ESTATE AGENCY LAUNCH PROGRAMME · WIN THE VALUATION APPOINTMENT

The valuation appointment playbook

Walk into every valuation prepared, run it to a script, and answer the fee question without flinching.

01 Before you knock: research checklist

Ten minutes of prep is what separates a valuation from a guess.

- [ ] Pull three to five comparable sold prices from the same streets and property type.
- [ ] Check what is on the market nearby and how long it has been sitting.
- [ ] Note the property's likely condition, parking, and obvious selling points.
- [ ] Read the local market: is it moving fast, or are prices softening?
- [ ] Have your evidence ready to show, not just to state.

02 Discovery questions for the appointment

Ask, then listen. Their answers shape your valuation and your pitch.

Why are they moving, and how soon?

Motivation and timeline decide how you price and market.

Have they had other agents round, and what were they told?

Tells you what number you are being measured against.

What matters most to them: price, speed, or certainty?

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Where are they going next, and is that chain-dependent?

03 Pitch your marketing plan

Sell the plan, not just the price. This is what justifies your fee.

- [ ] Show the photography, floorplan and portal presence they will get.
- [ ] Explain the launch: how and when the property hits the portals.
- [ ] Set out how you will communicate with them, and how often.
- [ ] Explain your fee once, plainly, and say what it buys.

04 Fee and objection responses

Write your answers now, so you are not improvising on a doorstep.

Your answer to "the agent down the road is cheaper".

Justify the value, do not just match the discount.

Your answer to "can you do it for a lower percentage?".

Your answer to "another agent valued it higher".

An honest, evidenced number protects them from a stale listing.

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