ESTATE AGENCY LAUNCH PROGRAMME · DEFINE YOUR PATCH

Patch profile worksheet

Pin down the postcodes, prices and rivals that define the patch you will own.

01 Your catchment

Draw it tight enough to service on foot. A patch you can walk is a patch you can own.

Which postcodes or neighbourhoods will you cover?

A cluster you can reach for canvassing, not a whole city.

Which streets are your farm core?

The roads you will dominate for boards, reviews and word of mouth.

02 The numbers

Know the market before you price yourself into it.

What is the average sale price on your patch?

Land Registry and portal sold-price data will tell you.

What are typical rents, if you will do lettings?

What is the dominant property type and rough transaction volume?

03 The competition

You are moving onto an occupied patch. Know who is already there.

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Which agents already work this patch?

What do they charge, and where are they weak?

04 Your position

One sentence you can say on a doorstep and put on your homepage.

Who do you serve, and what makes you the local choice? One sentence.

e.g. “The [area] specialist who answers the phone and updates you every week.”

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