



PROPERTY
ACADEMY

INFORMATION + INSIGHT + IDEAS + INSPIRATION



BEST[®]

ESTATE AGENT GUIDE

A Guide for Winners
of a Best Estate
Agent Guide Award

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

SUPPORTED BY

rightmove 

“ Receiving our gold award was a proud moment – going on to be recognised as Best overall for both sales & lettings was just an incredible experience

Asad Riaz
Location Location





◆ INSIGHT

The BEAG covers over 90% of UK estate agents*, is independently assessed and transparent.

*Source: Rightmove

Congratulations and welcome to our guide to The Best Estate Agent Guide (BEAG).

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

This guide to the guide is designed for award winners; to provide insight in to how the assessment is carried out and what makes it stand out from other awards assessments in the industry and to explain how they can get the most from their success at having been highlighted as among the best in the country.

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

It's a huge undertaking and we've learned a lot from the past four 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 we created the BEAG, to help businesses fulfil their potential and achieve and maintain high service standards.

I passionately believe that the BEAG is the best way to discover who the best agents 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 agencies 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.

The next step is to collate the scores and identify the shortlist of c.2,500 agencies. Every branch of these agencies is listed in the Best Estate Agent Guide. All these agencies then go through to the next round of the assessment - a mystery shop and website assessment to identify the gold award winners.

The best single office, small, medium, large and national agencies are announced at the EA Masters event in London on 3rd November 2021. They then go head to head for the best Estate Agency of the Year and Best Letting Agency of the Year Awards. The Best Branch for Sales and Lettings is also recognised.

“The winning agents are invited to assemble in London on 3rd November to celebrate their success and collect their award



Data Analysis

1. Property Marketing



74% of landlords and 83% 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
- ✦ % properties with online viewing label
- ✦ # detailed page views vs. average in patch
- ✦ # leads vs. average in patch

2. Results



Both landlords and sellers say that using an agent who has demonstrated an ability to sell or let properties like theirs is a key 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 70% of an agency's overall score. Based on these performance scores there is the equivalent of a 'golfing cut' where the best performing agencies c.2,500 go through to the next stage.

*Source: Property Academy Home Moving Trends & Landlord Surveys 2020.



INSIGHT

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.



Mystery Shopping

3. Customer Service

Our research also reveals *'likeability and trust'* is a further factor that has a significant impact on instruction. We measure this via a simple mystery shopping process.

Web Enquiry



We employ professional mystery shoppers to make 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 that consumers tell us trigger feelings of 'like and trust':

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



Website Assessment

Your agency's website is increasingly important to today's home movers.

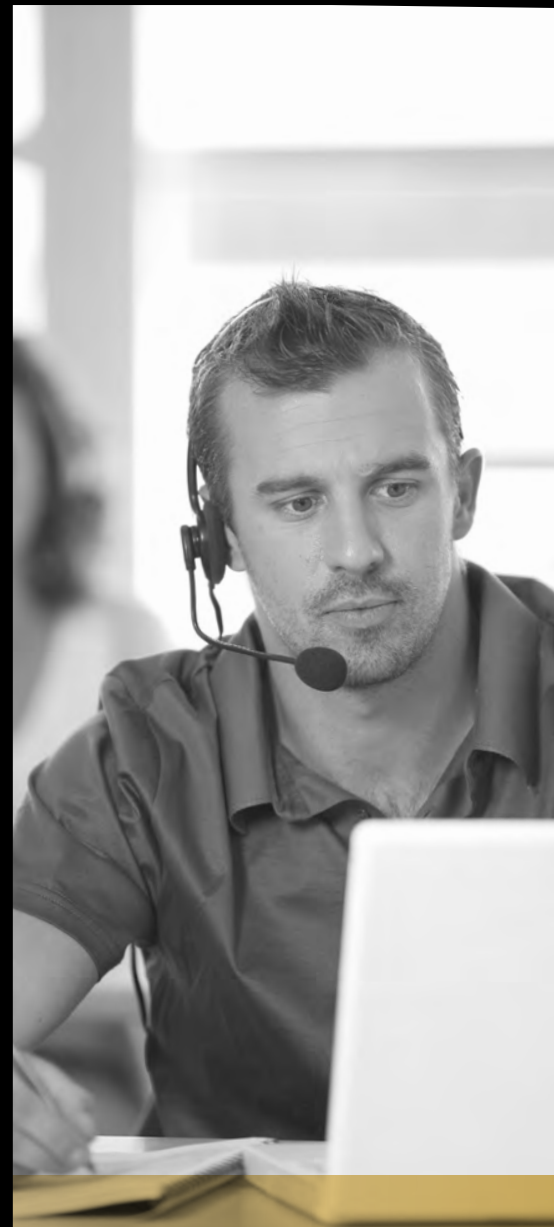
We commissioned a specialist web company to undertake a comprehensive 36 point assessment of the c.2,500 agency websites exploring aspects of both marketing and customer service.

The assessment criteria includes:

- ✦ Ease of interaction
- ✦ Expertise
- ✦ Property marketing
- ✦ Social proof
- ✦ Mobile responsiveness
- ✦ Optimised for search engines

✦ INFORMATION

In 2021, we introduced a comprehensive website assessment as part of our process.



“Gold award winning agencies rank higher than 95% of the industry.”

Helping you stand out

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 found to be the best in our area has been a deciding factor when securing new instructions."



Gemma Myring
Myrings

PR and Marketing

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



Karl Judd
Ashtons

Fee Confidence

"The Best Estate Agent Guide is the only accreditation that's based on a whole of market assessment and the only award to be supported by Rightmove – a brand consumers know and trust! It helps justify, hold and even increase our fee by providing independent proof of superior results."



Matt Nicol
Nicol & Co

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

"Our awards show how we are consistently leaders in our industry. They tell us that we're moving in the right direction and are something special that we're proud of as a team. When we're recruiting for important roles, they attract strong candidates who are like-minded and want to help us raise the bar."



Spencer Lawrence
Paramount

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

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



Holden & Prescott - 2021 Award Winners

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.

90

Percent

Over **90%** of estate agencies in the country are included in the assessment.

1

Analysis

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

15

Thousand

Agency Brands assessed.

3

Areas

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

25

Thousand

Individual offices assessed.

5

Percent

The gold award winners represent **the top 5%** in the country.

1

Million

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

6

Months

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

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.

“The definitive assessment
of the Property Industry

◆ INSIGHT

The Best Estate Agent Guide is the most comprehensive data-driven assessment and therefore the most credible property award scheme.



What's in it for Your Agency?

The assessment is carried out and the branches of award-winning agencies are listed on bestestateagentguide.co.uk for 12 months free of charge.

Upon request, Rightmove will also share a full breakdown of the agencies results against the property listing performance criteria for free. There is no requirement for agencies to purchase tickets to attend the award ceremony or for them to pay to receive assets to promote their success.

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.

Listed agencies that wish to receive an award certificate in person can purchase tickets to attend the EA Masters Leadership Conference, Exhibition & Awards. Agencies that see the value of promoting their success can purchase a licence to receive a marketing and branding toolkit worth in excess of £5,000.

What do I get if I choose to promote my agency's success?

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



Performance Report

A summary of your website assessment and mystery shop performance to help you identify areas for improvement and to highlight where you excel.

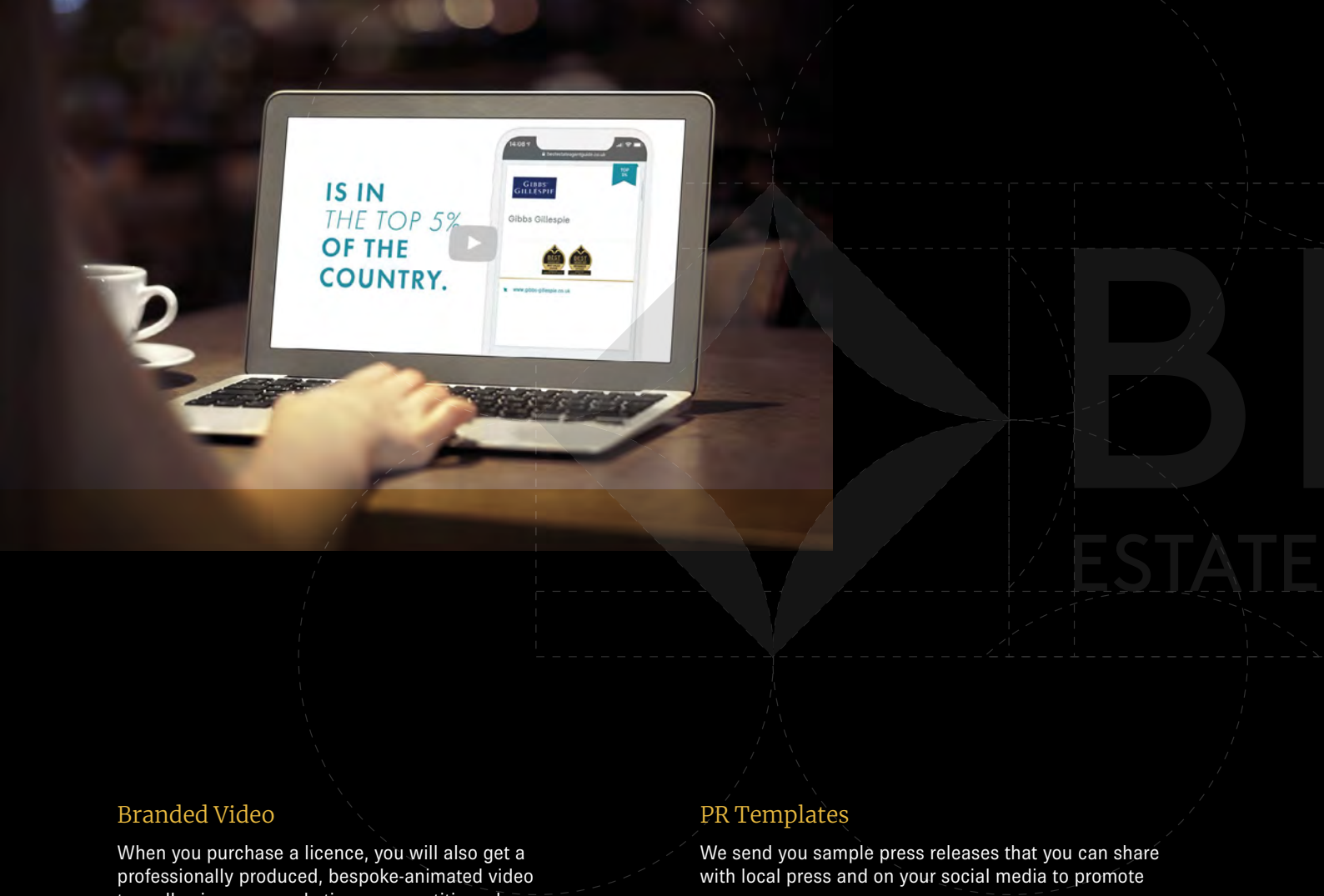
Online Recognition

Enhanced presence on 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.

Social Media Assets

A suite of social media imagery optimised for the most popular platforms to help you share your success.



Branded Video

When you purchase a licence, you will also get a professionally produced, bespoke-animated video to really give your marketing a competitive edge.

Optimised for digital advertising, the video gives you a compelling way to tell your prospects and customers that you are one of the best in your area based on an independent assessment. The video was produced at a cost of £5,000 - more than the cost of a licence - in most cases over 4x more!

It is edited to include references to your agency, brand/logo, location, contact details & award.

PR Templates

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

Certificate

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

Window Displays

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



20+ hours
of professional
development

World-class programme of 20
minute expert speaker sessions
packed with information,
insight, ideas and inspiration
for your estate agency.



The Industry Event of the Year

EA Masters Leadership Conference,
Exhibition and Awards



EA MASTERS



“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 1,600 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.

Full details of the world class speaker line up can be found at www.eamasters.co.uk

This year's event is our best yet, with a combination of live virtual events and an in-person expo. & awards lunch.

- ♦ Virtual conference featuring inspirational speakers from the estate agency world and beyond.
- ♦ Panel discussions with the brightest minds in the industry.
- ♦ The Innovation Hall where more than 50 of the industry's most forward-thinking suppliers are showcasing their products and services. Several of the exhibitors are launching new services and ideas.
- ♦ Delegate rewards from our sponsors with a total value in excess of £25k.
- ♦ 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

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.

“ The exhibition at EA Masters is a brilliant way to meet and stay up to date with the products and services that can help you improve your service offering. We signed up with Acaboom, Sprift and Giraffe 360 after meeting them at the virtual event in 2020.

Michelle Gallagher
JDG Estates



Attend EA Masters. Save £100 per ticket

Early Bird rate ends 17th September.

EA Masters Leadership Conference Exhibition and Awards

EA Masters 2021 combines the best of in-person and virtual events.

It is the industry's major event delivering information, insight, ideas and inspiration from thought leaders of the property industry and business.

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!

Full Ticket Limited Availability

In-person access to EA Masters Awards & Exhibition in London plus front seat access to watch all the live-streamed events online.

Digital Ticket

Front seat access to watch all the live-streamed events online.

Early Bird

£287 + VAT
Ends 17th Sept 2021

Early Bird

£87 + VAT
Ends 17th Sept 2021

Full Price

£387 + VAT

Full Price

£187 + VAT

“A watershed conference!”

Greg Barnes
Breckon & Breckon





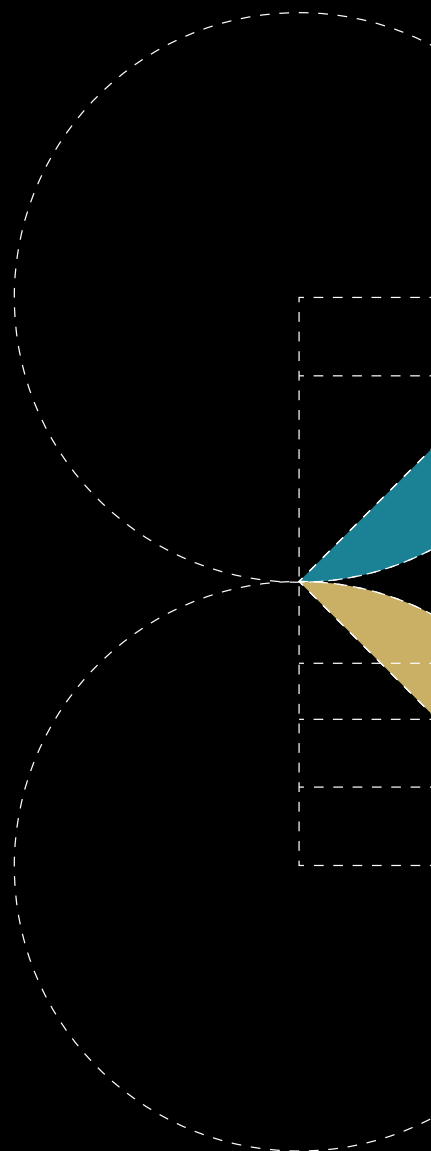
BEST[®]

ESTATE AGENT GUIDE

SUPPORTED BY

rightmove 

 PROPERTY
ACADEMY



PROPERTY
ACADEMY