



PRESENTS



# EA MASTERS 2018



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## What does it take to be an Exceptional agent?

#EAMasters





**What does  
it take to be  
exceptional?**

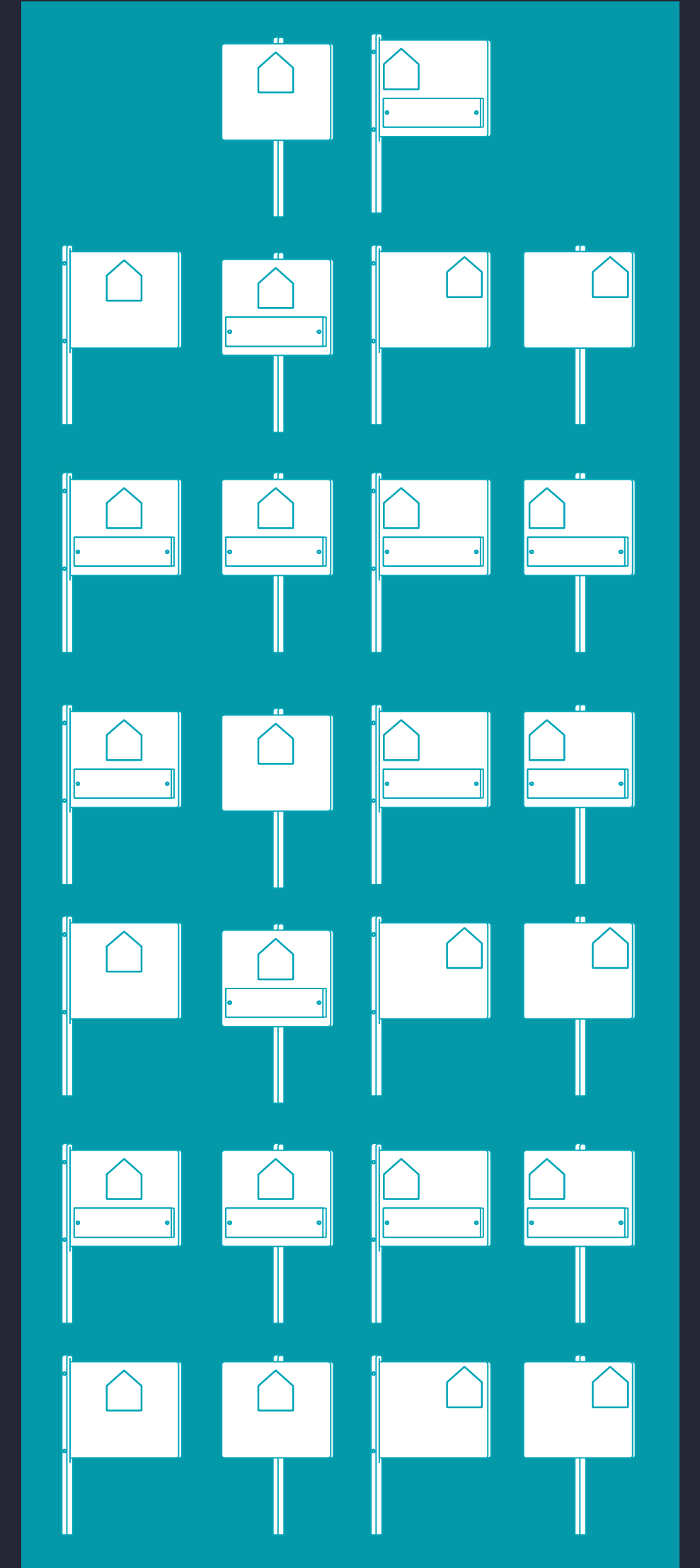
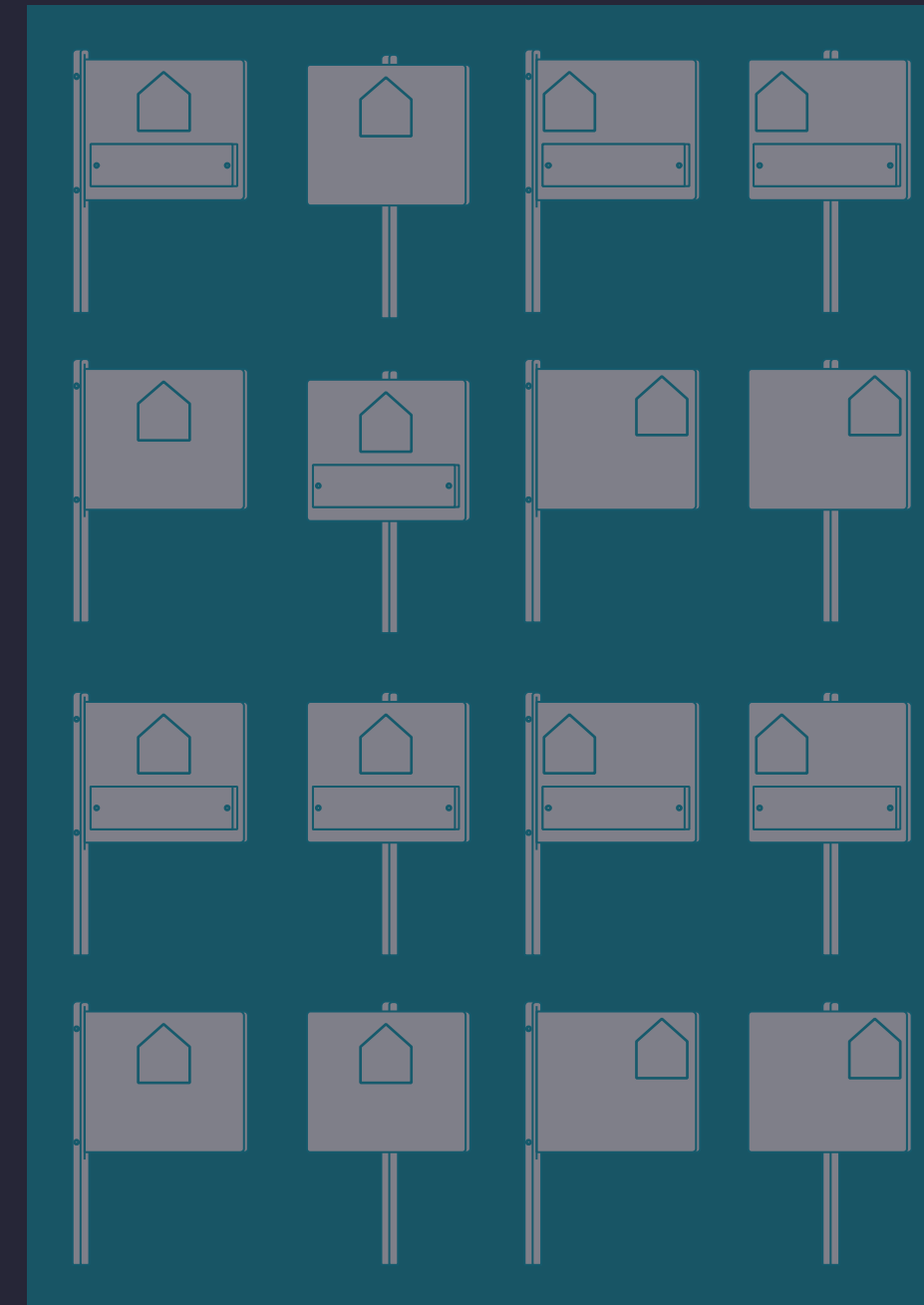
**rightmove**   
find your happy

# What does exceptional mean?



# But what's it really worth to you?

65% more sales  
agreed than  
average



## 4 fundamentals



**Property  
marketing**



**Handling  
enquiries**



**Securing a  
sale or let**



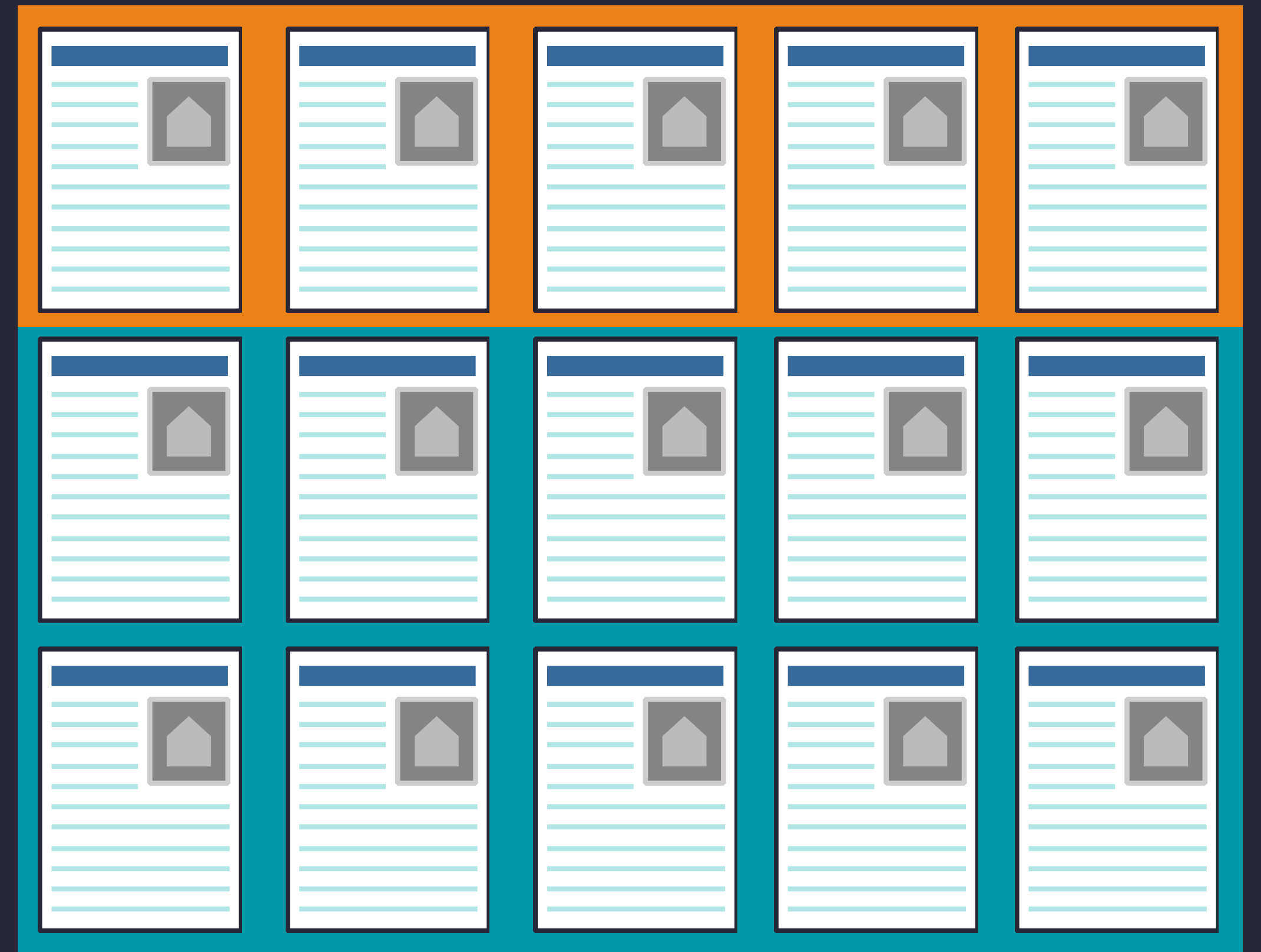
**Winning  
instructions**

# Property Marketing



Exceptional agents...

get at least **46%** more  
leads from every listing



# The bar has risen



At least 5 photos

2013: 71%

2018: 95%



A floorplan

2013: 40%

2018: 80%



# The new standard for exceptional

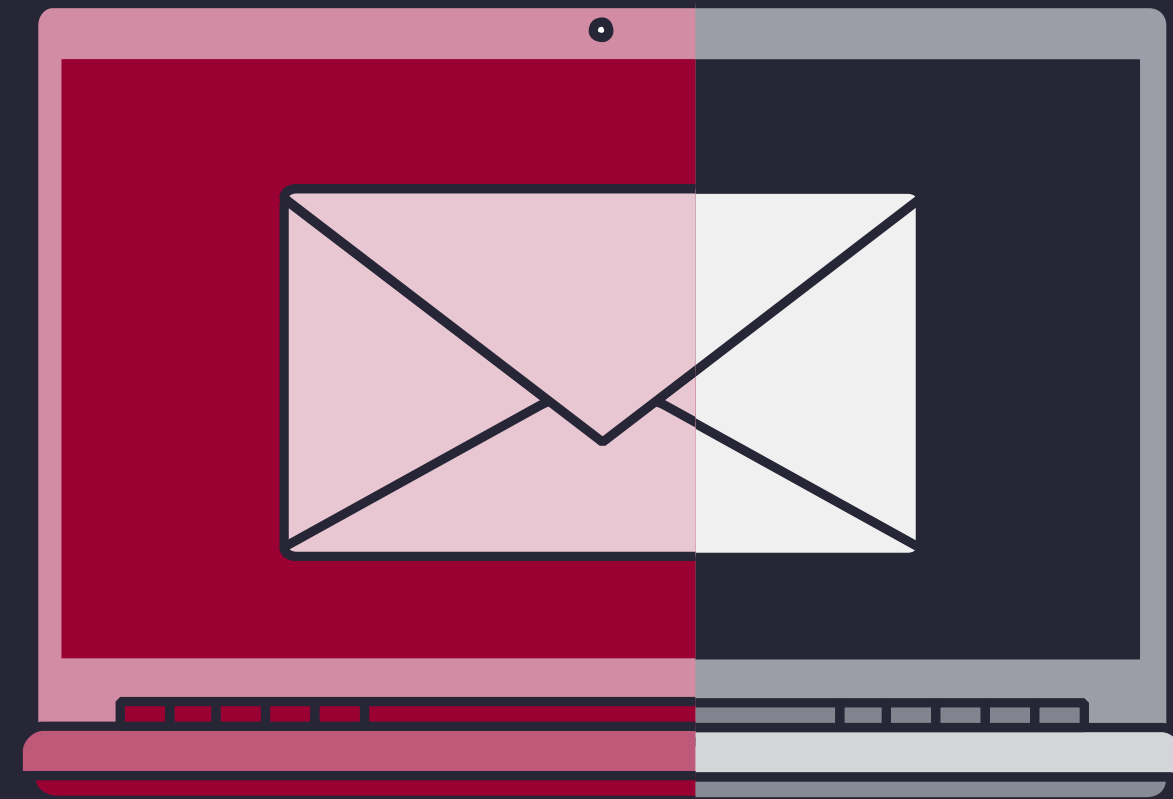
**70%**  
of interest on  
Rightmove  
comes in the  
first 2 weeks



# Handling enquiries



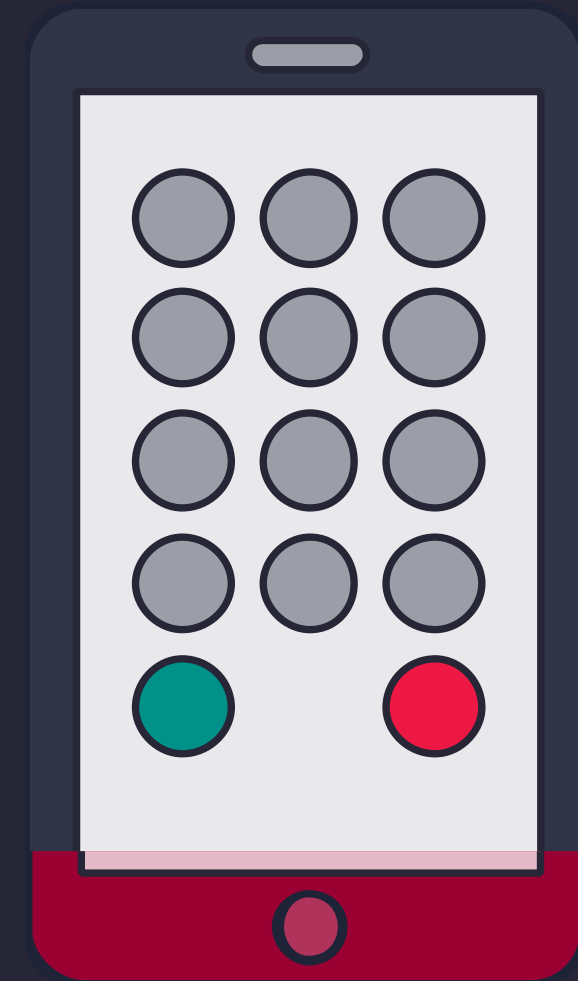
# Emails



**47%** of sales emails  
and **58%** of lettings  
emails were ignored

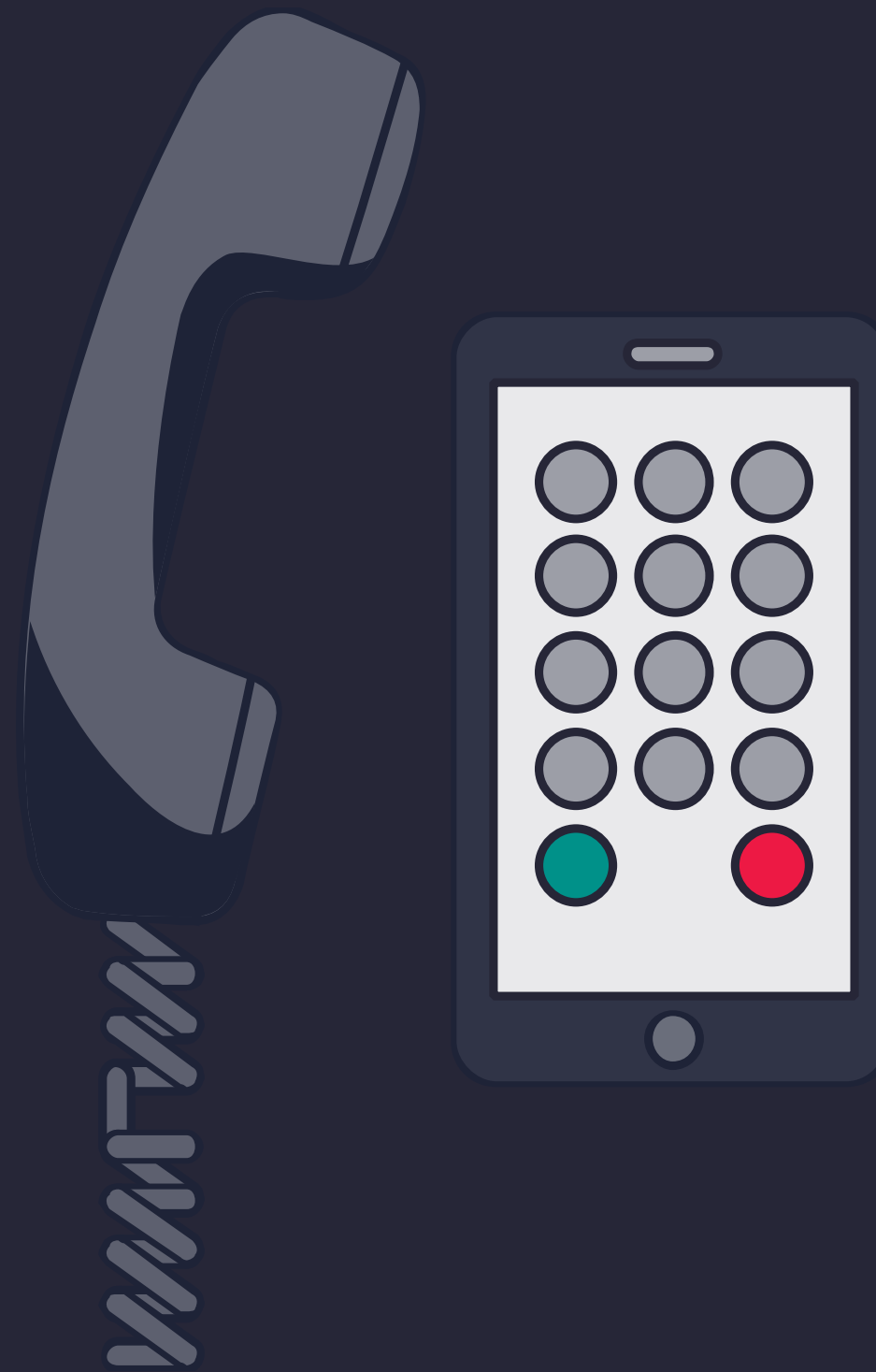
# Calls

**11%** of sales calls and  
**14%** of lettings calls  
went unanswered

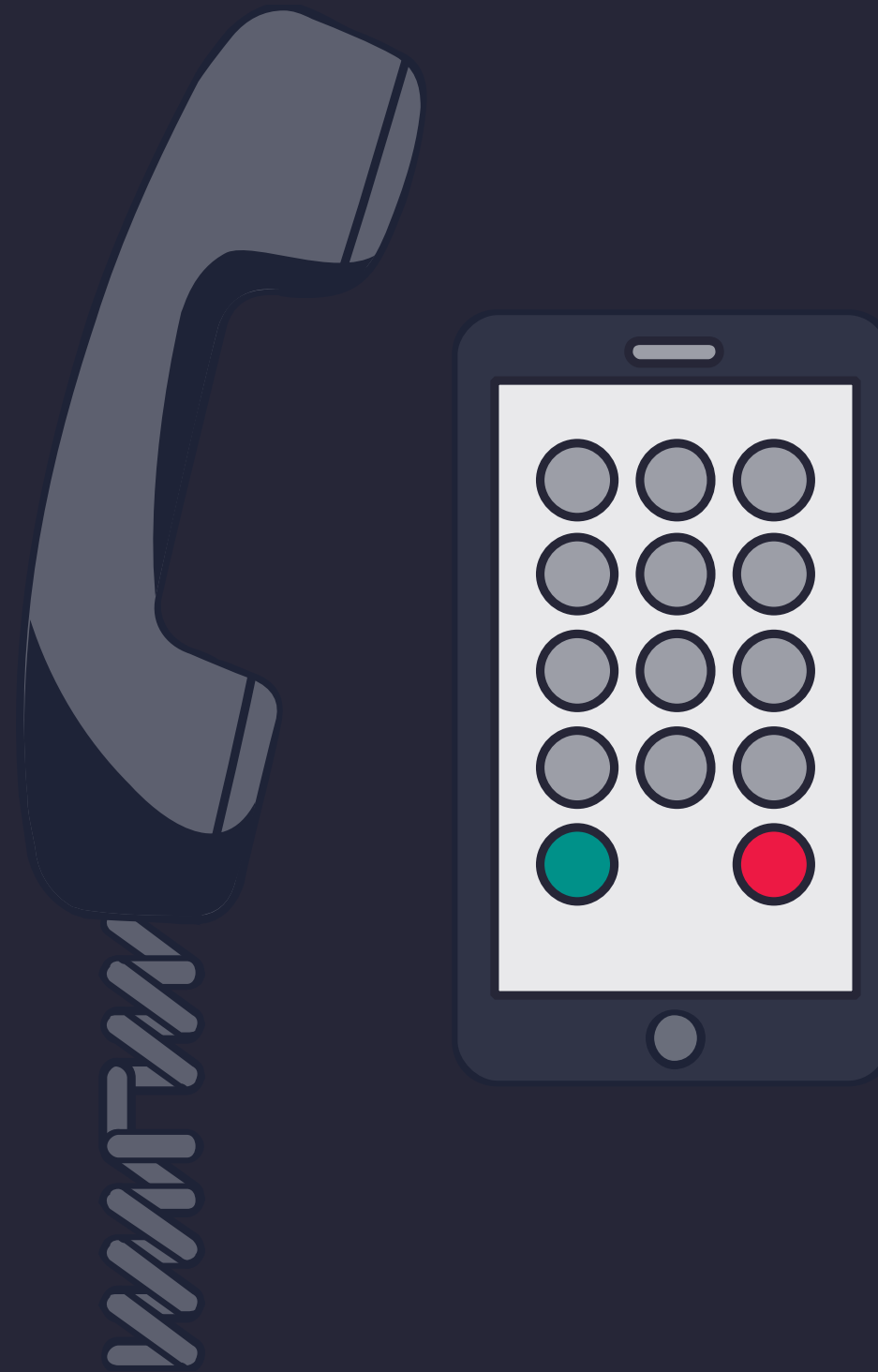




# What happens next?



# What happens next?



# Securing a sale or let



**Exceptional agents...**

**Sell more of what they've  
got**



**77%** of stock reaches an agreed  
sale

vs. **57%** on average



# Exceptional agents...

## Sell/let faster

**24%** (17 days) quicker  
in sales

**36%** (10 days) faster  
in lettings



**Exceptional agents...**

**Experience less  
fall-throughs**

**10% fewer than patch average**

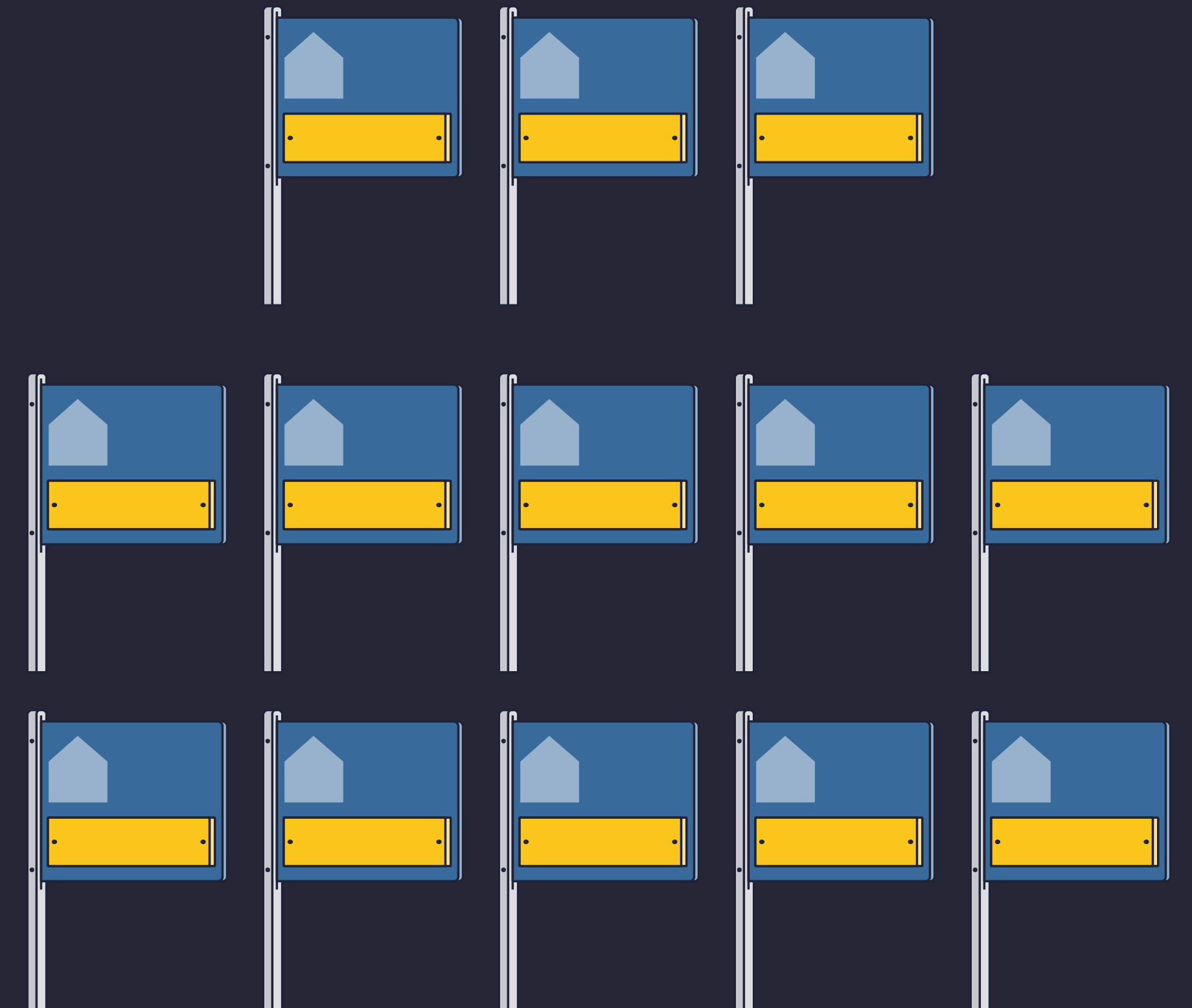


# Winning instructions



Exceptional agents...

win at least **30% more**  
**instructions** than their  
patch average





# The 2 sides of exceptional estate agency

Where do 65% more sales come from?

More  
instructions  
won

Better at the  
fundamentals

# An exceptional agent in 2018...



**46%**  
more leads



**77%** of  
stock sells



Sells **24%**  
faster



**10%** fewer  
fall throughs

# What's actually possible?



**136%**  
more leads



**>90%**  
of stock sells



**60%**  
faster



**15%** fewer  
fall throughs



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