ESTATE AGENCY LAUNCH PROGRAMME · LIST ON THE PROPERTY PORTALS

Portal mix planner

Model which portals your patch and budget justify, month by month, with the rough market costs seeded in.

01 What each portal roughly costs

Indicative market figures, negotiated per branch. Get a live quote before you trust any of them. Many start-ups open on Zoopla and/or OnTheMarket to control cost, then add Rightmove later.

Rightmove, the biggest audience and the biggest bill. What have they actually quoted you?

Rough market rate around £1,000–£1,500+ a month.

Zoopla, mid audience and lower cost. Your quote?

Rough market rate around £150–£250 a month.

OnTheMarket, newer and priced to win agents. Your quote?

Rough market rate around £180–£650 a month.

02 Where your buyers actually look

The right mix is the one your patch searches on, not the one with the best sales pitch.

Which portals do the agents on your patch advertise on?

Where do sellers in your area say they found their last agent?

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Can you realistically compete locally without Rightmove?

On some patches you can. On others you can't. Be honest about which yours is.

03 Your mix, month by month

Sketch the first few months. Start with what you can afford and add reach as instructions and revenue come in.

Months 1–3: which portals will you open on, and what's the monthly total?

Many agencies start on Zoopla and/or OnTheMarket here.

Months 4–6: what changes, and what would have to be true to add Rightmove?

e.g. a set number of instructions, or a revenue figure you've hit.

What monthly portal spend can the business carry before its first completions land?

Portal fees are your biggest fixed cost. This figure is your ceiling.

04 Before you sign

The contract matters as much as the price.

What minimum term is each portal asking for?

Is the negotiated deal in writing?

Is each portal wired to your CRM feed so listings publish and update automatically?

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