

# Unlocking Growth: 3 Untapped UK Estate Agency Opportunities & Predictions

*Insights from Rex Software's Commercial Director, Mark Hinkins*



# Meet Your Estate Agency Industry Guru

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Hey, I'm Mark - Commercial Director at Rex Software. I've got 3 untapped opportunities I reckon UK estate agents are sleeping on, plus 3 big predictions for where the industry's headed.

Rex started out in Australia, and now we're firmly planted here in the UK. What gives us a bit of an edge is the perspective we bring. The Aussie market is often seen as a few years ahead when it comes to tech adoption and marketing smarts. We've seen what works over there, and we know how to tweak and apply it to the UK market.

That's the exciting part for me; **helping UK agents spot what's coming around the corner and giving them the tools** to get ahead of the curve, instead of scrambling to catch up.



**SOLD**

# Untapped Opportunities for UK Agents

1.

## Vendor Paid Advertising (VPA)

Vendor Paid Advertising (VPA) flips the script. Instead of agents carrying the cost of marketing, sellers invest upfront, funding premium portal listings, professional photography, social ads, and video tours. It's the standard in Australia, and now UK agents are starting to catch on.

### Here's why it matters

When a seller commits to VPA, they're showing they're serious, which creates a more balanced, invested partnership. That means agents can run higher-quality campaigns that attract more buyers, while sellers stay motivated and engaged in the process.

**Profit margins for UK agents are quite minimal - often below 10%.** Over the past 20 years, fees have steadily declined while portal subscriptions and operating costs have climbed. At the same time, house prices haven't risen fast enough to naturally lift agent fees.

That's where vendor-paid marketing changes the game. Instead of seeing marketing as a cost, it reframes it as an investment that drives faster, higher-quality sales. At the very least, **it brings listing costs down to net zero.** But more importantly, it builds a more sustainable business model and gives agents a powerful point of differentiation in an increasingly competitive market.

### The results?

**Stronger client relationships, faster sales, and higher price points. Purplebricks proved sellers are willing to pay upfront. Now it's time for traditional agents to take control, protect their margins, and level up marketing from "cost" to "investment."**





## What's the data say?

**85%**

of UK agents still  
don't use video



Listings using  
drone footage sell

**68%**

faster than those  
without in the  
Australian Market



Rightmove  
has seen a

**32%**  
increase

in listings with  
videos since  
January 2025

## How can you get started with VPA?

### Here's two recommendations:

- ✓ Develop a compelling marketing strategy as your key point of difference when pitching to vendors. To start, offer discounted rates to build case studies and proof of success. Then, use those results to show how high-quality marketing and video campaigns generate buzz, attract more buyers, and help you close deals faster.
- ✓ Try offering two payment options. One; to pay when the property is successfully sold. Or pay a portion of the costs upfront, and then a reduced fee when the property is sold.



## Mobile-First Productivity

Let's face it - we all live on our phones as agents. So why does our tech often not keep up with our 'on-the-go needs'. We're out and about, having conversations that we want to record and save into our CRM's to set follow ups, but it's quite a clunky experience within many providers.

### The rest of the world?

They're further advanced, with Rex adopting 80% of desktop functionality within the app enabling agents to logging calls between appointments, managing leads on the go, and staying productive outside the office. For self-employed or hybrid models especially, it's a game-changer.



### What's the data say?

- ✓ The average home is viewed 16 times before it's sold.
- ✓ The average number of listings per office at one time is between 14-35 depending on the area.

That's a significant amount of time spent away from the desk and your CRM.

### How can you get started?

If you're writing things down in your notes app or in a notebook, are you actually transferring those to your CRM when you're back in office?

Maybe you are... but the process of double handling is time consuming and not best practices for a high-performing agent. **You need to be leveraging mobile functionality.**

Ask your CRM provider what they can do to support your 'on-the-go' needs, and whether they plan on building out at least 80% of desktop functionality to their app.

### 3.

## Reporting That Drives Action

Too often, reporting in CRM systems means little more than pat-on-the-back KPIs: how many calls were made, how many doors were opened, how many viewings were booked. Useful, but limited.

Reporting needs to empower agents to spot trends in their data and adjust strategies proactively. For example, a recent news article stated the market reported a **40–50% drop** in first-time buyers. So what should you do with this information?

**Run a report on your buyers filtering those who were first home buyers and compare YoY trends.** Is your data reflecting the same report drop in your region? If so, how would you evolve conversations with your vendor?

### What's the data say?

- ✓ 91% of contacts in the average database have not been contacted in past 6 months

### Our top recommendations for highly valuable reports

**New listing volume by suburb:** Identify booming suburbs and double down on your marketing in that location.

**First Home Buyers:** Determine how many are registered and have spoken to a solicitor to identify their readiness to transact to help focus your efforts on serious buyers.

**First Time Sellers:** Understand how many prospects are registered and have owned the property less than 6 years, but didn't buy it through you. If low, your long-term follow-up needs tightening; if high, double down on the touchpoints that are working.

This kind of insight informs strategy. Instead of relying solely on industry averages or third-party reports, agents can use their own live data to reframe pricing discussions, shift marketing messages, and engage buyers with urgency. In short, reporting isn't about measuring the past - it's about shaping the future.



# The Three Mega Trends Shaping UK Estate Agencies



At Rex, we're in tune with the industry mega-trends through market research to shape our product roadmap. So are three trends shaping the future of our industry today?

## AI & Automation as Human Enablement

AI is the buzzword of the moment, but many agents aren't sure how to harness it beyond writing property descriptions. The real opportunity lies in **using automation and AI to free up human time** for high-value work - better conversations, stronger relationships, and smarter strategy.

Fear of missing out (FOMO) is driving curiosity, but the path isn't always clear. Those who explore now will be first to uncover tangible applications, from predictive analytics to intelligent lead nurturing that enhance, not replace, the human touch.

## Humanising the Digital-First Experience

Today's consumers expect instant answers and seamless digital journeys. They can track a pizza order in real-time - so why can't they track their property sale or purchase with the same transparency?

The property transaction is deeply personal, yet too often the digital experience feels clunky or impersonal. Agents who combine efficiency with empathy will stand out. That means using digital tools to provide instant updates, while also ensuring every touchpoint feels human, reassuring, and memorable.

## Compliance as Competitive Advantage

Anti-money laundering checks, lettings regulations, and onboarding requirements are growing ever more complex. Many see compliance as a burden — but forward-thinking agencies treat it as an opportunity.

Handled well, compliance signals professionalism. It demonstrates to clients that they're dealing with a serious business, not just a shop window.

By embedding compliance seamlessly into workflows, agencies can turn red tape into a frictionless, even positive, onboarding experience.

It's about reframing compliance from **box-ticking to brand-building**. Those who get it right will not only avoid costly fines but also differentiate themselves in a crowded marketplace.

# Let's Recap

The UK property industry is evolving, fast. Agents who **embrace change will thrive**, while those who resist risk being left behind.

## The path forward:



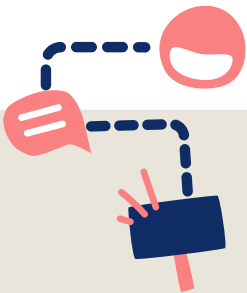
Embrace **Vendor Paid Advertising** as an investment model.



Adopt **mobile-first productivity** to empower teams on the go.



Use **data-driven reporting** to shape smarter conversations.



Leverage **AI and automation** to support, not replace, human expertise.



Treat **compliance** as a brand advantage, not a burden.



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