



TwentyEA

Part of the TwentyCi Group



HOW NOT TO LOSE A COMMISSION.

5 EASY STEPS



No Regrets



What's Really Costing You Commission?

"45% OF YOUR LISTINGS WILL NEVER SELL"

Let's get real about what's happening in the estate agency right now.

You're not just competing with other agents – you're battling systematic problems that are quietly bleeding your commission dry.

The data doesn't lie: agents are completing barely half their instructions. London? Even worse, at under 40%. Your commission isn't just walking away – it's doing a runner.

But here's what separates the agents banking serious money from those wondering where it all went wrong: they've stopped playing defence and started addressing the real issues.

1 Stop Losing Fees to Guesswork. Start Winning Them with *Insight*.

OVERVALUING IS RIFE, BUT IN TODAY'S MARKET, EVEN SMALL PRICING ERRORS CAN COST YOU A SALE.

Here's the brutal reality: if a property sells within 25 days, it has a 94% chance of completing. But if it takes over 100 days? That drops to just 56%. You're not just competing with other agents – you're battling against your own pricing decisions that could be quietly destroying your commission potential.

The Real Cost: Every stalled sale, fall-through, or withdrawn listing means lost income and wasted effort. And too often, it starts with inaccurate pricing.

The Fix: TwentyEA Insight gives you the confidence to price smarter, sell faster, and charge more. Back every instruction with live, hyperlocal market data and use it to defend your value.

Bottom Line: You're not just another agent. You're the one who prices right, sells quickly, and protects your clients' sales from collapse. With Insight, that's not a promise – it's proof.

2. *Only 55% of Listings Actually Sell. Here's How to **Pick the Winners***

You're spending marketing budget on properties that will never sell.
The uncomfortable truth? Nearly half of all marketing budgets, viewings, and sleepless nights are spent on properties that will never be completed. That's not sustainable.

The Hidden Cost: Every failed listing doesn't just cost you one commission – it drains resources that could be focused on properties that will actually sell.

The Fix: TwentyEA SellScore

Our Predictive Lead Scoring AI-powered insights correctly predicted 86% of all property sales within the top 30%.

SellScore protects your time and your profit, giving you the confidence to:

- Prioritise instructions with the highest chance of completion
- Reduce spend on marketing properties unlikely to progress
- Score hot leads in your CRM, improving your sales process

Game Changer: When you combine SellScore with TwentyEA's Likely-to-Instruct model, you get the complete picture: properties that are both likely to list AND likely to sell.

3. *Win More Instructions by Making Your Pitch Bulletproof*

You're losing instructions because you can't prove you're the best choice. If you increased your conversion rate from appraisal to instruction by just 1%, how much would that add to your bottom line? What if that was 5%, or 10%?

The Reality: Vendors are comparing you to other agents. Without proof of your performance, you're just another opinion in a crowded field.

The Fix: TwentyEA Spotlight

- Create bespoke white-labelled reports showcasing your strengths
- Use independent verification of key performance metrics
- Brand comparison reports showing why you're the best agent for the job

Prove you achieve better results, faster and with more accuracy than other agents.

What Really Matters: Make a vendor's decision to work with you a no-brainer. Spotlight gives you the credibility to win more instructions and the confidence to hold your fee.

4. *You think you know your area... but **can you prove it?***

Here's the reality check: when you're having that crucial conversation with a potential vendor, can you instantly pull up their property details and everything they need to know about the surrounding market?

The Hidden Cost: When you can't speak with genuine authority backed by data, sellers notice. They remember agents who got it wrong, and they tell their friends.

The Fix: TwentyEA Search

Everything you need to know about over 32 million UK residential properties.

- Show off your expertise on the spot by pulling up property data while chatting with potential vendors
- Use the inbuilt property valuation (AVM) to guide price discussions and set realistic expectations

Bottom Line: The agent who truly knows their patch – and can prove it instantly – wins the instruction. Every. Single. Time.

5. *Your Commission Recovery Plan*

Here's what actually separates successful agents from the rest: You're not just competing on price or personality anymore. You're competing on competence, and competence comes from having the right intelligence at the right time.

The Five-Step Reality Check:

- ✓ **Price with precision – Use Insight data to confidently defend your value and charge more**
- ✓ **Pick the winners – SellScore intelligence focuses resources on properties that actually sell**
- ✓ **Win more instructions – Spotlight reports make your pitch bulletproof**
- ✓ **Prove your expertise – Search data positions you as the local authority.**

Build on data, not hope.

The Hard Truth: Your competitors who figure this out first aren't just going to win more instructions. They're going to redefine what a professional estate agency looks like in your area.

The Opportunity: You can start today. While others are still playing defence, you can be the agent who approaches every challenge with the right data, the right timing, and the right strategy.

***What's Next: Stop hoping
for better results. Start
building the systems that
deliver them.***

***Ready to stop losing
commission and start
winning on expertise?***

You're welcome



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