

How to Become the Agent of choice: 4 Step Guide

Get a constant supply of new instructions!





www.propertydealsinsight.com

PDI (Property Deals Insight) ensures estate agents get a constant flow of new instructions

An explainer by PDI's CEO Nitin Aggarwal

'We help estate agents get a constant flow of new instructions, knowing that to sell or let a property agents first have to win that instruction.

Getting fresh inventory is a huge problem for agents, and after many years of refinement, we have a trusted – four-part solution, ensuring PDI agents get more:

-  **Property stock when prospecting.**
-  **Market appraisal leads.**
-  **Instructions by winning more business at market appraisal stage.**
-  **Sales by closing potential buyers with reliable data about a property's worth.**

PDI overcomes the problem of having multiple costs of different systems that only do part of the work, a comprehensive service that helps them get instructions, helps people who are buying property to know what they are buying and closes more deals.

Our agents gain more market share as we are a data and insights company which powers the property data and analysis that they can't find anywhere else.

Numerous companies claim they can help you win instructions, and when you really scratch the surface under the flashy marketing which they do, you realise that they leave you wanting more.

So basically, what you find usually is bits and bobs here and there, but nothing goes all the way. What we've done is we've knitted it all together. Replacing the problem of having to train yourself and your staff with all these siloed tools that can't even work together.

With estate agents being squeezed on what they can spend to keep ahead, PDI addresses a number of problems, with one single licence fee.'

PDI – Joining all the dots

'Estate agency is a proactive service industry, where time is at a premium, and there is a finite amount of property stock so competition to win and find new listings is fierce. Add in the ever-demanding tech-savvy property consumers world and with new technology springing up all the time, things are just getting harder for property professionals.

Twenty years ago before cloud computing, it used to be agents versus agents looking to gain and maintain market share, with Rightmove pie charts showing the winners. Now it is tech-enabled agents versus agents, taking their market share.

So PDI gives its agents an 'unfair' advantage by equipping them with the best digital hand tools to grow their businesses. It enhances the sales team making them smarter, quicker and more efficient.'

PDI agents get more stock when prospecting using our superior On & Off market intelligence data.

GET BETTER ROI ON PROSPECTING
Target prospects with razor sharp precision

ON MARKET PROSPECTING
Unparalleled access to On Market data - Target prospects with razor sharp precision

OFF MARKET PROSPECTING
Source properties from the full spectrum of 29 Million+ UK homes, Target market

On & Off Market Prospecting

'Our On and Off the market data intelligence which allows agents to fully prospect potential new stock is in a class of its own, as its development began years ago when I was building my personal property portfolio.

Back then I was amazed that I could not just get instant useful data on property that was on or off the market that might be suitable, so I began to build it. Thousands of hours and hundreds of thousands of pounds later we have the best in class.

The outcome for agents is unparalleled Off and On market data and market intelligence helping them be pinpoint accurate in their prospecting. With our service agents have access to 28 million plus UK homes, anecdotally one agent says it generates on average, two more appraisals a week.

A massive value is the ability to mine the not yet on the market properties, which all agents crave. Our system with advanced filters and the detailed filtering means you have a greater likelihood of being able to connect to these potential vendors and landlords. A tangible, outstanding return on investment when you need to target and nurture prospects with razor-sharp precision.'

PDI agents get more market appraisal leads using our lead magnet to power their website.

**Value Your Home
- Button**

- ✓ An excellent way to attract potential vendors
- ✓ Provide and accurate overview of current property value and other useful data

'Sitting at the heart of our four-part solution to drive more front-end business to agents is a system that brilliantly automates estate agents' most under-used asset their website.

Statistically, 68% of potential vendors and landlords look at an agent's website up to three months before selecting an agent, just to get a feel of that agent. Sadly, thousands of agents have no idea that they were there.

Knowing this PDI built a sophisticated customised branded lead magnet widget, to sit on agents' websites that convert golden opportunity visitors into solid leads. A never ending way to get fresh business with zero human input, whilst re-enforcing brand.

The zero code white labelled Instant Valuation Widget offers visitors accurate instant valuation information in return for signing up, so agencies can instantly follow up on warm leads. The critical thing is that, unlike others, PDI valuations are highly accurate, helping to win the hearts and minds of potential new customers.'

PDI agents get more instructions by winning more business at market appraisal stage.



'Agents win new instructions to sell and let for a variety of reasons, but being the agent of choice and coming across to potential vendors and landlords as their first choice agent, hinges as much on the personality of the salesperson upselling the virtues of the agency as the comprehensiveness or otherwise of the property reports given to them.

PDI knew this and looked at the whole marketplace of market appraisal reports, from the generic property portal versions that 18,000 agents can all generate and send out or show, to more bespoke versions.

And because PDI is all around getting the very best data, and using it to put together the most useful information for people who are doing property, our platform allows agents to present the definitive report. All the accurate information, valuations, comparable, and EPC intel in one place, so listers can win more business.

Compared to others our dashboard analysis or marketing reports are crammed with a deep dive, in-depth, comprehensive, unbiased valuation. Including the price per sqm, local area comparison with thousands of similar properties and sold prices/sqm.

As standard, the PDI report tool means agents have reports presented with their branding, interactive costing sections and a wealth of detail about any property. It also means if a potential client needs both a residential market appraisal and a lettings appraisal the same person can with confidence give all the information, positioning them as the property professional of trusted insight.

PDI agents get more sales by closing potential buyers with reliable data about a property's worth.

'Years ago when we started developing all of the software and putting together the operating model, the drive was to build the definitive source of truth around the exact value of a property asset.

It was to help property investors looking to invest in property like myself, know what they were buying, what it could resell for, and what it would rent out for. We found ourselves in the market to build the most accurate automated valuation model and sell its secrets to professional investors.

We amassed a huge amount of buyer-side information because our platform journey started off servicing landlords and investors. So we've been we know what they want, what they want to see when you are actually showing them the properties. They want to be looking at the numbers as well.

In lots of ways, our DNA is buyer-centric. It's ultimately having the information and presenting the data sets in a meaningful, simple-to-understand format, which agents can understand and also more importantly, their clients can so that they can actually use it.

When we had this extremely complex yet valuable system in place, and we were struggling with how to empower agents to win more business, we then had a bright idea of how we could leverage it to help our client agents close more sales and let more property. A good old fashioned more sold and let boards breeds more business approach.

The solution was to empower our agents with accurate upfront information about a property's worth along with completion prices, similar property analysis, Buy2Let intel and even return on investment data for property developers and investors.

So agents can assist homebuyers and tenants with their decision-making, giving them instant access to reliable data. Investors can review true figures for rental yield, cash flow analysis, flip analysis, local area comparison – and more.

PDI agents stand out from their competitors by giving their prospects reliable statistics on any property, whether they are buying or selling. Giving them the due diligence in a single report, saving them time and effort – and without using your team's valuable resources. Quicker decisions = Quicker sales

Comprehensive information at the tips of your fingers means decisions are made quicker and you gain a significant edge over your competition.'

Insights from data sources you can trust

HM Land
Registry



Ministry of Housing,
Communities &
Local Government

ZOOPLA

rightmove



Ordnance
Survey

OnTheMarket



Google Maps

Office for
National Statistics

Ofcom
making communications work
for everyone

Ofsted
raising standards
improving lives

New data sources are added on a regular basis allowing us
to enrich the services you get all the time.

Example Report

<https://www.propertydealsinsight.com/SampleValuationReport>



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2023 your best year ever!

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