



24 Hour Property People

How online booking can open the door to opportunities in the digital age

Introduction

Estate agents like you are now entering a world of digital disruption, with a myriad of demands for better service at lower costs.



The ground is moving under the feet of the property world like a particularly rapid case of subsidence, and the benefits of embracing the trend of digital disruption are greater than ever.

With **online property agents offering a comparable service for around 10%**¹ of the 'high street' price, and the hybrid agency beginning to attract more interest, the question is: how can you lower your costs and improve efficiency to stay competitive?

The Rules of Real Estate, Rewritten

Traditional estate agencies are now seeing the young upstart of the property world come into its own: online sellers, who charge low, fixed fees and promise to sell your house in 30 seconds flat. True, at the moment the majority of property in the UK is

¹ Based on average house price of £272,000 at an estate agent commission rate of 2% compared with online seller fixed fee of ~£500

still sold by traditional agents. But the numbers for Purplebricks are going up all the time, with [Estate Agent Today reporting](#) that chief executive Michael Bruce says they now agree a sale “every 16 minutes, 24 hours a day and the number of properties sold in the first half is similar to the total number of properties sold during the whole of the previous year”. The industry is now facing increasing pressure to up the ante and get onboard with the online revolution, with 85% of vendors saying they would consider an online agency in new research reported by [What House?](#)

“ Traditional agents need to research the competition and maybe adjust their services to survive – and thrive. ”

The Negotiator

The new challenges faced by your agency in this on-demand culture are threefold:

- **Vendors and landlords are seeking lower fees, with high expectations of what will be included in their service**
- **Online property browsing is pulling buyers’ focus away from your agency windows and newspapers and into the digital sphere**
- **Consumers are demanding the convenience of online services, which are available to them 24/7. As an estate agent offering such a convenience, your service is immediately more attractive**

A Fixer-Upper

There’s an advantage online property sellers currently have over your traditional agency: real estate on the web is far cheaper than physical high-street branches. This is one reason why so many industries are seeing a shift away from physical stores in favour of ecommerce, online services, and digital banking, for example. The movement of all these industries towards a more digital existence isn’t all about cost efficiency: it also opens up global opportunities and the chance for innovation with the potential to make big waves in the way we provide services. And estate agencies are already using advancements to change the way they operate, like these [New York agents](#) who sell their properties through Snapchat.

Online companies are proving more adept at circumventing the more laborious admin and processes involved in selling houses. By reducing the amount of time

spent talking or meeting in person with vendors and prospective buyers, the selling process becomes faster and more efficient.

These are just some of the reasons why online agents represent serious competition. Regardless of how the quality of their service holds up - and many justifiably place important value on the expertise of a local agent - the expense they remove with their simplified model directly benefits their vendors and landlords. And with property prices rising, house buyers are looking to offset the higher cost of their new house with lower estate agent fees wherever they can.

The good news is, you have the power to offer your clients savings, make the selling process more efficient, and provide the convenience of an online platform, all without losing the high-quality service that will make them choose you over your cyberspace competitors. If anything you get the best of both worlds - coupling your unrivalled local expertise with digital services and reduced overheads.

Why Online Booking?

Which technology has the ability to deliver operational savings and improved, more efficient service, not to mention shortening the sales cycle, and increasing revenue? Online booking might not be your first thought, but the benefits of this service are compelling.

Consider the scenario that the average house buyers are people who work full time and only have the evenings to sit down together and browse property listings, online of course. They then have to make a note of the agency details for any they want to view, decide who calls in the morning, and somehow coordinate a mutually convenient time for everyone. How long does this process take? Anything from a few minutes up to a few days in some cases, particularly if you are communicating via email. Not only is this inconvenient for buyers, but it takes precious time away from your agents who could otherwise be using this time to conduct more viewings.

“ For agents, the tremendous growth in online estate agents highlights a strong consumer trend that technology is being embraced at an incredibly rapid rate. Online estate agents, like eMoov, Purplebricks and Tepilo have applied greater pressure to the already competitive market.

[Estate Agent Today](#)

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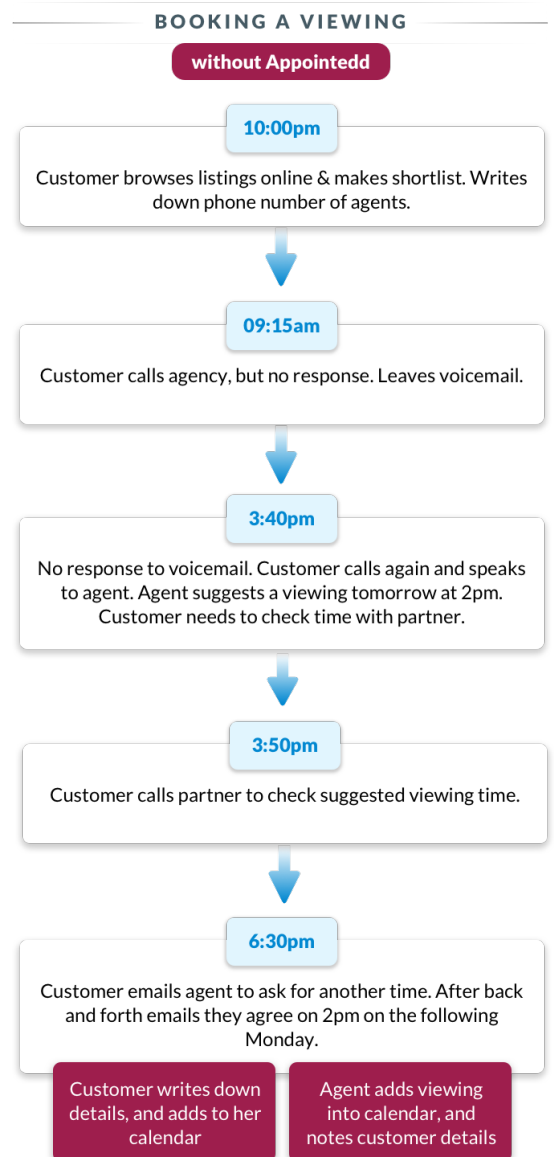
The initial property viewing and booking is just one service online booking can streamline on behalf of the modern estate agencies. Others include:

- **property valuation**
- **property inspections**
- **rental viewings**
- **photography**
- **maintenance appointments**

Imagine: your agents come into the office in the morning to find their schedules already full of appointments that they can go to straight away. Or maybe they don't even come into the office - they check their calendar on their phone or any other device and head straight off to their first viewing of the day. That's the reality of online booking, which allows buyers to book out of hours at a time that is available for all parties. Then all that's left to do is turn up and sell!

Why Appointedd?

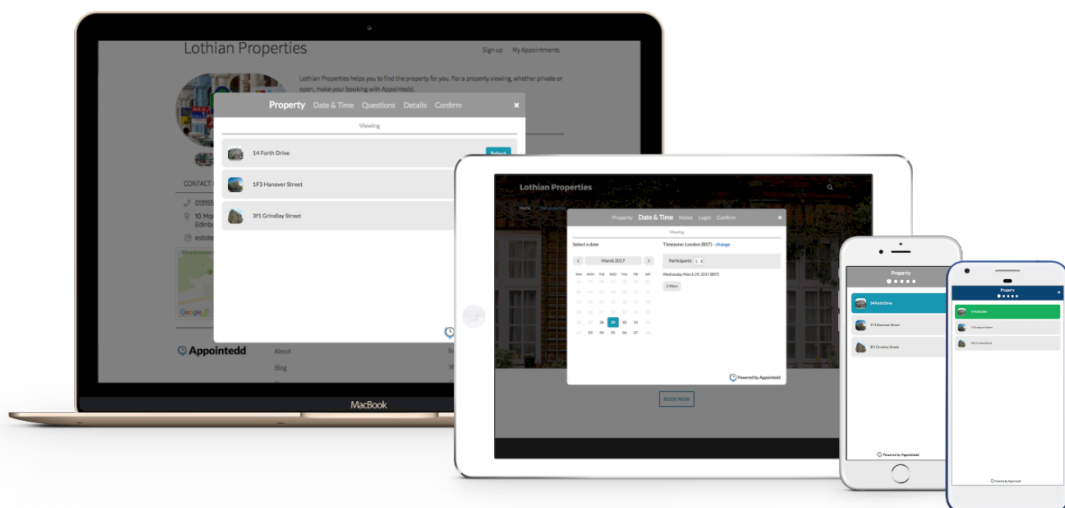
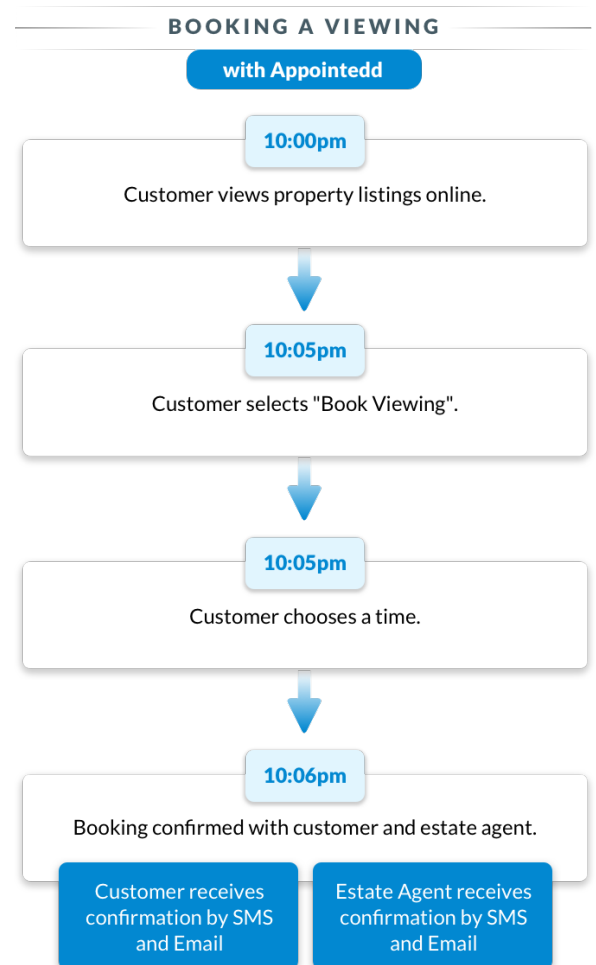
Surveys of businesses using our tools show that it takes an average of **15 minutes** end to end to arrange an appointment over the phone. This process is drastically reduced to **30 seconds** with Appointedd's online booking tools since the client chooses and books their own time slot and the agent receives a notification when it's complete. The client also receives a confirmation and reminder. Business process automation at its best!



Find out how much impact this would have in your business with our **free estate agents calculator** at appointedd.com/growth-calculator-ea

The beauty of the Appointedd system is its flexibility:

- Booking tools can be embedded on any website or Facebook page
- The booking flow can be customized to include any specific questions
- Each booking app can display a specific category of bookable options, like only properties in a certain locality, for example
- The calendar is clear, intuitive, and adaptable, and is scalable to make it ideal for every size of agency - from small independent firms to large franchises
- Appointedd's automated appointment reminders have been shown to **reduce no-show appointments by up to 50%**, meaning agents' time is more productive
- Customers say that they value the convenience of the clear availability, and find the Appointedd booking process simple and user-friendly



The Take-Home

- Your traditional estate agency has a real opportunity to harness the power of online technology to deliver competitive prices to vendors while maintaining the high quality service and expertise that form your USPs
- Increasing efficiency with online booking tools frees up human resources to fit in more property viewings, which brings more potential buyers, which results in quicker sales at higher prices, and higher revenue per property sold

Book a free health check of your current appointment booking process to see how you could drive sales and improve efficiency.

[BOOK YOUR FREE HEALTH CHECK](#)

Learn more about Appointedd for Estate Agents at appointedd.com/ea

Get in touch to discuss how Appointedd can work for you

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