ESTATE AGENCY LAUNCH PROGRAMME · SCAN THE COMPETITION AND FIND YOUR GAP

Competitor teardown grid

Size up the agents on your patch and find the gap a real seller would feel.

01 Mystery-shop each rival

Request a valuation from three to five local agents and record what you find.

Agent name and branch

How fast did they respond, and how professional were they?

What did they do badly?

This is your opening.

02 Read their reviews

Recurring complaints in Google reviews are your positioning wedges.

What do their reviews complain about most?

Poor communication, pushiness, and slowness are the common ones.

03 Compare the basics

Fees, portals and branding tell you where you can compete.

What do they charge, and which portals are they on?

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Ready to out-market the agents on your patch?

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Talk to us

How good is their branding and website?

04 Name your gap

One specific, provable thing you will do better.

What is the one gap you will own?

Specific and provable beats “better service”, which every agent claims.

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