



**THE VENDOR'S
VIEW**

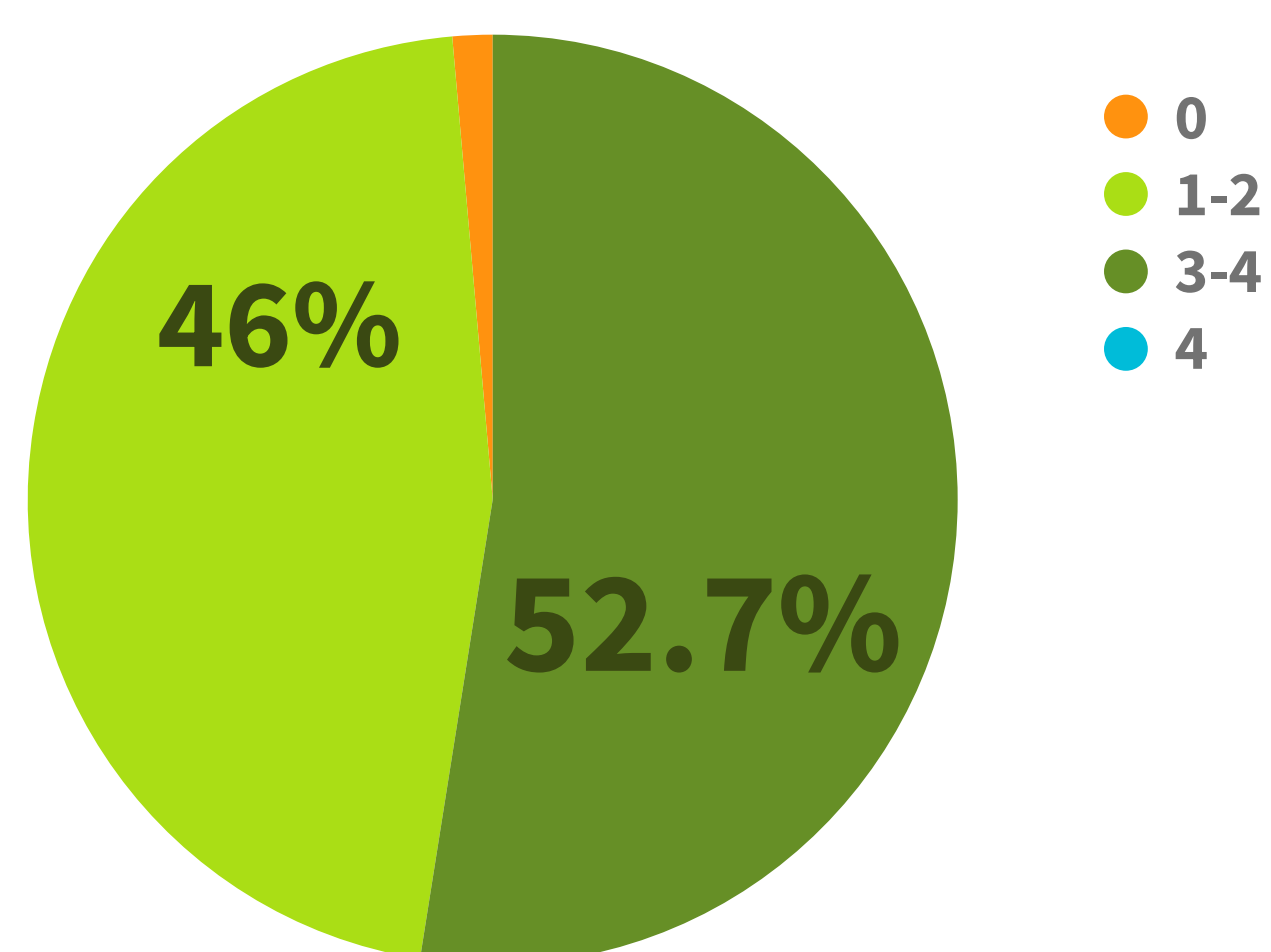


acaboom

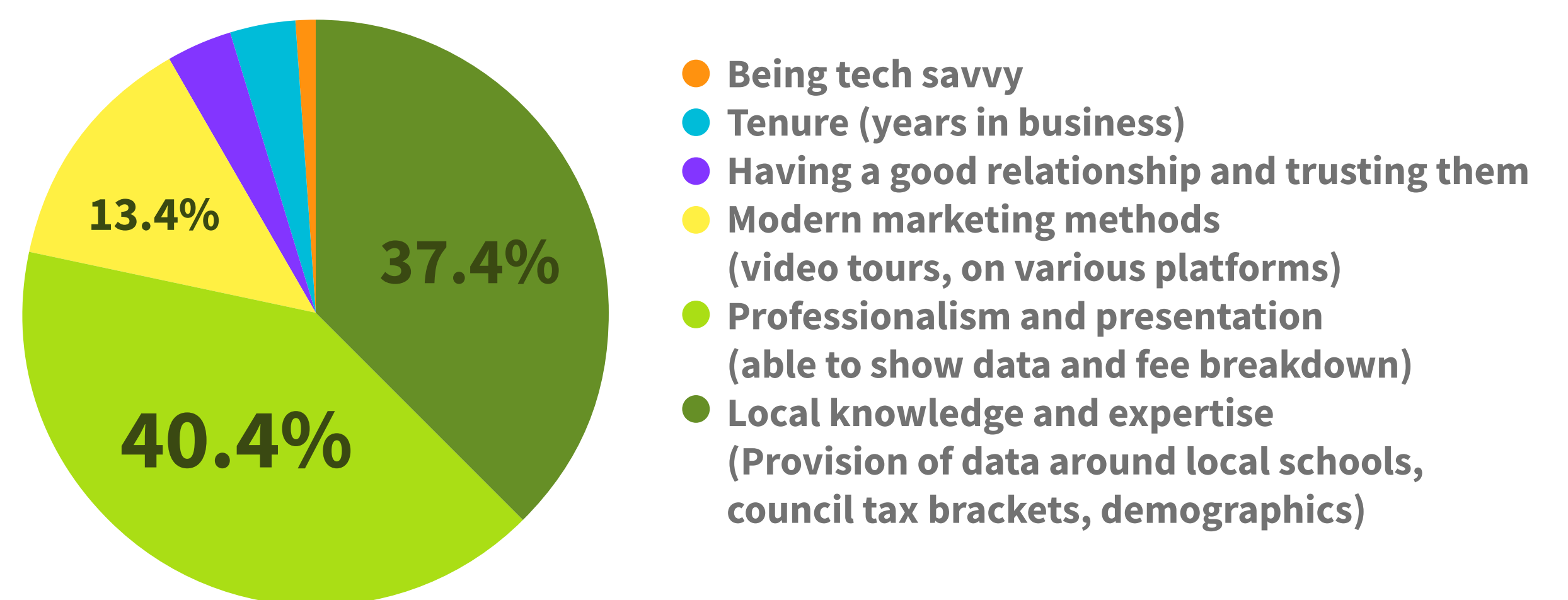
The Vendor's View

How can estate agents improve their processes to win more business? At Acaboom, we work with thousands of leading agents across the UK, but instead of asking other agents, we asked homeowners across the UK. Our survey of 500 respondents gives a snapshot into the perception of estate agents, and clear opportunities to advance over the competition.

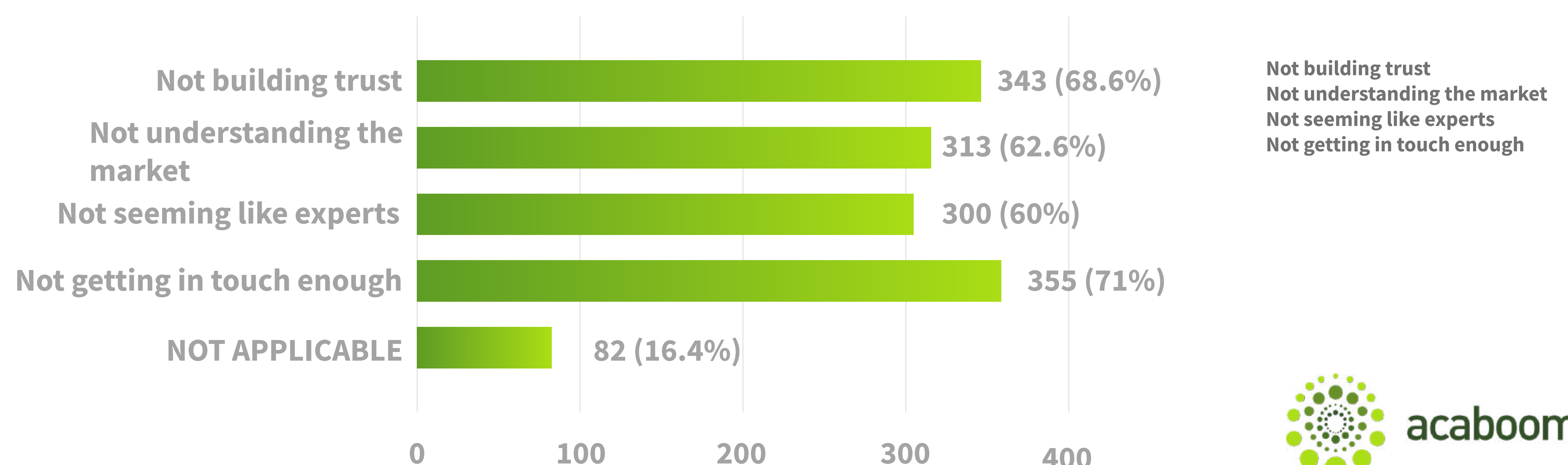
We asked:
How many agents would you typically see to value your home?



We asked:
What is the most important factor when choosing an estate agent, if money was no object?



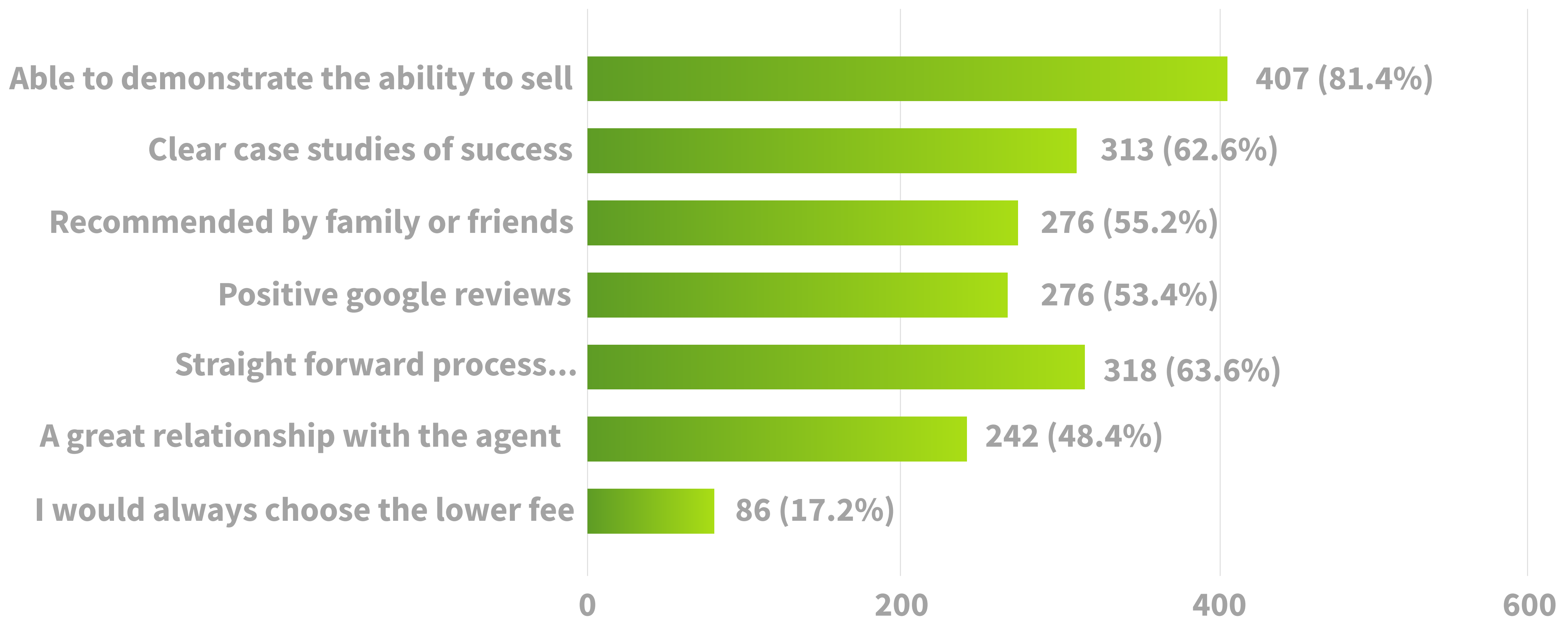
We asked:
If you have sold or bought a home in the last 5 years, what was the biggest issue you had with your estate agent?



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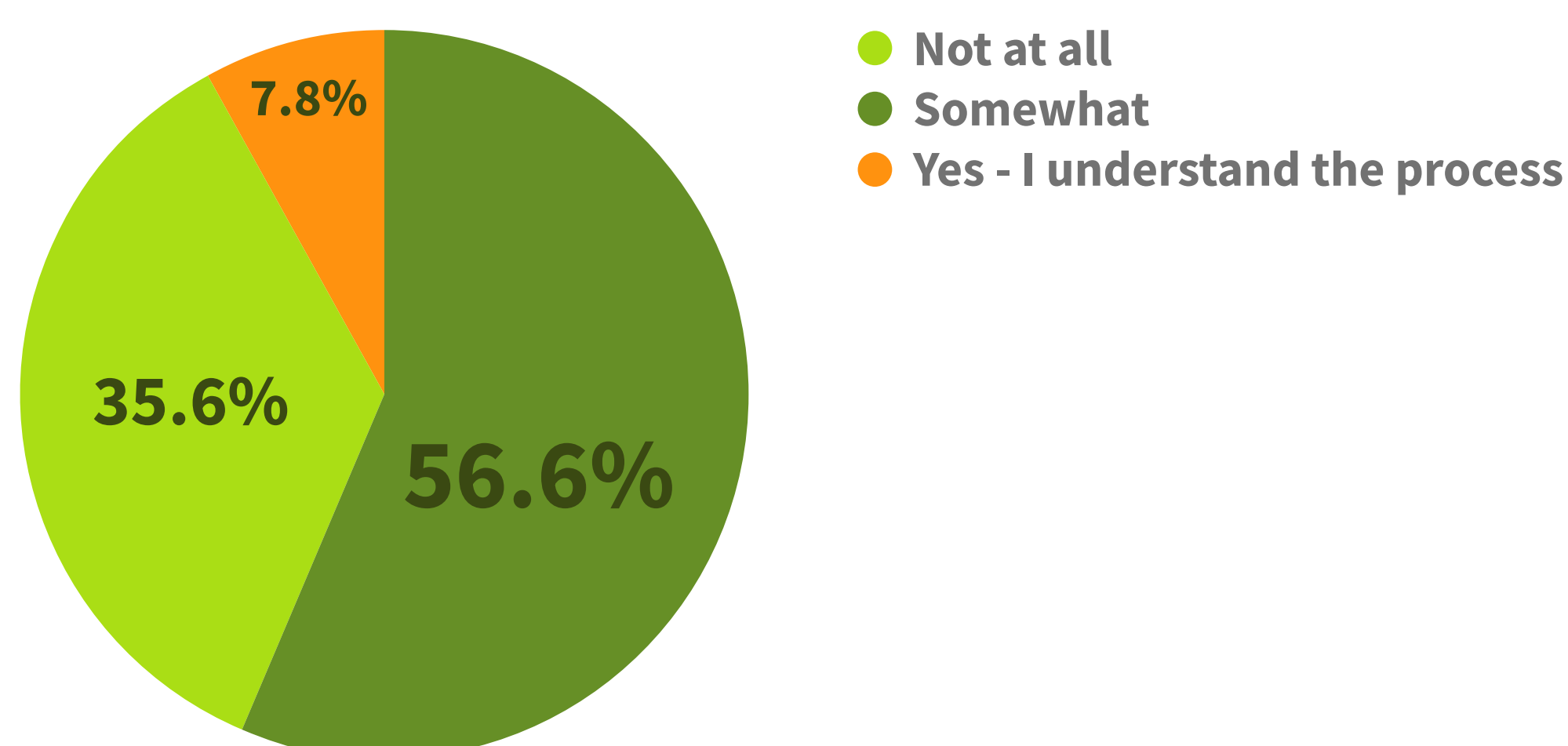
What would be most likely to make you choose an agent with a higher fee percentage?

Able to demonstrate the ability to sell
Clear case studies of success
Recommended by family or friends
Positive google reviews
Straight forward process – click to instruct, contract included
A great relationship with the agent
I would always choose the lower fee



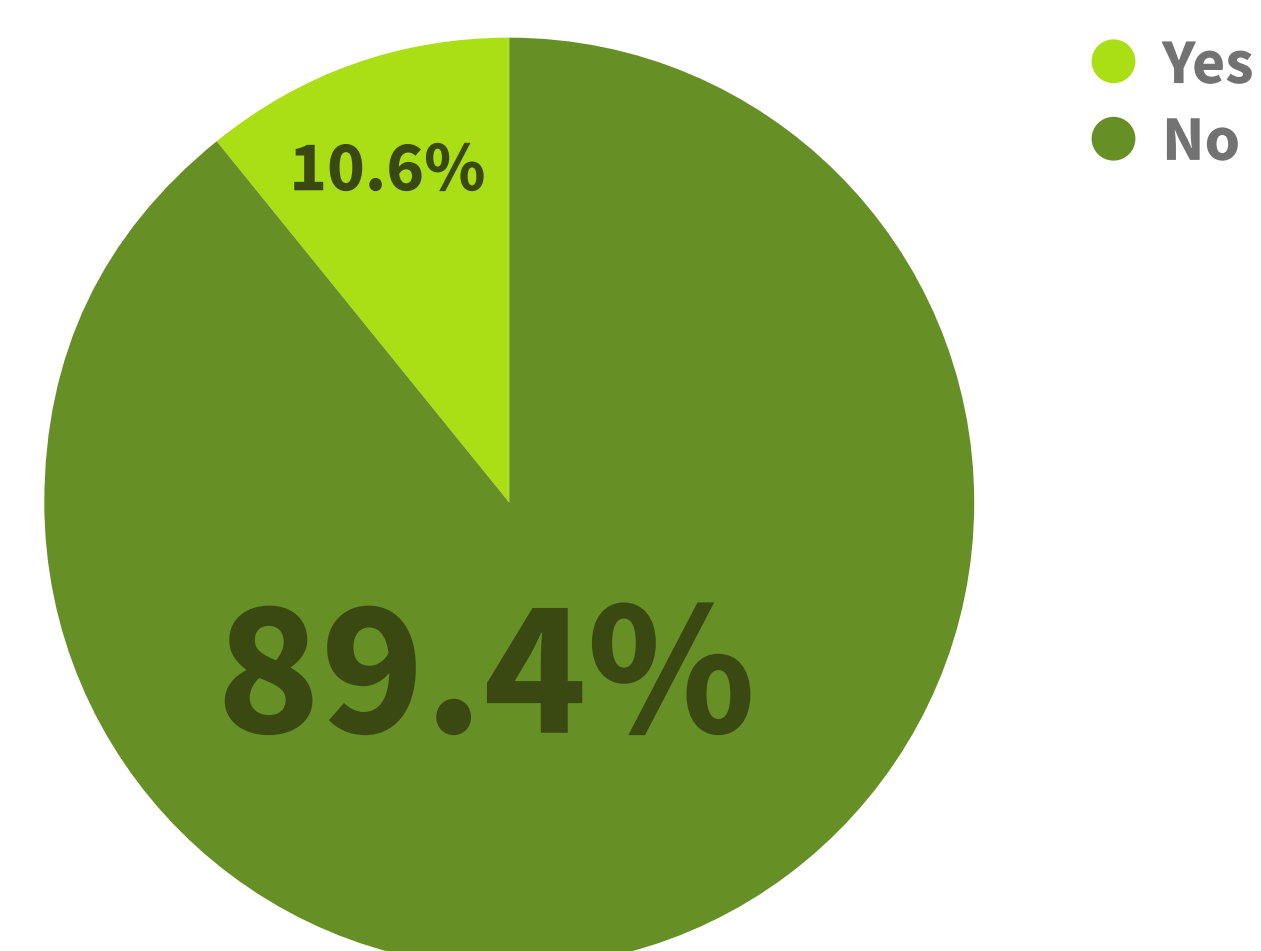
We asked:

Do you understand what happens at a market appraisal?

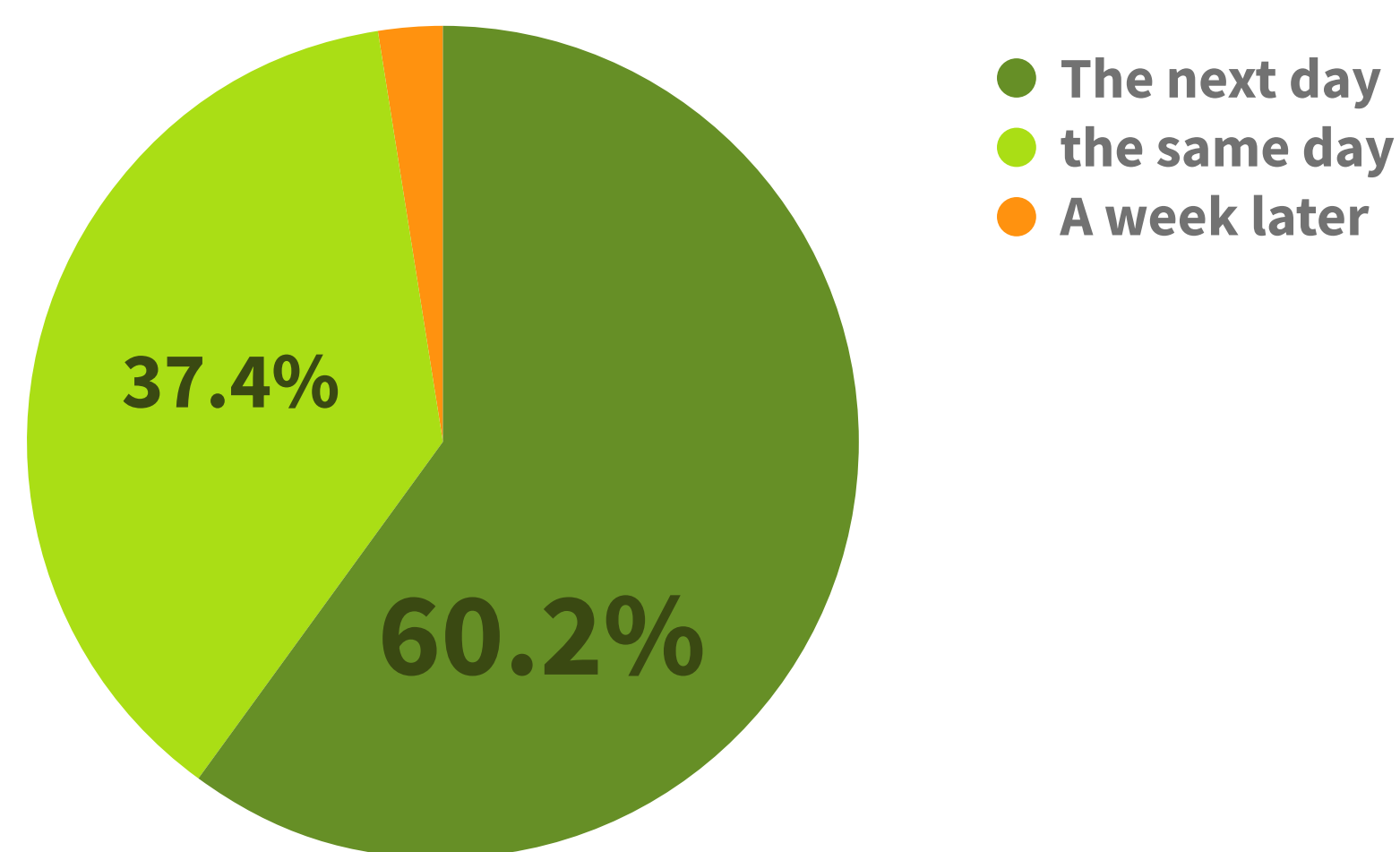


We asked:

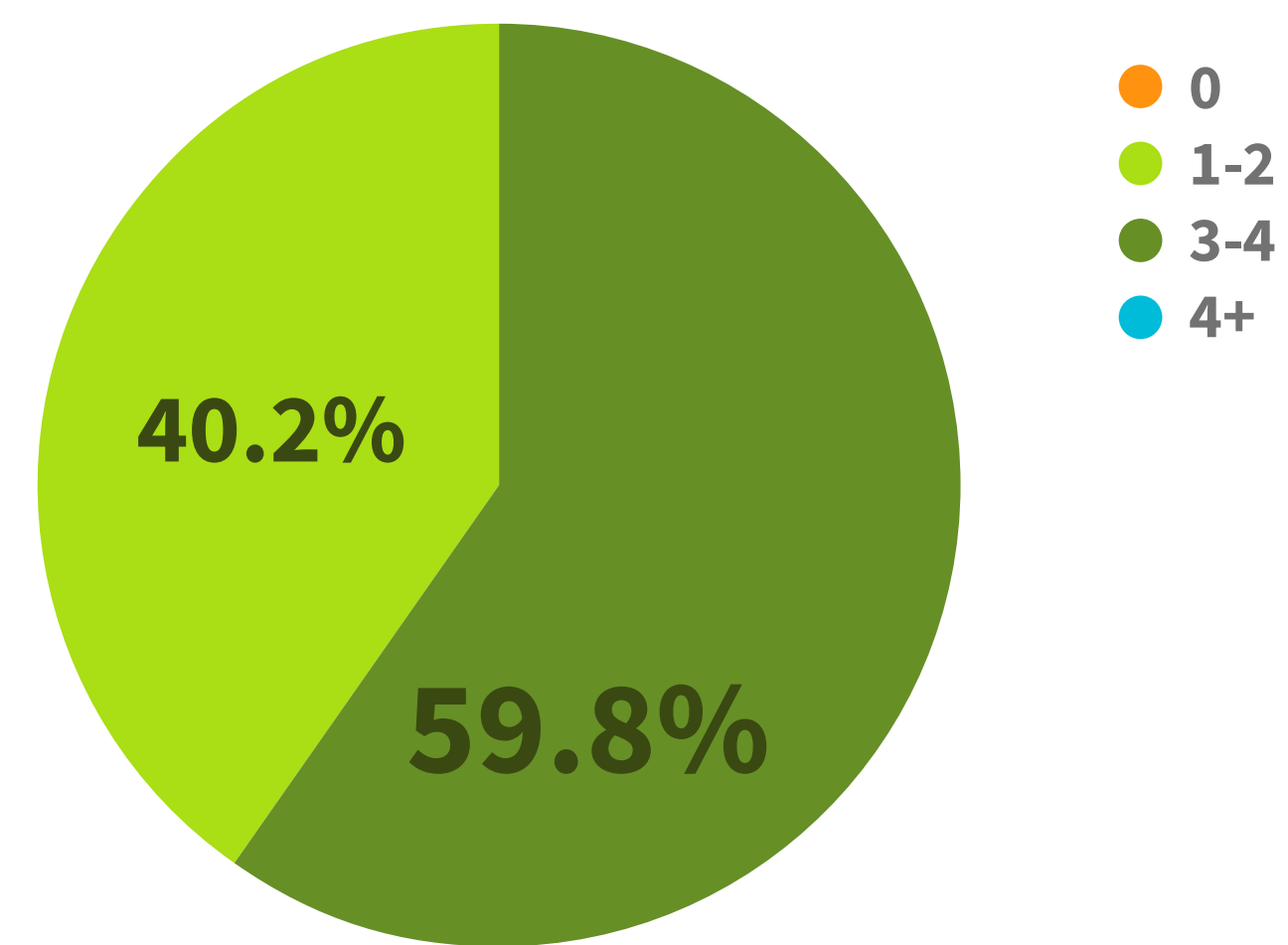
Would you expect photography to be taken at a market appraisal?



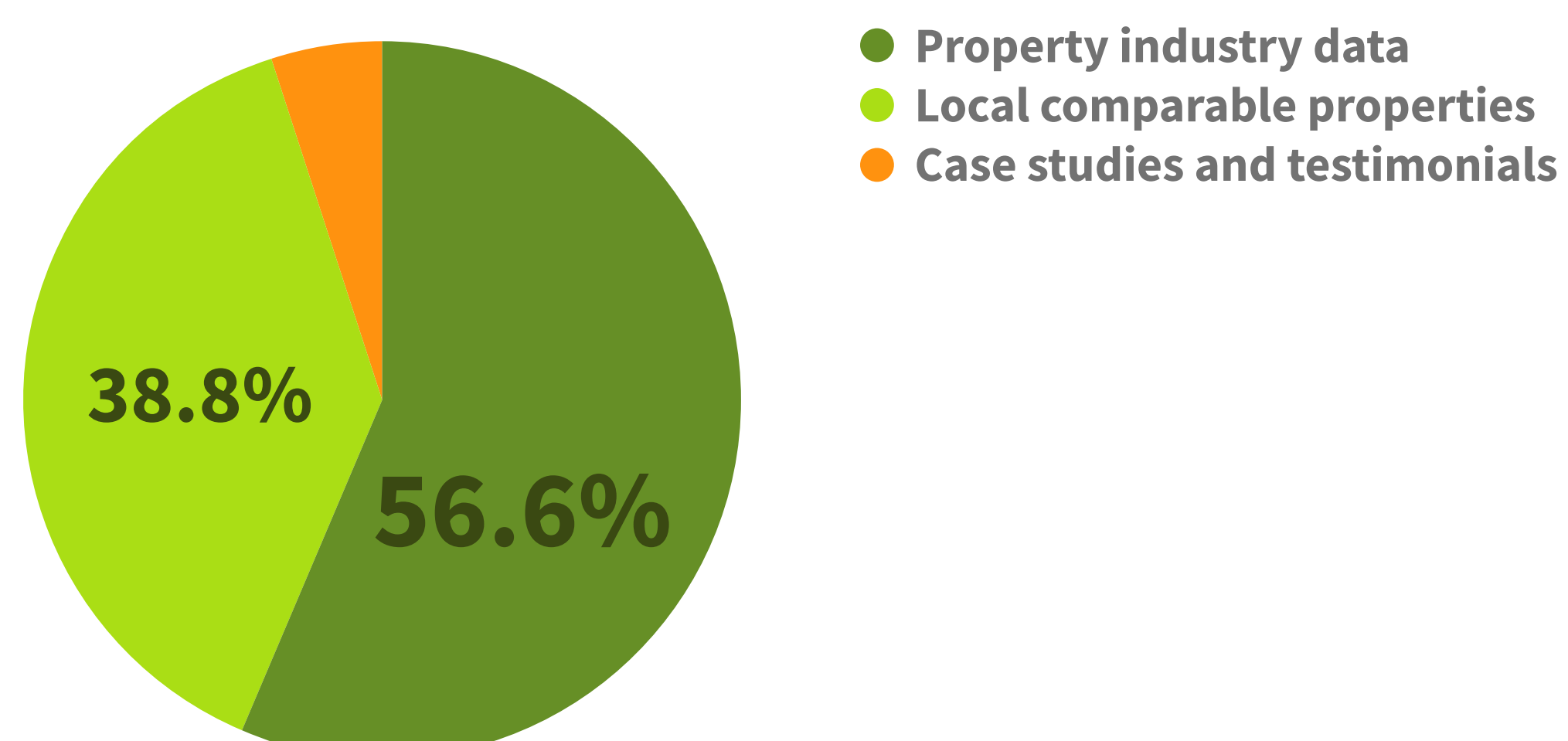
We asked:
How quickly would you like an agent to get in touch with a valuation after meeting you?



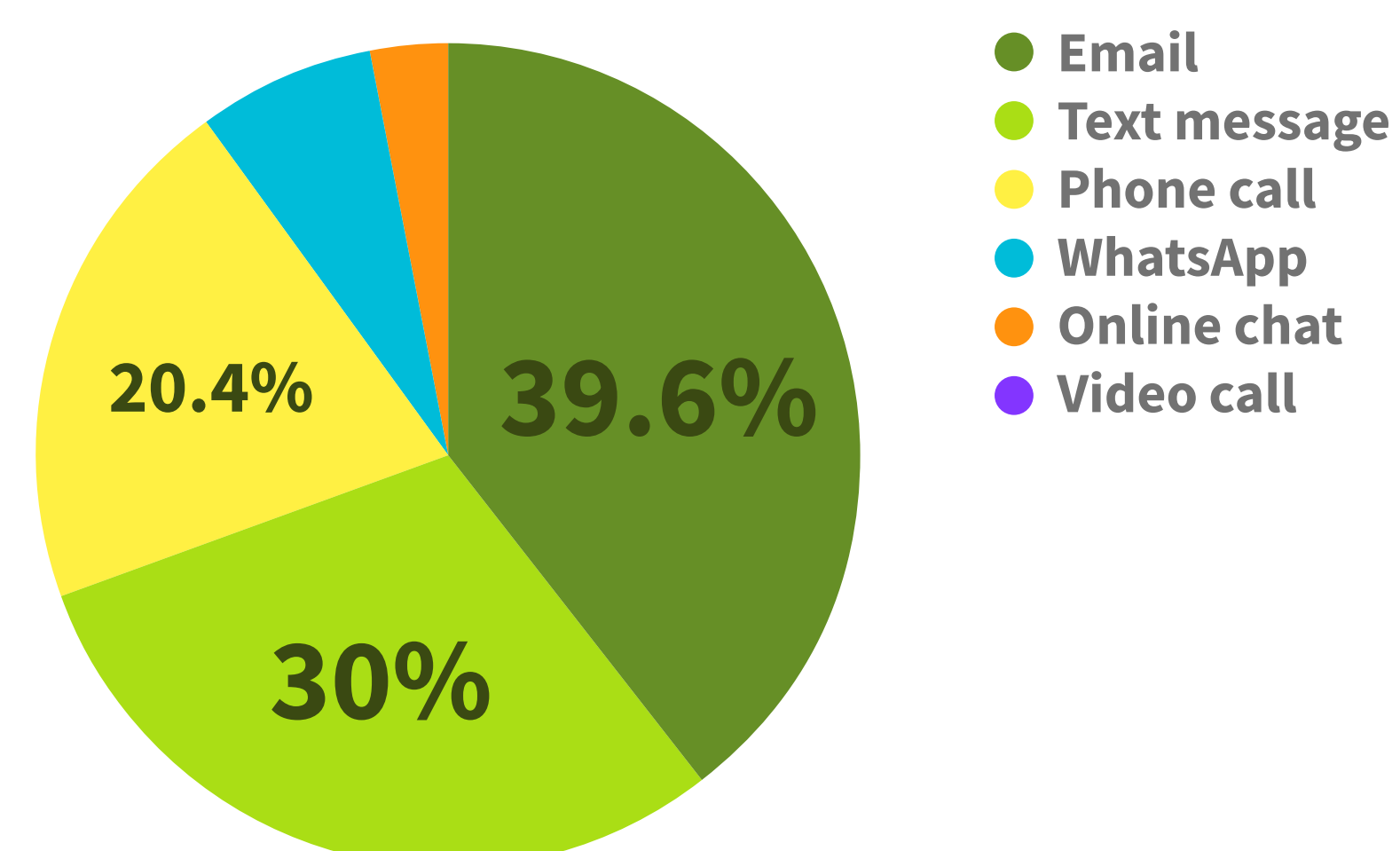
We asked:
How many people would you discuss your valuation with before you made a decision to instruct an agent?



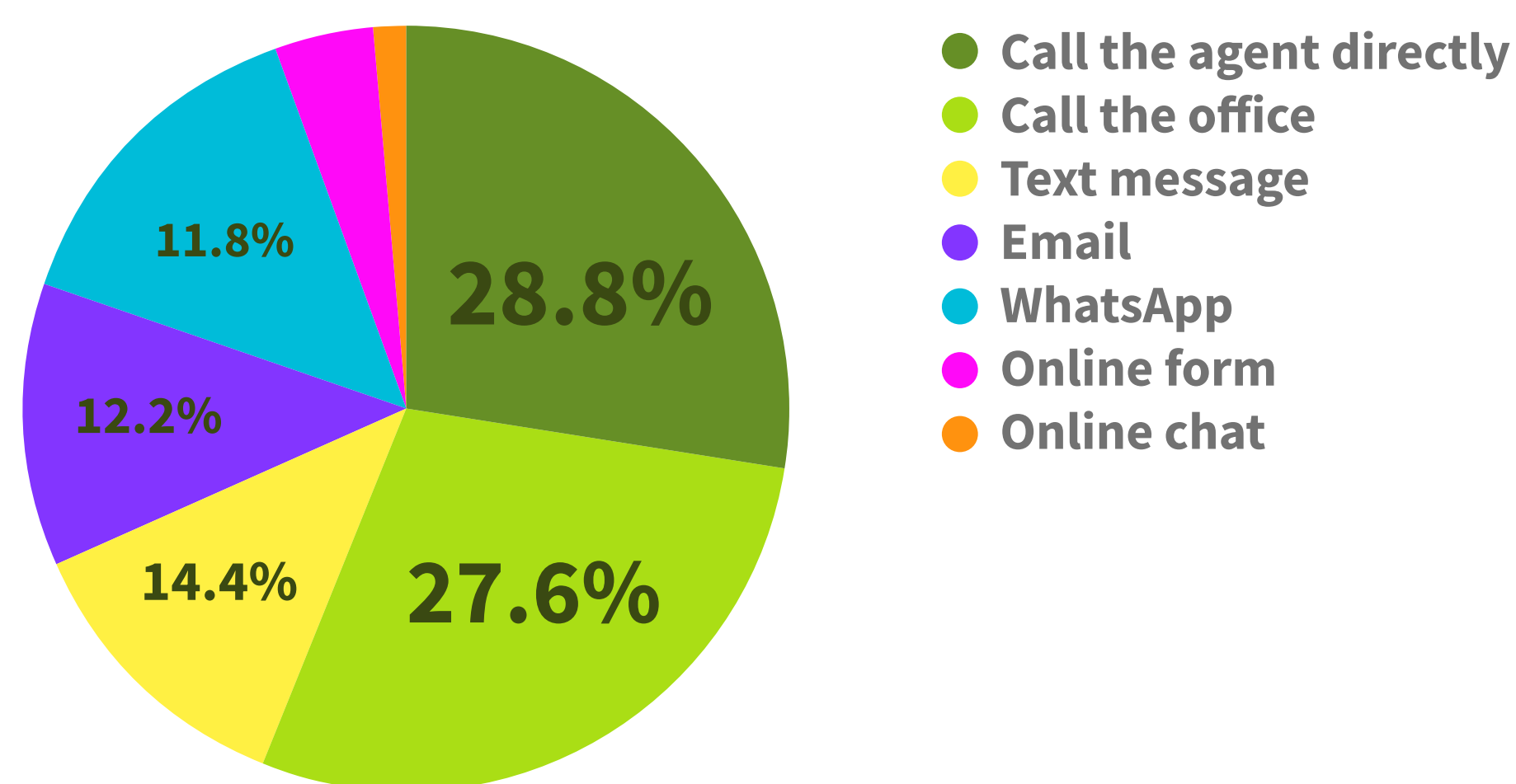
We asked:
What would you expect to be included in your valuation as well as the cost?



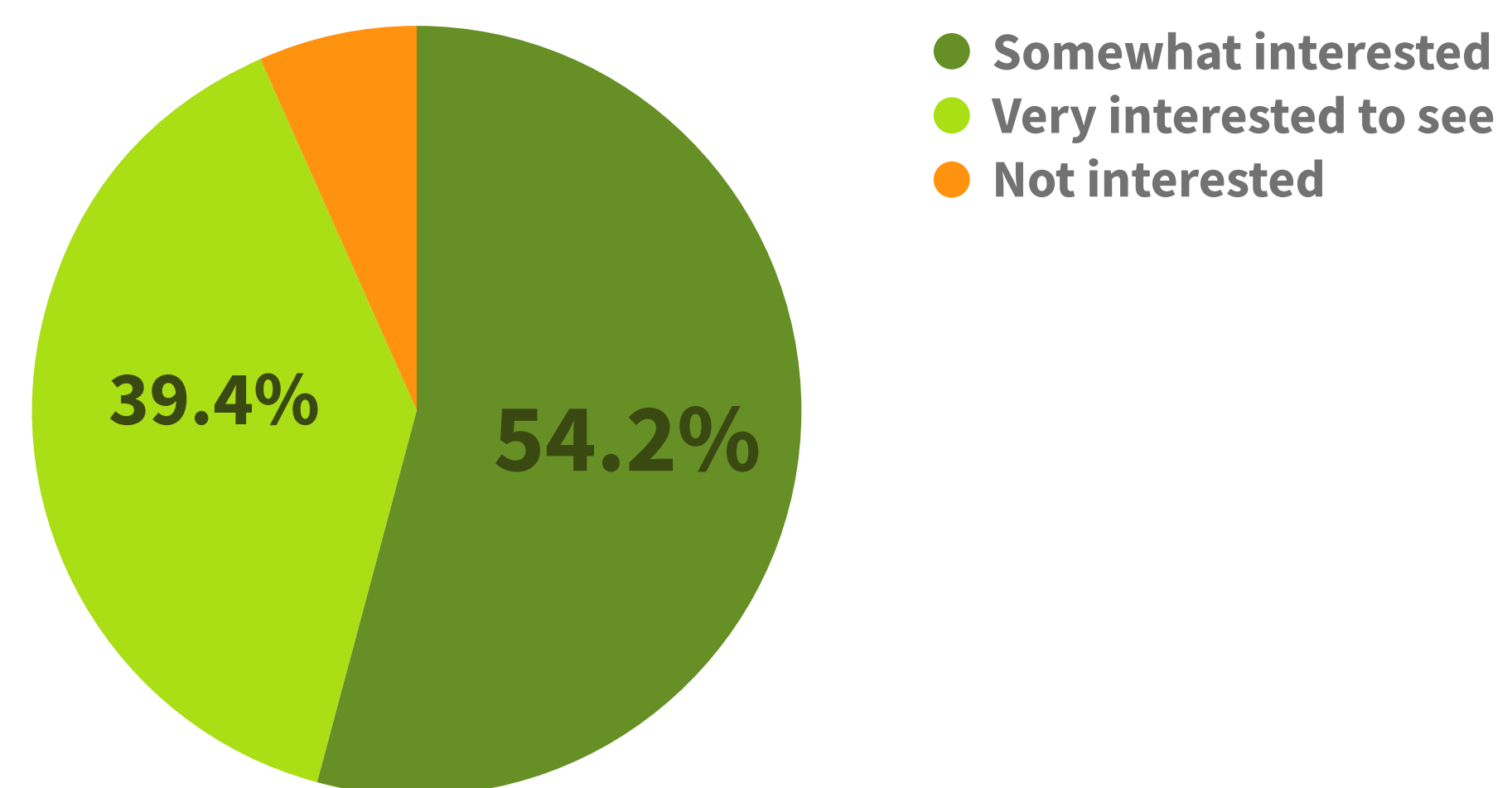
We asked:
How would you like to be contacted by an agent when you are deciding who to instruct?



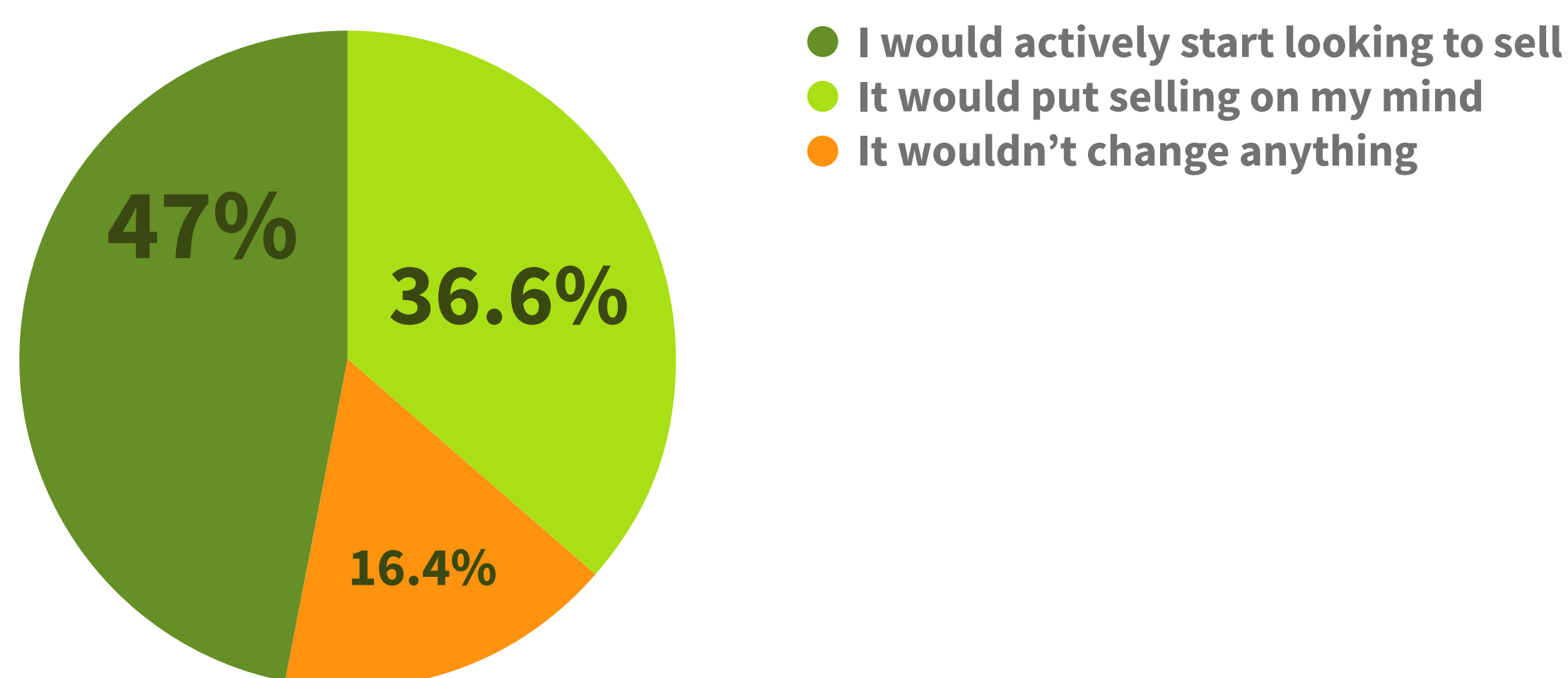
We asked:
If you had a question to ask the estate agent, how would you prefer to speak to them?



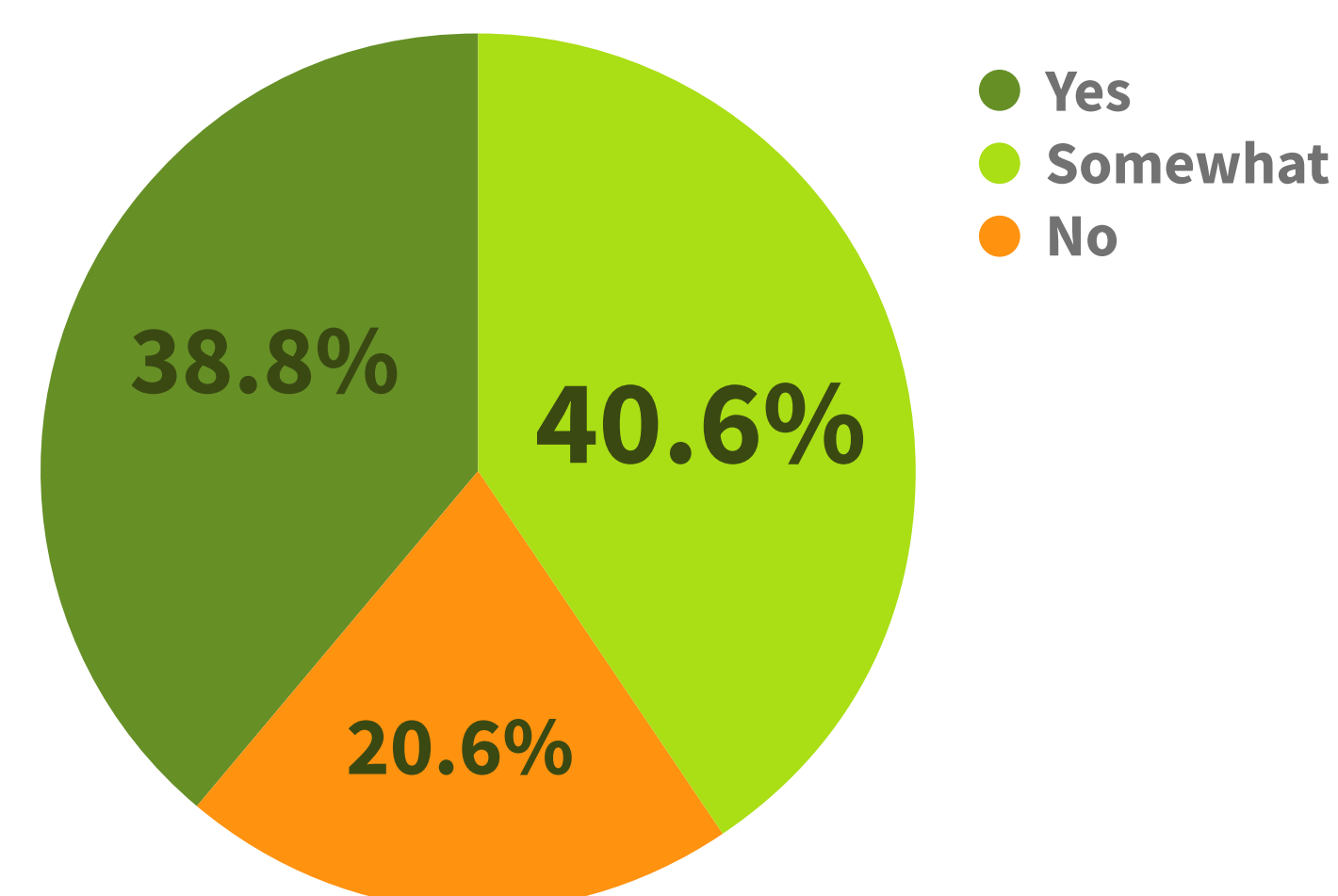
We asked:
How interested are you in seeing comparable properties to yours and what they are selling for right now, even if you are not actively selling?



We asked:
If you saw a property in your area similar to your own selling for more than you would expect, would this make you consider selling?



We asked:
If you have had contact with an estate agent in the last 5 years, have they stayed in touch with you?



Summary

There has never been a more critical time for agents to focus on conversions. Vendors are savvy and are willing to compare agents, speak to multiple people before deciding and are interested in agents who provide local knowledge and expertise.

Gone are the days of being able to 'wing' a market appraisal. At £211 on marketing spend to get the appointment booked, conversion is king.

About Acaboom

Acaboom offers a complete market appraisal toolkit and is changing how agents win the instruction.

Did you know that right now, only 7% of instructions convert on the same day? We're changing that. We know that with the right tools, you can save time, win more business and create a great impression.

Acaboom has all you need in one toolkit.

Differentiate yourself from the competition with unrivalled proposals

Send marketing proposals - not valuation letters. If you want to stand out and show your point of difference, you need to step up your game. Digital, optimised, customised, an Acaboom proposal is your branding like you've never seen it before.

You'll wow vendors with your market knowledge, USPs and their local data and have them pouring over the comparables and floor plans. It's a fast way to build trust and position yourself as the only expert worth the instruction as you sell on service, not on price.