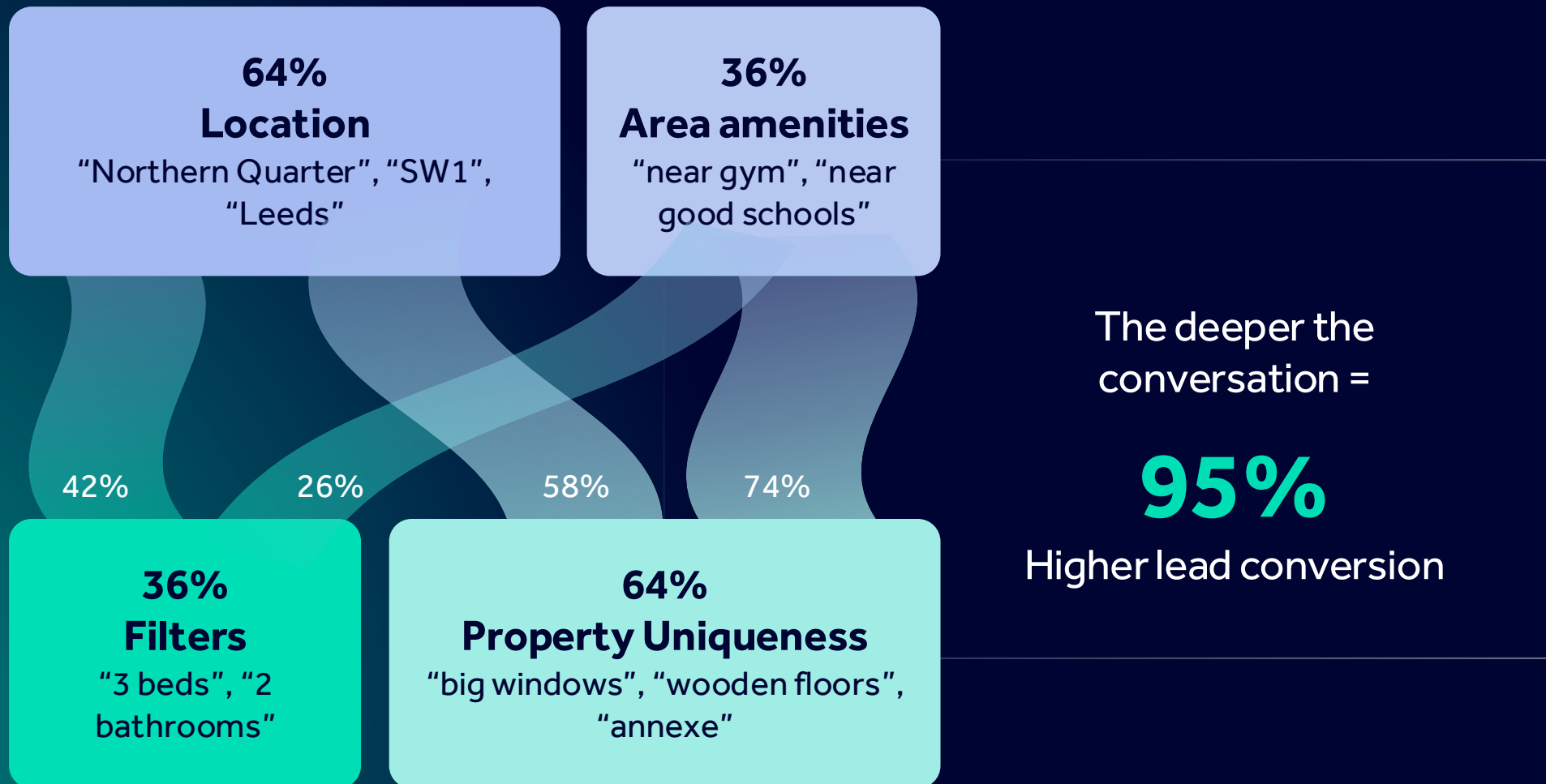
Lennox St, Weymouth

Refine your search...



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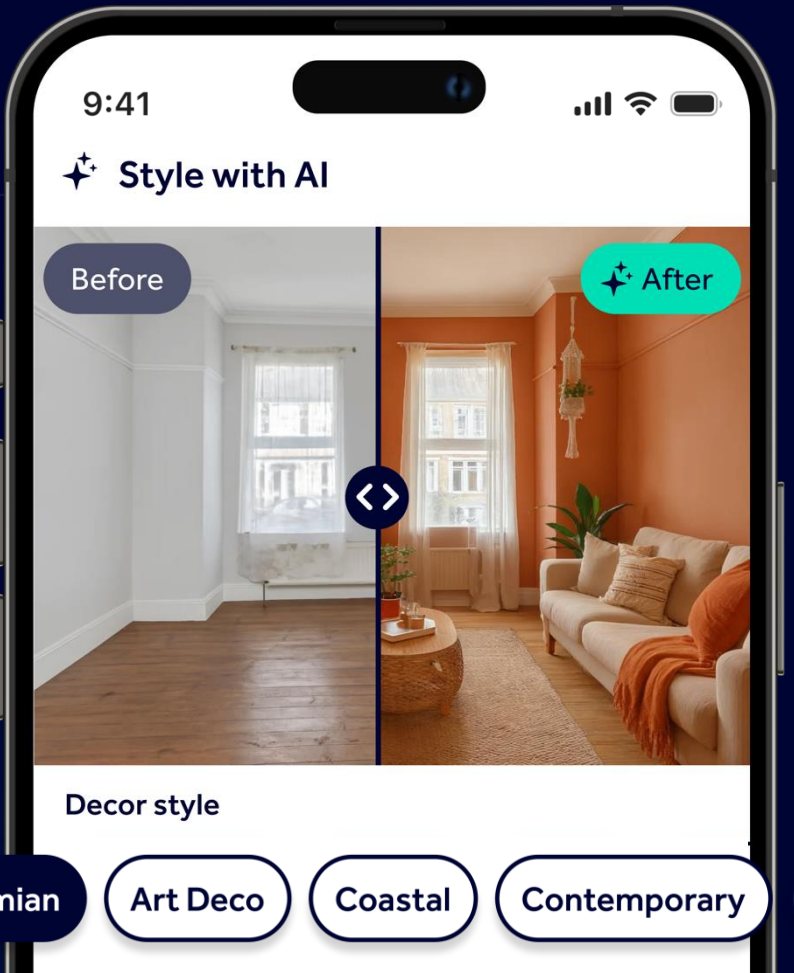


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Style with AI

Nearly
8 in 10
Home movers end up
compromising on their
initial criteria



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your opportunity

Valuations

Increased
48%
High Priority Leads



Opportunity Manager

Summary **All potential opportunities** Contact later Booked valuations



Brought to you by
rightmove

Jamie, book your in-person valuation

Fill in a few details and West Estates will be in touch to arrange your valuation.

Jamie Smith
07590012345
jamie.smith@email.com
MK17 123

Edit

Your address

Select the property address

[Can't find your address?](#)

When are you looking to sell?

Select an option

Local opportunities

LEAD SENT 8 MAY LOCAL VALUATION ALERT

MK17 7RA • hellomynameis123@gmail.com • 07123456789

LEAD SENT 14 MAY DISCOVER LEAD

al St, MK9 1NJ • hellomynameis123@gmail.com • 07123456789

ah LEAD SENT 14 MAY DISCOVER LEAD

ake Dr, MK7 8LE • hellomynameis123@gmail.com • 07123456789

ilip B LEAD SENT 1 JUN

lilton Keynes, MK9 1NJ • hellomynameis123@gmail.com • 07123456789

san A LEAD SENT 29 MAY

le Horwood, MK17 8HA • hellomynameis123@gmail.com • 07123456789

ul W LEAD SENT 11 JUN

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AI-generated messages in Online Agent Valuation


Up to
8%
more visits booked
& 33 seconds faster!

Add your estimate

Minimum price

Maximum price

Your message

 [Generate message](#)

Add a personalised message for the vendor.


Use this to personalise the experience for the vendor, and highlight your local area knowledge and expertise.

Add a Best Price Guide URL (optional)

Include the digital report url.

[Preview valuation and send](#)

AI message composer

 This message has been generated based on the property and vendor information available. AI can make mistakes. Look out for placeholder text that you may need to replace or remove.

Message

Thank you for requesting an online valuation of your property. Based on available data, we estimate your property's value to be within the range provided. [INSERT COMPARABLES/LINKS HERE].

Please note, this online valuation is a guide. It doesn't account for your property's exact condition, recent improvements, unique fe...



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Property Performance

Coming soon

West Estates Selected branch
Milton Keynes

Property performance

Search 120 listings Include sold STC

Listing - price	Health	Daily views	vs. prev 7 days
Garden Flat 7, Brussels Road Coventry, Warwickshire, CV4 8HL £830,000 May 26, 2026	✓ 21 ✓ 1 ✓ 4d	246 avg. views	↑ +246 vs. prev 7 days
Garden Flat 7, Brussels Road Coventry, Warwickshire, CV4 8HL £830,000 May 26, 2026	✓ 21 ✓ 1 ✓ 4d	246 avg. views	↑ +246 vs. prev 7 days
Garden Flat 7, Brussels Road Coventry, Warwickshire, CV4 8HL £830,000 May 26, 2026	✓ 21 ✓ 1 ✓ 4d	246 avg. views	↑ +246 vs. prev 7 days
Garden Flat 7, Brussels Road Coventry, Warwickshire, CV4 8HL £830,000 May 26, 2026	✓ 21 ✓ 1 ✓ 4d	246 avg. views	↑ +246 vs. prev 7 days

AI Assistant

Flat 79 Merlin Court 26, Handley Drive
Kidbrooke, Greenwich, SE3 9BW

Summarise performance

Performance snapshot (past 7 days)

- On average, your property got 41 daily views.
- Properties like yours in the area get 56 views on average.

Your property is outperforming the local market despite a small recent dip.

Overall property performance

- On average, your property gets 41 daily views.
- Properties like yours in the area get 20 daily views on average.

Your property is consistently performing above similar listings.

Latest listing updates

3 Feb 2026

- Reduced the property price from £435K to £400K
- Updated images.

This increased views from 35 to 282.

26 Feb 2026

- Property price reduction from £400K to £375K
- Applied Premium listing tag

This increased views from 200 to 235.

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AI telephone lead transcription

Coming soon

West Estates Selected branch
Milton Keynes

Sales Lettings RM

< Caller: (+44 1234 56980)

Duration 04:38

00:56 / 04:38 1.0x

Search conversation... Download

Caller [00:15]
Hello, I'm calling to inquire about a property I saw listed on your website. It's located at Maple Grove. Can you provide me with more details about its availability and pricing? Thank you!

Agent [00:17]
Hi there! Thanks for reaching out. I'd be happy to help you with the property you found on our website at Maple Grove. Let me check its availability and pricing for you. One moment, please!

Caller [00:19]
I appreciate your assistance! Also, could you let me know if there are any additional fees or requirements for the rental?

Agent [00:21]
Certainly! I'll include any additional fees and requirements in the information I provide. Just a

Overview

Date	12 Jan, 2026
Time	13:02:02
Applicant details	+44 1234 56980
Enquiry	Buying

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AI telephone lead transcription

AI telephone lead insights

End of
year

Selected branch
Milton Keynes

Caller: (+44 1234 56980)

Duration
00:56 / 04:38

Search transcript

Caller
Hello, I'm calling to in
Can you provide me

Agent
Hi th
web

Caller
I appreciate y
requirements for the

Agent
Certainly! I'll include

Selected branch
Milton Keynes

Sarah Johnson

00:46

0:46 / 6:20

Jason Appleseed

Sarah Johnson

1.5x

Search transcript

Agent
[00:15]
Hello, I'm calling to inquire about a property I saw listed on your website. It's located at Maple Grove.
Can you provide me with more details about its availability and pricing? Thank you!

SJ
Sarah
[00:15]

Call analysis Profile Notes

AI call summary

During the call, the client discussed their property with the estate agent, seeking a valuation and expressing interest in selling. They inquired about the current trends and asked for advice on how to enhance the property's appeal to potential buyers. Additionally, they mentioned a new property they were interested in and requested insights on its potential value and marketability.

Call tags

Click on the tags below to view time stamps of when

**Continue your learning
with our AI webinar**



**Test your knowledge
at our stand**

