



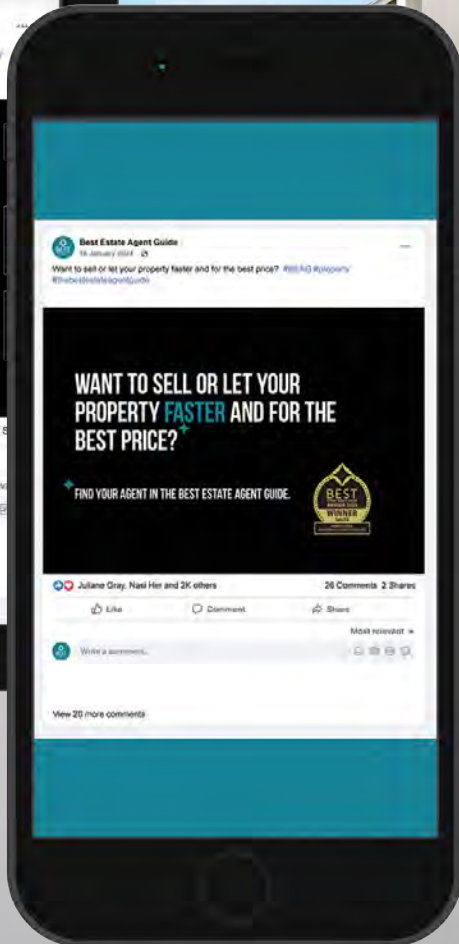
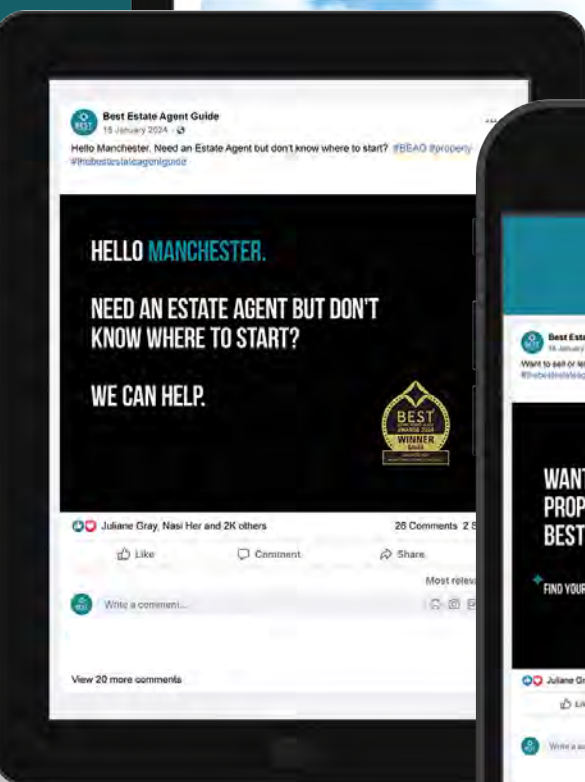
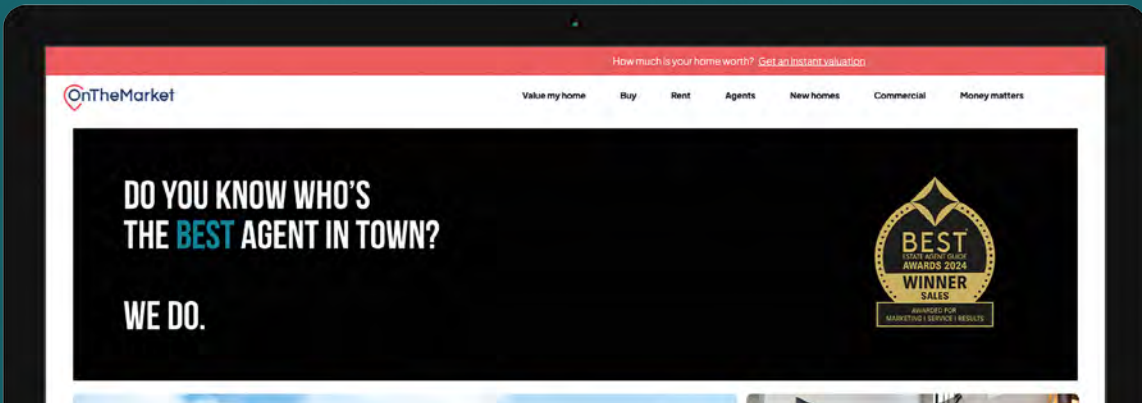
BEST[®]
ESTATE AGENT GUIDE
2024

A Guide to the
Best Estate Agent Guide
2024



In a busy marketplace, not standing out is the same as being invisible.

Seth Godin





Why should I list my property with you?

It's the most important question that you need to be able to answer in order to become & remain the agent of choice in your area.

Proving that you are different and better than your competitors can be frustratingly difficult - every agent claims to be the best.

We believe there should be more transparency. That's why we created the Best Estate Agent Guide. Our mission is to provide a reliable guide for sellers & landlords, to help the best estate agents to stand out from their competitors and to raise industry standards.

How does Best Estate Agent Guide help you to stand out in a busy marketplace?

The **Best Estate Agent Guide** compares estate and letting agents based on their performance on the things that matter most. It provides an independent and trustworthy source of information to help sellers and landlords find the best agents in their area.

In this guide to the **Best Estate Agent Guide**, you will learn:

- The factors that are important to sellers & landlords when choosing an estate agent.
- The assessment criteria & how they are measured.
- The tools that are available to agents who meet the standards to be listed.
- How **Best Estate Agent Guide** is raising standards in the residential property industry.

What do your customers want?

Deciding how to create a benchmark of success in estate agency is complex. The **Best Estate Agent Guide** is the result of collaboration between property industry experts, data analysts, estate agents and those who engage their services – home movers and landlords. This makes it a credible and independent reference source.

The starting point is to understand and track what's important to buyers, sellers, renters, and landlords. **Dataloft**¹ analyses the responses to **Property Academy's annual Home Moving Trends Survey**². The survey tracks the experiences & expectations of property buyers, sellers, landlords and renters. Almost **20,000** people across the country take part in the Survey making it the biggest of its type.

Dataloft's analysis provides an in-depth level of insight that helps inform what factors are important when choosing an agent and creating a performance benchmark for the industry. There are **3** clear things that stand out as being important and these have not changed in over a decade:

- **PROPERTY MARKETING**
- **CUSTOMER SERVICE**
- **RESULTS**



¹Dataloft is a PriceHubble Company and leader in market research that specialises in reporting on the property market.

²Property Academy is the industry's pre-eminent business development company, helping property professionals improve their service & undertakes the Home Moving Trends Survey in collaboration with estate agents across the country.

How have we measured every agent?

Over 1.5 million different data points designed to measure property marketing, customer service and results have been identified and form the basis of a whole of market assessment. The criteria are chosen based on an ability to measure and benchmark agents in a reliable and objective way.

Every agent in the country is included in the assessment to find the agents that are performing the best in their area.



Data Analysis

Working with the leading UK property data agency **TwentyEA**³, the performance of millions of property transactions is analysed over a 6-month period. Every agent's performance is measured against each criteria and their scores are weighted based on what matters most to consumers.

Results are measured in five key areas:

- **Market Share:** Agents that score well demonstrate that they have experience of selling more properties compared with their competition.
- **Sales & Lets:** Agents that score well have more exchange or let triggers and low levels of withdrawals and fall-throughs compared with other agents in their patch.
- **Timescale:** Agents that score well sell or let properties more quickly than others in their patch, including the time to progress the property to exchange of contract after it has been sold or let subject to contract.
- **Price:** Agents that score well sell more properties for the asking price and have a lower percentage of price reductions compared to other agents in their patch.
- **Reviews:** Agents that score well have a higher number of positive reviews.



The Best Estate Agent Guide is the only award to assess every agent in the country against the same performance criteria, which makes it the most trustworthy marque of distinction for sellers and landlords.

³TwentyEA has an impressive pedigree. Trusted by organisations including the Government and Financial Times, it accesses data from over 4,500 different sources, including Land Registry and Ordnance Survey to track property transactions regardless of which portal the properties are listed on.

What advantages do agents that are listed in the Best Estate Agent Guide experience?

Being listed in the **Best Estate Agent Guide** can benefit just about every aspect of your agency

Converting Appraisals:

"A Best Estate Agent Guide Award is very special. Being able to say that our service and delivery levels have been independently assessed based on performance data provides indisputable proof that we are one of the best agents in the country. That has been a deciding factor when securing new instructions."

Simon Bradbury, Thomas Morris

PR & Marketing:

"Promoting our rating in the Best Estate Agent Guide was our single most successful marketing campaign and a significant contributing factor in the 20% growth in our market share."

Michelle Gallagher, JDG Estates

Fee Confidence:

"The Best Estate Agent Guide is the only accreditation that's based on a whole of market assessment. Landlords & vendors are prepared to pay more for superior marketing and results and these awards provide proof of our service and justify a higher than patch average fee."

Ricky Purdy, Dawsons

Independent Accreditation:

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

Nick Neill, Ewemove

Attracting Top Talent:

"Our awards show that we are consistently leaders in our industry. They provide proof 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, awards attract strong candidates who are like-minded and want to help us raise the bar."

Spencer Lawrence, Paramount

Raising Standards:

"The criteria for the Best Estate Agent Guide provide a series of KPIs that matter to our customers and that we target our people on. Achieving the standards necessary to be accredited in the Best Estate Agent gives us the motivation to keep raising the bar."

James Du Pavey, James Du Pavey Estate Agents

“

The Best Estate Agent Guide Awards are the most respected in the property industry. OnTheMarket helps consumers to find the very best agents. By partnering with Best Estate Agent Guide, we are committed to raising awareness of the awards with the millions of consumers who visit our site every day and to helping our members showcase their achievements.

Jason Tebb, CEO, OnTheMarket



Best Estate Agent Guide provides proof that you're the best

Using an agent that is listed in the **Best Estate Agent Guide** could help sellers and landlords sell or let their property faster and for more money.

Every agent in the country is considered for inclusion in the Best Estate Agent Guide and undergoes the rigorous assessment process. Only those that perform in the top 20% in the country are featured and eligible to become a licensed member.

You cannot apply for or buy a listing in the Best Estate Agent Guide. However, if you achieve the performance standards necessary to be listed, you can purchase a licence to receive marketing assets that give you a distinctive point of difference.

A listing provides independent evidence of superior performance in the factors that matter most to sellers and landlords when choosing an agent.



Visit www.eamasters.co.uk/licences to buy a licence and start receiving your marketing assets today!

“
Simple tool that makes finding and comparing the best agents quick and simple.”

What's included in the Best Estate Agent Guide Marketing Toolkit?

The comprehensive assessment and listing in the Best Estate Agent Guide is free of charge. Only licensed members can promote their accreditation – and receive a marketing toolkit to help them do just that!



Branded Guide to the Guide

A branded version of this Guide to the Guide, provided as print-ready artwork, written with sellers and landlords in mind and tailored throughout to include your brand, company name and award achievement, to help you explain to customers & prospects how you've been assessed and why it matters to them.



Official Logo Marques

80% of agents are not accredited and of those that are, only those that are licensed are eligible to display the official logo marques. The marques are a symbol of trust, signifying that the agent has performed among the best in the country in the factors that matter most.



Advertising Templates

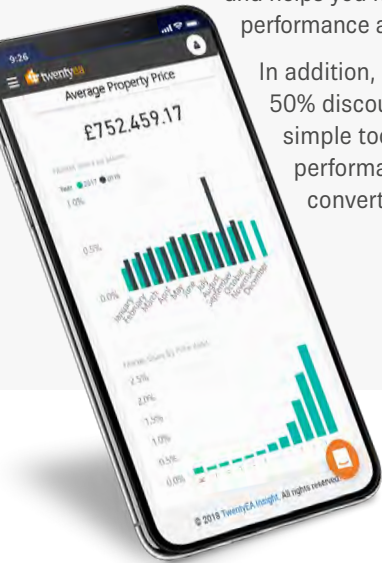
A series of graphics suitable for use on social media, banner advertising and print media - tying in with the consumer advertising campaign.



Access TwentyEA's powerful Market Insight & Spotlight reports

Normally £1200, as a licensed member you'll get free access to detailed reports that track your performance and that of other agents in your patch. Insight reveals your strengths and areas to develop and helps you focus on market leading performance against every metric.

In addition, members are eligible for a 50% discount on Spotlight, an incredibly simple tool that lets you create branded performance reports that will help you convert more market appraisals.



Branded Video

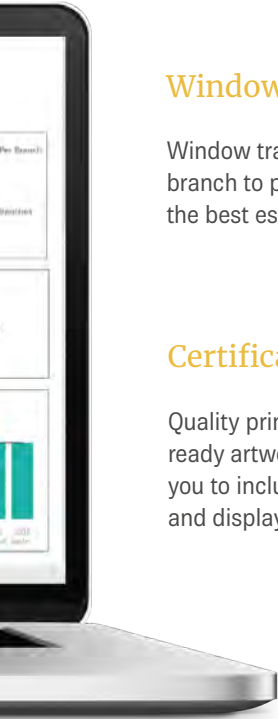
A broadcast quality video worth over £10,000 is edited to include your company logo, location, website address and award marques to help you communicate the benefits of working with an accredited agent.



Enhanced Listing

Your free listing(s) in the Best Estate Agent Guide boosted above non-licensed entrants in the search results and enhanced to include:

- Logo
- Up to 2 images
- Description
- Website and email link
- Telephone number
- Winner's banner and flags



Window Stickers

Window transparencies for every branch to promote your entry in the best estate agent guide.

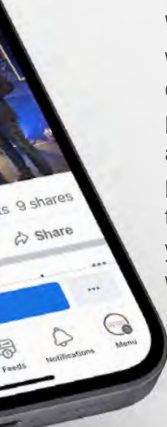
Certificate

Quality printed certificate, plus print ready artwork and PDF version for you to include in valuation packs and display in branch.



Fact Sheet

Provided as print-ready artwork, highlighting the benefits for landlords and sellers of choosing an agent that has been credited in the Best Estate Agent Guide.



PR Templates & Photography

We provide two PR templates with quotes from the organisers of Best Estate Agent Guide and photography from the glittering awards presentations that take place in London at EA Masters to share with local media, on your blogs, email campaigns, websites and social media.

Investment

A listing in the Best Estate Agent Guide is free; to promote your inclusion effectively you'll need to invest in a licence.

The licence is accompanied by marketing assets worth more than **£15,000**.

Agency Size	Set-Up Fee	Per Branch PA
Single Branch	£1,500 + VAT	FREE
2-5 branches	£1,950 + VAT	£125 + VAT
6-20 branches	£2,200 + VAT	£125 + VAT
21+ branches	£3,000 + VAT	£125 + VAT*

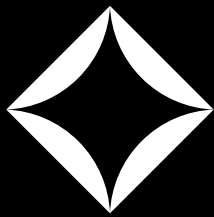
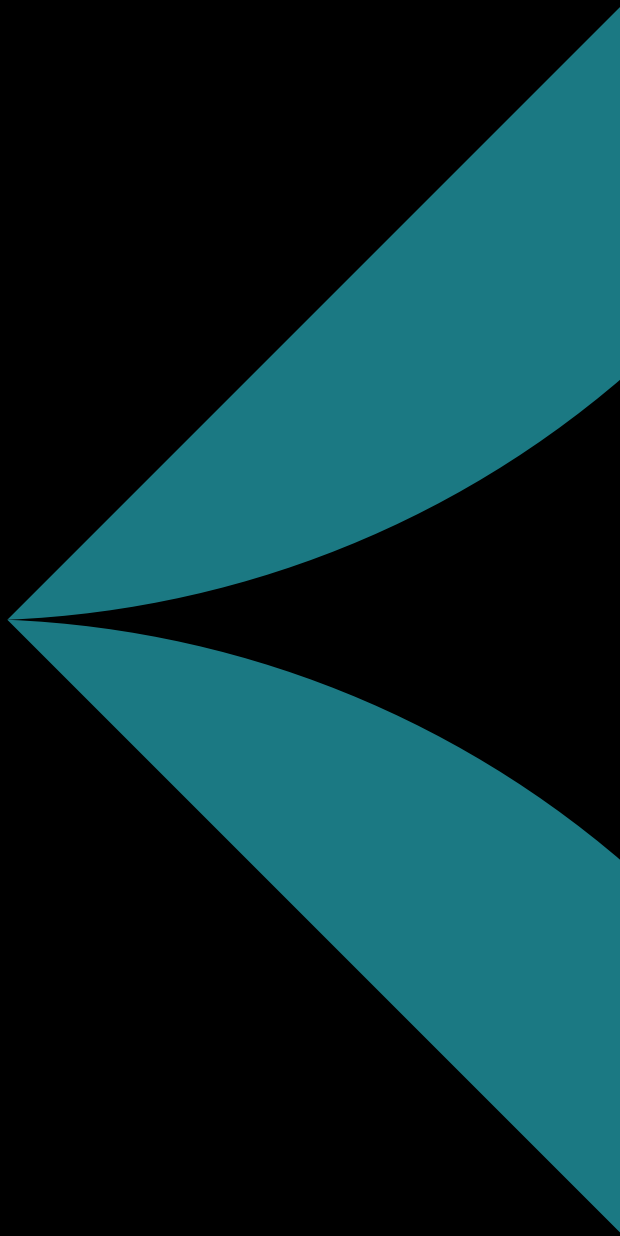
*Capped at £6,000

Become a licensed member of Best Estate Agent Guide

Visit eamasters.co.uk/licences

Start receiving the assets in your marketing toolkit today.

Call **01372 372 372** or email suzie@propertyacademy.co.uk to discuss.



BEST[®]
ESTATE AGENT GUIDE

PRINCIPAL PARTNER

