



PROPERTY
ACADEMY

INFORMATION + INSIGHT + IDEAS + INSPIRATION



BEST[®]

ESTATE AGENT GUIDE

A Guide to the
Best Estate Agent
Guide 2022

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



Welcome to our guide to The Best Estate Agent Guide.

The Best Estate Agent Guide (BEAG) is produced by Property Academy. 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 to provide insight in to how the assessment is carried out and what makes it stand out from other awards assessments in the property industry and to explain how agents that have been listed in the BEAG can get the most from their success at having been highlighted as among the best in the country.

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

Producing the BEAG is 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

INSIGHT

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

*Source: Rightmove

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 2022 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 this year's assessment.

The next step is to collate the scores and identify a shortlist of the best performing estate agency brands. In 2022, c. 2,500 agencies made the shortlist. 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. The results of the mystery shop and web assessment are combined with the results from the listings assessment to identify the gold award winning agencies.

From the gold award winners, the best single, small, medium, large and national agencies are identified for both sales and lettings and announced at the EA Masters in London on 3rd November. 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.

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
- ◆ ave. # daily detailed page views vs. average in patch
- ◆ ave. # daily web 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.

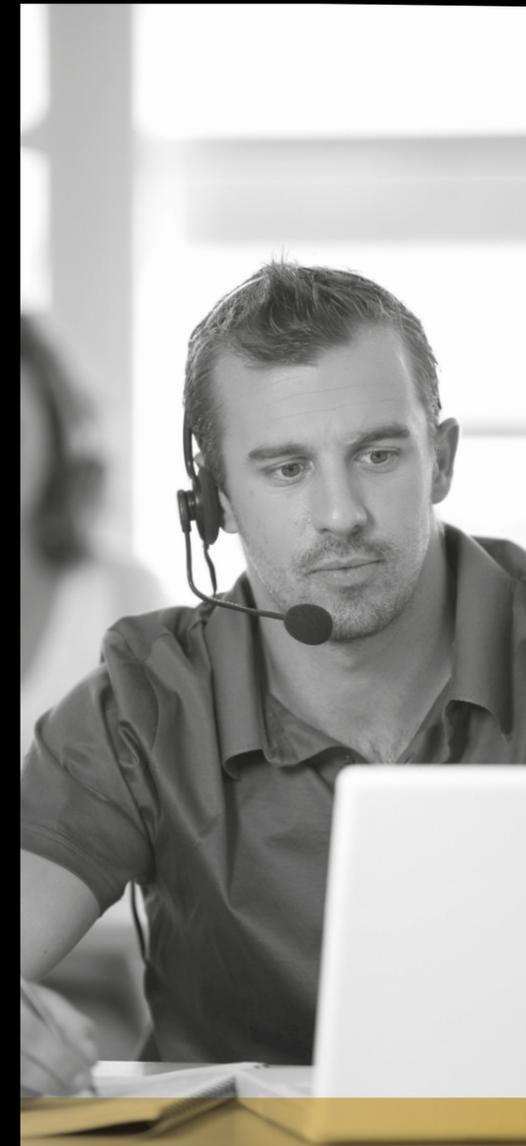
We commissioned a specialist web company to undertake a comprehensive 36 point assessment of c.2,500 agency websites exploring aspects of both marketing and customer service.

The assessment criteria includes:

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

◆ INFORMATION

For this year's Best Estate Agent Guide, 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.”



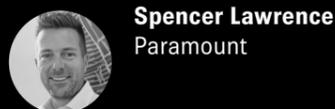
Fee Confidence

“The Best Estate Agent Guide is the only accreditation that’s based on a whole of market assessment. It helps justify, hold and even increase our fee by providing independent proof of superior results.”



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.”



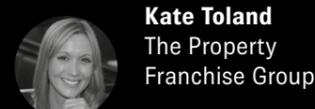
PR and Marketing

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



Independent Accreditation

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



Staff Motivation

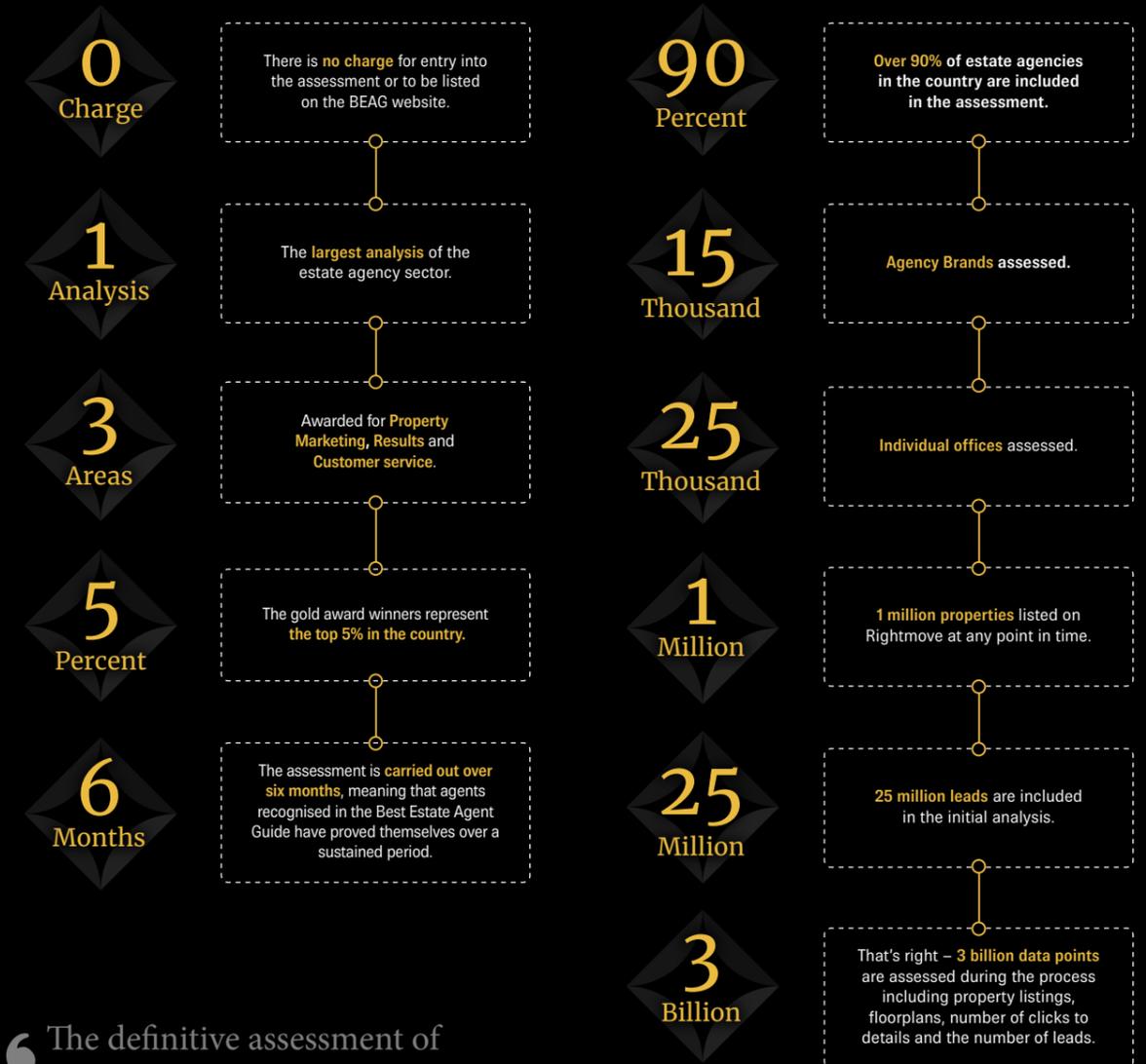
“Being independently recognised as one of the best agencies in the country has given such a lift to our team and shows them their hard work, passion and commitment doesn’t go unnoticed.”



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.



“The definitive assessment of the Property Industry”



Holden & Prescott - 2021 Award Winners

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?

Winning a *BEAG Award* gives you the ability to demonstrate to sellers and landlords that you are better than the rest on the things that matter – marketing, service & results.

You cannot apply for or buy this status. However, if you see the value of promoting your success, you can purchase a licence to receive marketing assets to give you a distinctive point of difference from competitors.

Official Logos

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



Online Recognition

Enhanced presence on www.bestestateagentguide.co.uk

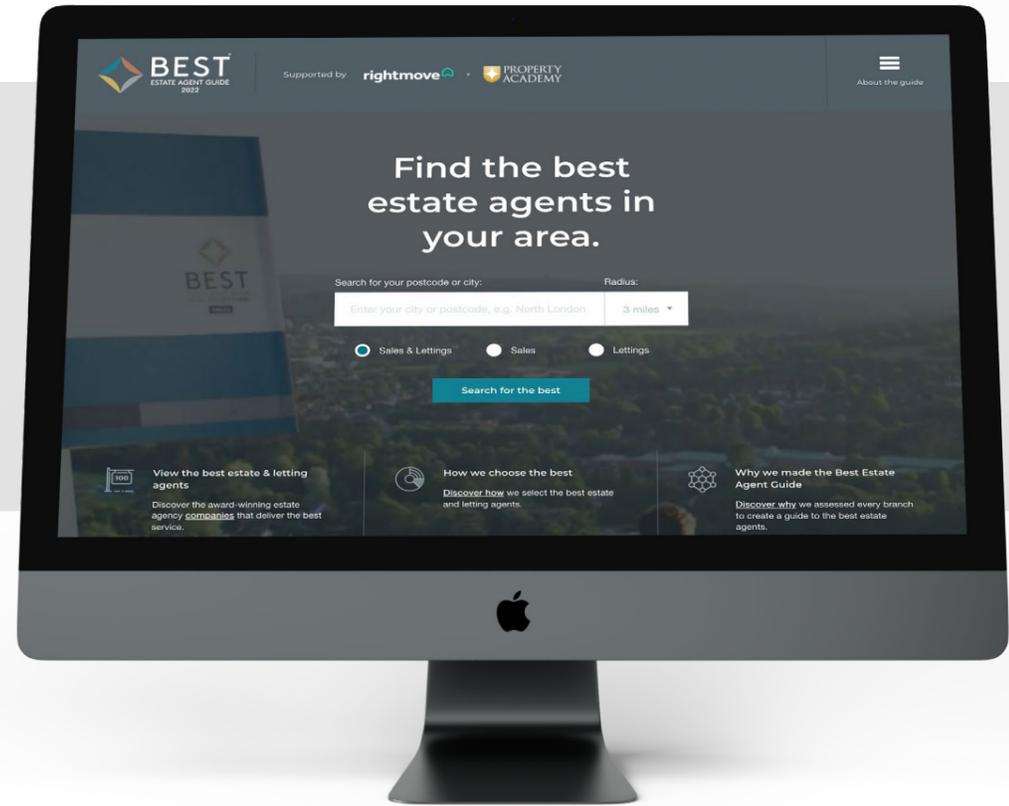
We enhance your listing in the Best Estate Agent Guide – an independent reference source for landlords and vendors to find the best agent in their area.

Enhanced listing includes:

- Boosting your listing(s) to the top of search results
- Your logo
- Up to 2 photos
- Description
- Website link
- Email link
- Award banner*

*For award winners only.

“Only the top 10% of agencies in the country are listed in the Best Estate Agent Guide 2022.”



Window Displays

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

Certificate

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

Print Design Templates

We provide you with artwork for a version of this booklet that you can brand and include in your valuation packs.

PR Templates

We send you sample press releases, including a quote from the award founder Peter Knight, that you can tailor and 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 the video, please visit www.eamasters.co.uk/licences



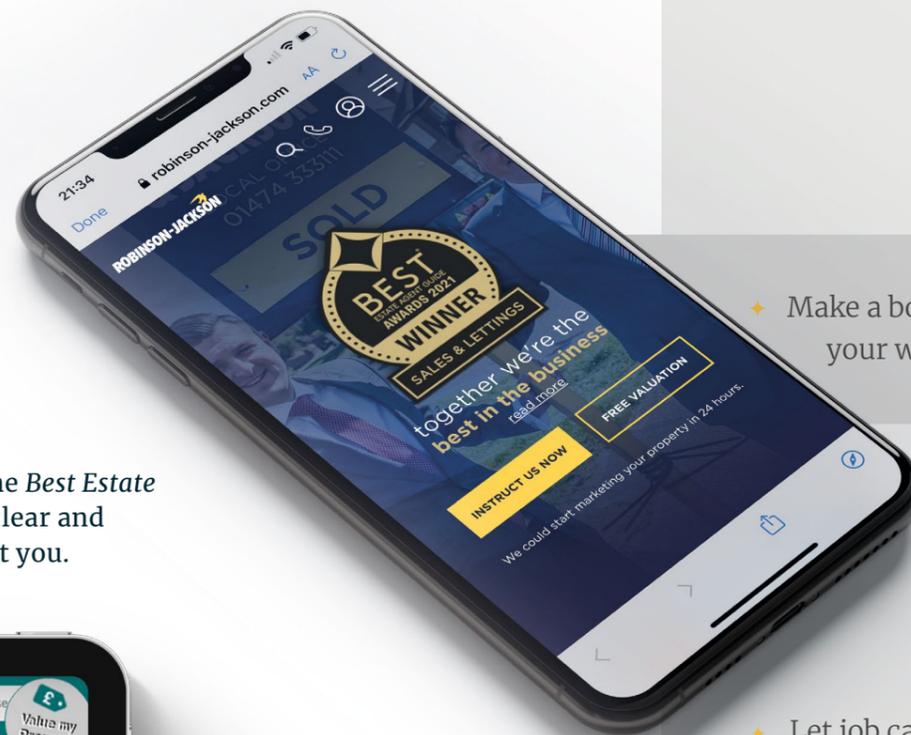
Performance Report

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



Promotional Ideas

A marketing campaign needs an idea! Being listed in the *Best Estate Agent Guide* is a very powerful message – it is simple, clear and provides a compelling reason for consumers to instruct you.



- Make a bold statement on your website homepage.

Its official – Anker and Partners is one of the very best Estate Agents in the country!
Anker and Partners have been independently identified as one of the top estate agents in the country and now features in the Best Estate Agent Guide.
The Best Estate Agent Guide is a website (www.bestestateagentguide.co.uk) that provides an independent reference source for sellers and landlords, who can search for the best sales and lettings agency offices in their areas.
The website is compiled by Property Academy (an organisation that works with agents to improve service standards in the property industry), with the support of Rightmove, the UK's leading property portal.
Anker and Partners was among this year's award winners putting them in the top 3% of the 15,000 estate agents in the country for marketing, results and customer service.
Over 3 billion data points were analysed and 20,000 mystery shops carried out in the search for this year's top performers – the biggest assessment of any industry. The awards are made for property marketing, results and customer service – which consumers consider to be among the most important criteria when selecting which agent to sell or let their property.
Peter Knight, founder of the Property Academy, commented: "We set out to provide the home mover with a reliable resource to help identify the best estate agent in each area, whether someone is looking to sell or let a property. Only the best branches make it into the Best Estate Agent Guide and only the top 3% have been recognised with an award."
Jeremy said "These awards follow a rigorous and independent assessment and we are thrilled to have been recognised as among the best in the country".
If you're thinking about selling or letting a property then please get in touch – our team will be delighted to advise you. You will be safe in the knowledge that you will receive an exceptionally high level of service.

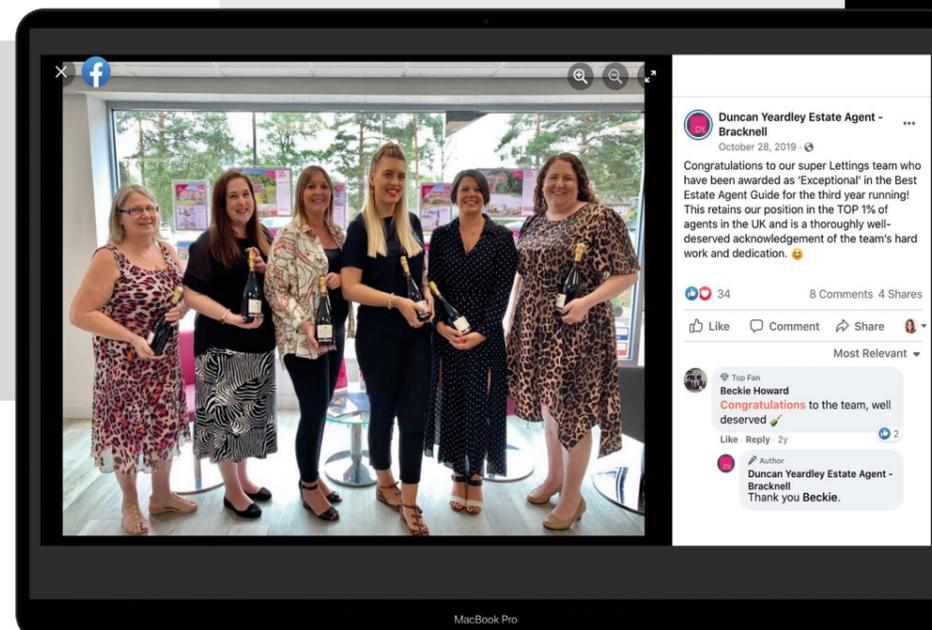
BEST ESTATE AGENT GUIDE 2020 - EXCEPTIONAL SALES
BEST ESTATE AGENT GUIDE 2020
BEST ESTATE AGENT GUIDE AWARDS 2020 WINNER SALES
 AWARDED FOR MARKETING | SERVICE | RESULTS

Notes to editors: Estate Agency Events Ltd., trading as Property Academy, organises the annual EA Masters event with Principal Partners Rightmove, the UK's largest property portal and produces the Best Estate Agent Guide, supported by Rightmove. For more information about the Best Estate Agent Guide, contact pk@propertyacademy.co.uk or 01372 372372.

"We were incredibly impressed with the service from Anker and Partners when selling our house through them. From start to finish, they were very efficient and helpful. They were excellent at making sure things were moving forward."

- Create a dedicated landing page to tell the full story of what it means to be listed in the BEAG.

- Inform via local news media, email newsletters, social media and blog posts.



INSPIRATION

Being listed in the BEAG, 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.

Cost Transparency

BEAG Licence to promote your success

The Best Estate Agent Guide 2022

A listing in the BEAG is free; to promote your inclusion effectively you'll need to buy a licence.

The licence is accompanied by marketing assets worth more than £5,000.

Agency Size	Set-Up	Per Branch Pa
Single Branch	£1,400 + VAT	-
Small (2-5 branches)	£1,800 + VAT	£100 + VAT
Medium (6-20 branches)	£2,000 + VAT	£100 + VAT
Large (21+ branches)	£2,500 + VAT	£100 + VAT*

*Capped at £5,000

- Let job candidates know with a splash on your recruitment pages.
- Promote to the biggest home moving audience via your portal microsite, banner advertising, local & mobile home pages.
- Include on office stationery, company brochures, property particulars & door drops and direct mail.
- Update your email footers.



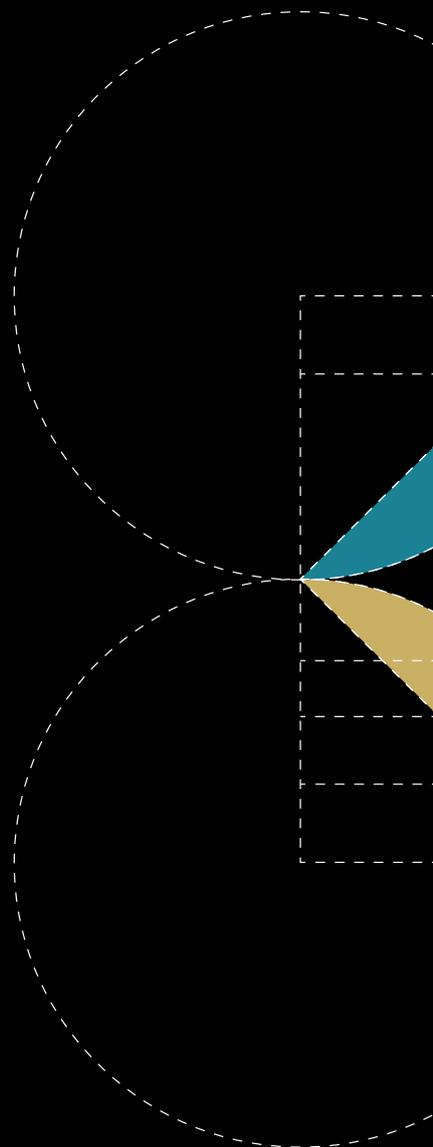
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