



PROPERTY  
ACADEMY

INFORMATION + INSIGHT + IDEAS + INSPIRATION



# BEST<sup>®</sup>

## ESTATE AGENT GUIDE

A Guide to the Best  
Estate Agent Guide

How it's created  
and why it matters  
to your agency

SUPPORTED BY

**rightmove** 

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## ◆ INSIGHT

The BEAG covers the whole of the market, is independently assessed and transparent.

### Welcome to our guide to The Best Estate Agent Guide (BEAG) and EA Masters Leadership Conference, Exhibition and Awards.

This is our third year working alongside Rightmove to carry out the biggest ever analysis of the estate agency industry.

The guide shines a light on the best branches and agencies for sales & lettings.

And our EA Masters Leadership Conference, Exhibition and Awards event, provides a platform for industry leaders to share and receive information, insights, ideas and inspiration.

It's a huge undertaking and we've learned a lot from the past two years. We've made the process around creating the BEAG simpler to understand and more transparent.

### “What’s the point of the BEAG?”

I was asked by an agency owner why his company should take the BEAG seriously.

The reason is simple yet compelling.

Consider this.

The 2017 Tour de France was won by Chris Froome. He had toiled for three weeks, across 3500km, in all weathers, spending on average 7 hours a day in the saddle and ended up with a winning margin of just 54 seconds.

When spread over the time spent riding, the margin between first and second place was tiny.

But Froome's Team Sky as it was called back then, knew the difference that the smallest improvements to the way they go about their work can make to the overall result. They were the best at finding those all-important competitive edges.

I believe, and the experiences of those who have made the most of the opportunity prove, that being listed in The Best Estate Agent Guide gives YOUR agency a winning edge.

It can be, and often is, the small difference between winning or losing an instruction.

When I set up the Property Academy in 2008, my goal was to help estate agency business owners to run better businesses, to foster and share best practice and ultimately to raise industry standards.

And that's why with the support of Rightmove, we created the BEAG, to help businesses fulfil their potential and achieve and maintain high service standards.

I'm very proud of what our team in association with Rightmove has built and passionately believe that the BEAG is the best way to discover who the best agents and suppliers in the industry are.

Being in it gives vendors and landlords reassurance, agency owners and staff recognition, and is a fantastic way to highlight best practices and raise standards across the industry.

Thanks for your time,

Peter Knight



# The Process

## How the best agents are identified

The Best Estate Agent Guide is a website which provides an independent reference source for sellers and landlords, who can search for the best sales and lettings agency offices in their areas.

### How the BEAG is collated?

There are approximately 1 million properties listed on Rightmove, for sale or to let, at any point in time. The performance of every listing is analysed over a six-month period as the first part of the assessment. Then each branch is mystery shopped to give an indication of service levels provided. From this, the top 20% of branches are identified. The next step is to collate the scores and identify the best estate agencies – the top 3% are identified as winners of a BEAG Award. The final stage is the announcement of the overall winners at the EA Masters event on 10<sup>th</sup> October 2019.

“The BEAG is an independently verified assessment identifying the best agents in the country.

## Phase 1 Data Analysis

### 1. Property Marketing



75% of landlords and 84% of sellers cite the agent's ability to market their property as being a deciding factor when selecting an agent to work with.\*

We assess property marketing performance by looking at every single listing and tracking:

- ♦ % properties with 5+ photographs
- ♦ % properties with a floor plan
- ♦ # detailed page views vs. average in patch
- ♦ # leads vs. average in patch

### 2. Results



62% of landlords and 66% of sellers say that using an agent who has demonstrated an ability to sell or let properties like theirs is a factor in their decision over which agent to use in the sale or let of their property.\*

We monitor results by tracking:

- ♦ % of new instructions in patch
- ♦ Did it sell / let?
- ♦ Average days to sell / let vs. average in patch
- ♦ Did it come back to the market? (i.e. fall through)

This analysis of listings performance makes up 80 per cent of an agency's overall score.

Based on these performance scores there is the equivalent of a golfing 'cut' where the best performing agencies (over 10,500 branches) go through to the next stage.

\*Source: Property Academy Home Moving Trends & Landlord Surveys 2018

## ★ INSIGHT

From 1st November 2019 Your Rightmove account manager will happily share with you how your agency performed. This information is given to you free of cost and can provide valuable insights into your agency's performance and areas where improvements can be introduced.

## Phase 2 Mystery Shopping

### 3. Customer Service

Our research also reveals a further factor that has a significant impact on instruction is 'likeability and trust', which we measure via a two-step mystery shopping process.

#### Web Enquiry



Part one of the mystery shop is an email enquiry via Rightmove. We make one enquiry each for sales and lettings and measure the response against a set of objective performance criteria.

#### Telephone Enquiry



Part two of the mystery shop is a telephone call – again we make one enquiry each for sales and for lettings.

The web & telephone enquiries measure response against a set of objective performance criteria that consumers tell us trigger feelings of 'like and trust':

- ♦ Professionalism & courtesy
- ♦ Listening & understanding
- ♦ Knowledgeable & informative
- ♦ Responsiveness – handling queries & requests quickly

In addition, we look for best practice in the following areas of estate agency:

- ♦ Proactivity
- ♦ Enquiry handling
- ♦ Applicant registration
- ♦ Service provision

The Best Estate Agent Guide Award Winners are identified by calculating the average score across all their branches based on a combination of data analysis scores and mystery shop scores.

## ★ INFORMATION

Property Academy does not see a breakdown of the Rightmove results, so we do not know how each branch performed against each individual measure. We only know the overall score so that we can add it to the score of the mystery shop.

“Only the Top 3% of agency offices in the country make it through to become BEAG Award winners.





# How Agencies are Assessed

## INSPIRATION

Being listed in the BEAG is great recognition for an agency's team and motivates them to reach even higher heights.

### BEAG AWARD WINNERS

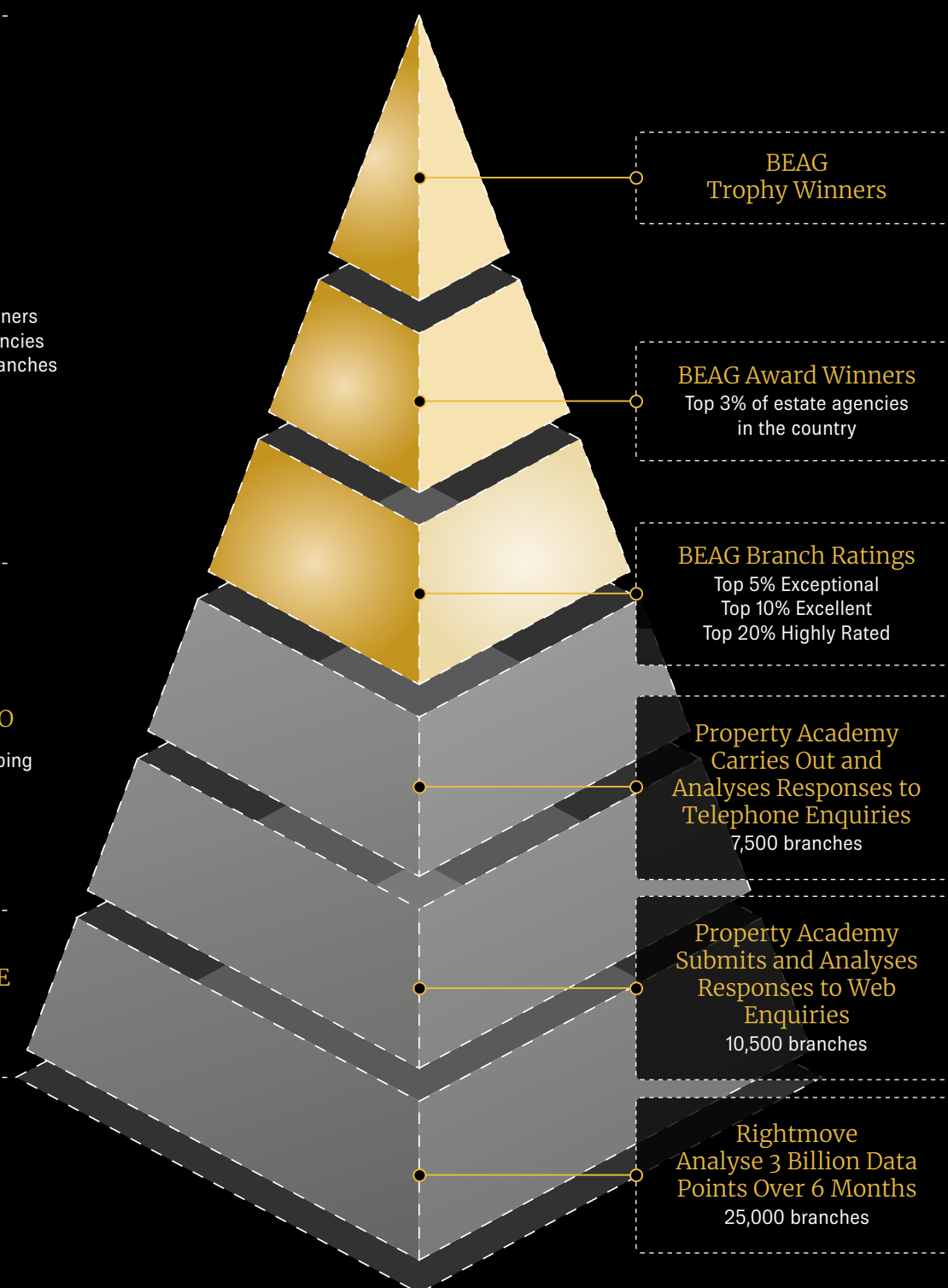
Winner of Winners  
Top 3% of Agencies  
Top 20% of Branches

### PHASE TWO

Mystery Shopping

### PHASE ONE

Data Analysis



# The Big Questions Answered

We're constantly improving the way the BEAG and EA Masters are created.

Part of that process is continually striving for total transparency.

Here are the five questions we get asked most.

*Isn't this just another way to make money from estate agents?*

Rightmove carry out the data analysis and provide individual feedback to their members completely free of charge and make no money from this initiative. Property Academy carries out the mystery shopping exercise, provides individual branch performance results and publishes and maintains the Best Estate Agent Guide website free of charge.

Agents that see a value in promoting their achievement pay a licence fee to the Property Academy to do so. They may also purchase tickets to attend the EA Masters Leadership Conference, Exhibition and Awards event. There is no obligation to do either.

*All these industry awards are the same, what's different about the BEAG?*

Not all awards are created equally. The majority of the others only attract entries from a fraction of the industry, (most less than 10% of agencies), whereas the BEAG is the only whole of market assessment (over 25,000 branches and 15,000 agencies).

It is free to enter and the structured assessments are based on criteria following research with thousands of people in the process of moving home on what they want from their estate agent. Rather than the views of a small judging panel or a handful of positively disposed customers, the BEAG is compiled based on detailed analysis of data and professional mystery shops.

*Is Rightmove sharing sensitive data about my agency with Property Academy?*

No. Rightmove provides us with the agency name and branch location details plus an overall score for the data assessment for those branches that have the potential to make the top 20% of branches and/or the top 3% of sales and lettings agencies.

*I think my rivals down the road are useless how come they got in the BEAG last year?*

That's an opinion you're entitled to, but our assessments are objective and in line with recognised best practices in the industry. By removing subjectivity as much as possible we have created what we feel is the best way of assessing estate agency offices.

*Can you tell me when the mystery shop telephone call was made?*

We make all the calls during working hours, Monday to Saturday avoiding bank holidays. We can't share the exact date or time of your branch assessment(s) due to GDPR, which states we cannot share details that might reveal the identity of individuals, such as when we made the call or who answered it.

There are plenty more answers to your questions covered in our comprehensive FAQ section on our website. To view visit:

[www.eamasters.co.uk/faqs/](http://www.eamasters.co.uk/faqs/)



## INSIGHT

Acting upon feedback is essential for estate agencies that want to grow – reviewing the mystery shops and data analysis we have carried out can help highlight systems and processes that can be improved within your agency.

# Six of The Best

If your agency is selected to be in the Best Estate Agent Guide it opens an array of opportunities for your business.

## Winning Instructions

*"Being able to say that our service and delivery levels have been assessed by the Property Academy and Rightmove and found to be the best in our area has been a deciding factor when securing new instructions."*



**Katie Darlow**  
Roberts Estate Agents

## PR and Marketing

*"Promoting our rating in the Best Estate Agent Guide was our single most successful marketing campaign of 2018."*



**Karl Judd**  
Ashtons

## Fee Confidence

*"The Best Estate Agent Guide is the only accreditation endorsed by Rightmove – a brand consumers trust. This has enabled us to increase our fees, whilst growing market share."*



**Ian Preston**  
Preston Baker

## Independent Accreditation

*"These accreditations are the most credible in the industry and send a powerful message of confidence to our franchisees and customers."*



**Kate Toland**  
The Property Franchise Group

## Team Culture

*"It has meant we have attracted a higher level of staff and retained the talent in our existing team as we're seen as an employer of choice."*



**David Elliott**  
The Frost Partnership

## Staff Motivation

*"Being independently recognised as one of the best agencies in the country has given such a lift to our team and shows them their hard work, passion and commitment doesn't go unnoticed."*



**Simon Bradbury**  
Thomas Morris

# The BEAG in Numbers

A lot of hard work and time goes into assessing the whole of the estate agency market to create the BEAG.

Here are some numbers that show the scale of the project.

**0**

Charge

There is **no charge** for entry into the assessment or to be listed on the BEAG website.

**1**

Analysis

The **largest analysis** of the estate agency sector.

**3**

Areas

Awarded for **Property Marketing, Results and Customer service.**

**6-8**

Months

The assessment is **carried out over a six - eight month period**, meaning that agents recognised in the Best Estate Agent Guide have proved themselves over a sustained period.

**20**

Percent

We identify the **top 20% of branches** for sales and lettings, rate them as exceptional, excellent or highly rated and list them in the BEAG.

**500**

Winners

We take the average score of all branches belonging to an agency to identify the **winning agencies and honour them at the EA Masters event.**

**15**

Thousand

**Agency brands** assessed.

**20**

Thousand

**Mystery shops** are carried out.

**25**

Thousand

**Individual offices** assessed.

**1**

Million

**1 million properties** listed on Rightmove at any point in time.

**25**

Million

**25 million leads** are included in the initial analysis.

**3**

Billion

That's right – **3 billion data points** are assessed during the process including property listings, floorplans, number of clicks to details and the number of leads.

*"Send out a powerful message to your prospects – you're the best of the best."*



## ✦ IDEAS

You can shine a light on your achievement and provide independent proof of your superior service by purchasing a licence – providing you with access to more than £5,000 worth of marketing material.

## ✦ INSIGHT

The Best Estate Agent Guide is the most comprehensive and therefore the most valuable property award scheme.

*"The definitive assessment of the Property Industry"*



# What's in it for Your Agency?

Winning a BEAG Award gives an agency the ability to demonstrate to potential sellers and landlords that they are better than the rest on the things that matter – marketing, results and service.

Agencies that see the value of promoting their branch rating(s) or their overall agency (if they are a BEAG Award Winner) can purchase a licence to enable promotion of this incredible achievement, which includes a marketing and branding toolkit worth more than £5,000.

## Official Logos

We provide you with your winner's marks and branch ratings so that you can display them in all your marketing.

### Agency Awards



### Branch Ratings



## Online Recognition

Enhanced presence on [www.bestestateagentguide.co.uk](http://www.bestestateagentguide.co.uk)

We enhance your listing in the Best Estate Agent Guide – an independent reference source for landlords and vendors to find the best agent in their area.



## Window Displays

We send you window transparencies for you to display in your branch office(s).

## Print Design Templates

We provide you with access to the BEAG toolkit – a selection of print design templates including window cards, window banners, posters and direct mailers complete with targeted address data, that are automatically updated to include your logo, contact details and award success and that you can purchase easily online.

## PR Templates

We send you sample press releases that you can share with local press and on your social media to promote your success.

## Branded Video

We also provide you with a branded video, which you can use on your website and social media channels to help explain how your result in the Best Estate Agent Guide provides credible independent proof of your superior service.

To view an example of a branded BEAG video, please visit [www.beagtoolkit.co.uk](http://www.beagtoolkit.co.uk)

## Certificate

We also provide a certificate that you can display in your branch office to help recognise your team's performance.



# The Industry Event of the Year

EA Masters Leadership Conference, Exhibition and Awards



“I’ve attended all the industry conferences and awards and the EA Masters is in a class of its own.

Neil Dowsett  
Frost's

The EA Masters Leadership Conference has gained a big reputation in a short period of time. Our event attracts more than 1,000 property professionals and is renowned for being a platform where business changing ideas, insights and stories are shared. In keeping with everything the Property Academy does the event's focus is on raising standards across the estate agency industry and helping estate agents run better businesses. Gabby Logan will be hosting the event for the third year running joined by fellow TV presenter Jonathan Davies. Full details of the world class speaker line up can be found at [www.eamasters.co.uk](http://www.eamasters.co.uk)

- This year's event promises to be our best yet and will feature.
- ✦ Inspirational speakers from the estate agency world and beyond and panel discussions with the brightest minds in the industry.
  - ✦ The Innovation Hall where more than 50 of the industry's most forward-thinking suppliers will be showcasing their products and services. Several of the exhibitors will be launching new services and ideas.
  - ✦ An opportunity like no other to network and learn from your peers who share a mind-set of continually pushing their agency forward.
  - ✦ An awards ceremony shining a spotlight on the best agencies across the industry.

## INSPIRATION

The theme of EA Masters 2019 is 'Fast Forward' and is focussed on ideas that agency leaders can take away and implement into their businesses quickly and successfully to move them to the next level.

# Cost Transparency

BEAG Licence to promote your success  
The Best Estate Agent Guide 2020

A listing in the BEAG is free; to promote your inclusion effectively you'll need to buy a licence. The licence is accompanied by a toolkit worth more than £5,000.

Agency Size	Set-Up	Per Branch Pa
Single Branch	£1,200 + VAT	-
Small (2-5 branches)	£1,600 + VAT	£100 + VAT
Medium (6-20 branches)	£1,800 + VAT	£100 + VAT
Large (20+ branches)	£2,000 + VAT	£100 + VAT*

\*Capped at £4,500

## Tickets to attend the EA Masters

EA Masters Leadership Conference Exhibition and Awards  
Battersea Evolution, Battersea Park, London.

EA Masters 2019 takes place on Thursday, 10th October and is co-hosted by Property Academy's Peter Knight alongside highly-regarded TV presenters Gabby Logan and Jonathan Davies. It is the industry's major event delivering information, insight, ideas and inspiration from thought leaders of the property industry, business and world of sport. You will leave the EA Masters with a wealth of powerful tactics and examples of proven strategies for both overcoming challenging conditions and how to take your business forward faster to profitable growth. The event has sold out every year and the limited number of special priced early bird tickets are sure to be very popular so book yours ASAP!

VIP Ticket Limited Availability	Gold Ticket	Silver Ticket
Full day ticket with access to exhibition, conference and awards PLUS premium seating and copies of speaker slide-decks.	Full day ticket with access to exhibition, conference and awards.	Access to conference and exhibition only.
Earliest Bird £299 + VAT Ends 19 <sup>th</sup> July 2019	Earliest Bird £249 + VAT Ends 19 <sup>th</sup> July 2019	
Early bird £349 + VAT Ends 26 <sup>th</sup> July 2019	Early Bird £299 + VAT Ends 26 <sup>th</sup> July 2019	
Full Price £399 + VAT 10% discount for 5+ tickets	Full Price £349 + VAT 10% discount for 5+ tickets	Fixed Price £249 + VAT

## INSPIRATION

As a BEAG award winner, you're one of a group of truly distinctive agents that really stand out from the competition. The status cannot be applied for or bought – it is awarded on merit. Join us at the EA Masters Leadership Conference, Exhibition and Awards event to discover if you will be crowned winner of winners.

“A watershed conference!”  
Greg Barnes  
Breckon & Breckon



# Has Your Agency Made It?

- ✦ Has your branch made the Top 20%?
- ✦ Is your agency in the Top 3% and a BEAG Award Winner?
- ✦ Could you be one of the overall winners at the EA Masters?

Be the first to find out, secure your place at EA Masters 2019 [www.eamasters.co.uk/tickets/](http://www.eamasters.co.uk/tickets/)

Thanks for reading and if you have any questions please check out our FAQ page at: [www.eamasters.co.uk/faqs/](http://www.eamasters.co.uk/faqs/) or get in touch with us below.

The Property Academy Team  
sarahkemp@propertyacademy.co.uk  
01372 372 372

## ✦ INFORMATION

For weekly information, insight, ideas and inspiration (four-i) on how to fulfil your agency's full potential, sign up for our four-i newsletter at [propertyacademy.co.uk](http://propertyacademy.co.uk)







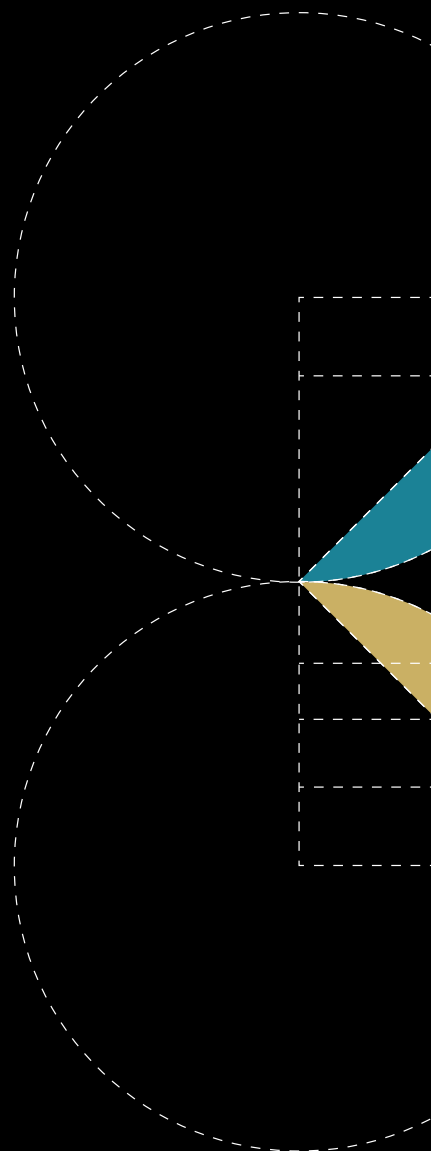
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