iam property

The Estate Agent's guide to faster, more secure transactions

Helping clients move with confidence through earlier preparation, better information and greater choice.

Overview

Nearly eight in ten consumers say their property transaction took longer than they expected*.

As expectations continue to rise, Estate Agents have an opportunity to deliver something consumers increasingly value: faster, more secure transactions with greater choice.

Introduction

The property market has always been influenced by changing economic conditions, buyer confidence and consumer expectations. But today's moving landscape is evolving in another important way. Increasingly, people expect transactions to be simpler, more transparent and more predictable from the very beginning.

At the same time, Estate Agents continue to face familiar challenges. Lengthy transaction times, fall-throughs, late legal issues and rising consumer expectations all put pressure on pipelines, cash flow and client relationships.

Recent consumer research* reflects this changing landscape. More people now report that their move took longer than expected, with an increasing number saying the journey exceeded 100 days from offer to completion. Consumers also continue to tell us they value greater certainty, clearer communication and more information upfront throughout the moving process.

For modern Estate Agents, this presents both a challenge and an opportunity.

Today's clients don't all have the same priorities. Some are focused on achieving the highest possible price. Others need the certainty of a more secure sale or are working towards a specific moving deadline. Increasingly, consumers expect their Estate Agent to understand those priorities and recommend the approach that's right for them.

Delivering faster, more secure transactions isn't about rushing the process. It's about making better decisions earlier, preparing clients more effectively and removing unnecessary delays before they have the chance to disrupt a sale. Just as importantly, it's about giving consumers genuine choice, so they can select the route that best fits their circumstances and moving goals.

In this guide, we'll explore the practical steps agencies can take to build greater speed and security into every transaction. From improving preparation and communication to understanding different methods of sale, we'll look at how small changes throughout the customer journey can create a better experience for clients while helping you complete more transactions with greater confidence.

** iamproperty consumer research – July 26 (300 respondents)*

Section 1

Why speed matters more than ever

Faster transactions don't just improve the moving experience - they strengthen your business.

Long transaction times have become one of the biggest frustrations for buyers and sellers. Delays create uncertainty, increase the risk of transactions falling through and leave everyone involved feeling like progress has stalled.

While some factors remain outside an agent's control, many of the delays experienced during a transaction don't begin at exchange or completion. They build gradually through late legal preparation, missing information, unnecessary admin and decisions that could have been made much earlier in the process.

Our research* highlights the scale of the challenge. Almost one in five consumers say their move took more than 12 months from listing to completion, highlighting just how easily delays can build throughout the transaction. It's not surprising, then, that buyers and sellers continue to place a premium on clear communication, realistic expectations and greater certainty as their move progresses.

**iamproperty Consumer Research - Jul 26 (300 respondents)*

For Estate Agents, this presents a real opportunity. Agencies that can reduce unnecessary delays, prepare transactions earlier and keep clients informed throughout the process are better placed to build trust, protect their pipeline and differentiate themselves in an increasingly competitive market.

Importantly, speed shouldn't come at the expense of flexibility. Every client has different priorities, and a faster transaction can mean different things depending on their circumstances. For some, it's completing as quickly as possible. For others, it's simply removing avoidable delays while still achieving the best possible price.

Creating a faster transaction starts long before a buyer is found. It begins by identifying opportunities to prepare earlier, setting realistic expectations and recommending the right route to sale from the outset.

17%

of consumers say their move took more than 12 months from listing to completion*.

Practical tips for Estate Agents

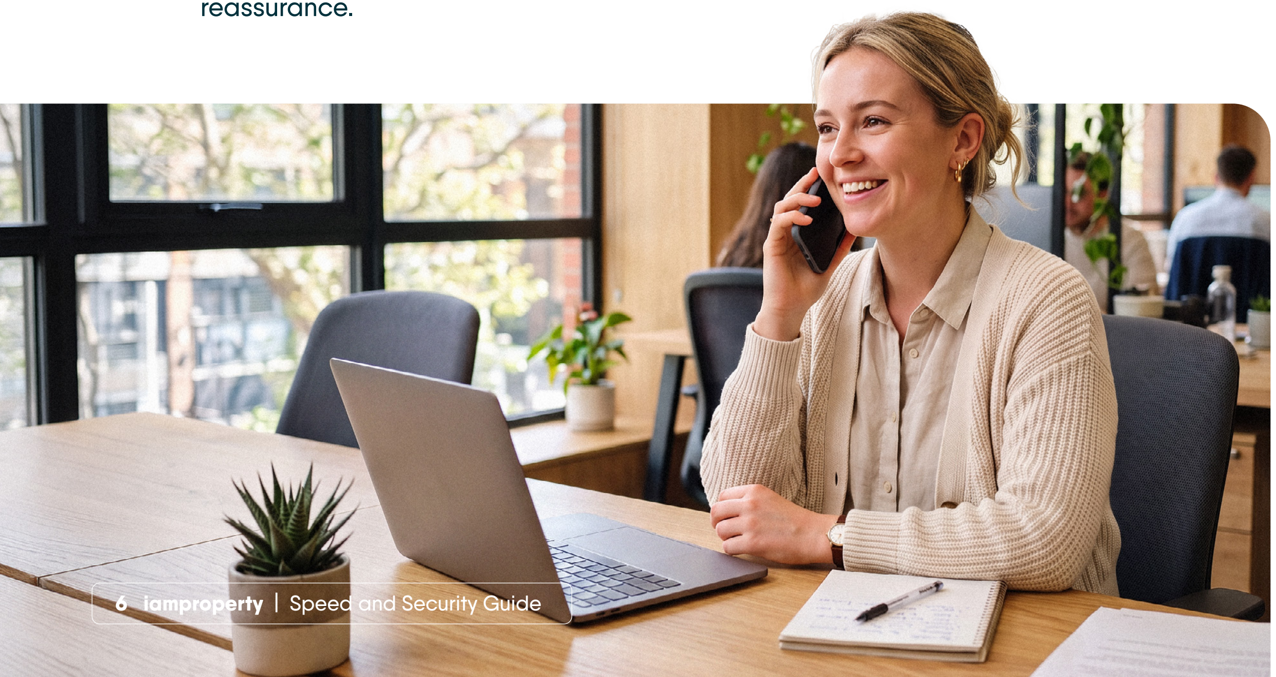
Start conversations about likely timescales during the valuation, helping clients understand where delays commonly occur.

Encourage earlier preparation wherever possible, rather than waiting until a buyer has been found.

Keep clients informed with regular progress updates, even when there has been little movement. Proactive communication helps build trust and reassurance.

Review your sales pipeline regularly to identify transactions that have stalled and intervene before delays become bigger issues.

Discuss different routes to sale depending on client priorities, recognising that speed can mean different things to different sellers.



How our solutions can help

Helping clients move faster isn't about changing one stage of the transaction – it's about improving the whole journey.

Our connected approach brings together solutions that help remove delays from instruction through to completion:

Onboarding helps prepare transactions earlier through digital onboarding, Compliance and Legal Preparation.

Sale Ready begins legal preparation from instruction, helping Private Treaty transactions progress more smoothly and complete on average up to four weeks sooner*.

Auction provides a fast, secure route for clients whose priority is certainty, with exchange-ready sellers and fixed completion times.

Where does time get lost?

- Instruction
- Waiting for client paperwork
- Legal instruction
- Searches ordered
- Searches returned
- Enquiries
- Exchange
- Completion

The opportunity isn't to rush the process. It's to bring more of it forward.

**from receipt of draft contract*

Section 2

Better advice starts with better understanding

Helping clients make confident decisions starts with understanding what matters most to them.

No two clients begin their moving journey in exactly the same position. Some are looking to achieve the highest possible price, while others are driven by timescales, certainty or a change in personal circumstances. The role of today's Estate Agent is to understand those priorities and recommend the sales approach that best supports the client's goals.

Taking time to understand a client's motivations at the beginning of the journey leads to better conversations, stronger recommendations and more confident decisions. Rather than presenting every client with the same process, Estate Agents have an opportunity to tailor their advice around individual circumstances and explain the options available in a way that's clear, balanced and easy to understand.

Understanding the client is only one part of delivering the right advice. Increasingly, technology is helping Estate Agents build a better understanding of the property too. AI-powered title analysis can surface key considerations and simplify complex legal information much earlier in the journey, giving agents greater visibility before recommending the most appropriate route to sale. Rather than replacing professional expertise, these tools support better conversations by making important information easier to understand and act upon.

Offering choice isn't about giving clients more decisions to make. It's about helping them understand the benefits and trade-offs of different approaches, so they can move forward with confidence. Whether a client values achieving the highest possible price, completing within a specific timeframe or reducing the risk of a sale falling through, the right recommendation starts with understanding what's most important to them.

For Estate Agents, this approach builds trust from the very first conversation. It demonstrates expertise, positions you as a trusted adviser and creates a stronger foundation for the rest of the transaction. By understanding what success looks like for each client, you can recommend the most appropriate route and help them move forward with confidence.

Every seller's priorities are different. Understanding what matters most from the very first conversation helps you recommend the right approach, build trust and create the foundations for a smoother transaction.

Practical tips

- Start every valuation by understanding the client's priorities before discussing methods of sale.
- Ask open questions about timescales, onward plans and previous moving experiences to understand what success looks like for that client.
- Gather information before the appointment wherever possible, so you can tailor your advice from the outset.
- Use **Market Appraisal** to capture seller motivations and priorities before the valuation, helping you deliver a more personalised and informed conversation.
- Offer the **Method of Sale Audit (MOSA)** at instruction to ensure recommendations reflect the client's priorities around speed, security and flexibility, while demonstrating compliance with The Property Ombudsman guidance.

How our solutions can help

Understanding your client's priorities is the first step towards delivering a better moving experience.

Market Appraisal helps you gather valuable insight before the valuation appointment, giving you a clearer understanding of your client's motivations before the conversation even begins. With key information captured in advance, you can focus on providing tailored advice and building trust from the very first meeting.

During **Onboarding**, AI-powered title analysis and document summaries help surface important property insights and make complex legal information easier to understand, supporting better-informed conversations before the sales journey progresses.

The **Method of Sale Audit (MOSA)** then helps ensure your recommendation is based on both the client's individual circumstances and priorities. By capturing seller preferences and providing a consistent framework for presenting different methods of sale, it supports transparent conversations about alternative routes, helps meet The Property Ombudsman guidance and provides a clear audit trail for your agency.

Section 3

Bringing key decisions forward

The sooner preparation starts, the sooner transactions can progress.

One of the biggest causes of delay isn't necessarily the work involved in buying and selling a property - it's when that work begins.

Traditionally, many key tasks don't start until after a buyer has been found. Legal instruction, gathering property information, completing compliance checks and preparing documentation often happen sequentially, creating periods where progress slows while everyone waits for the next stage to begin.

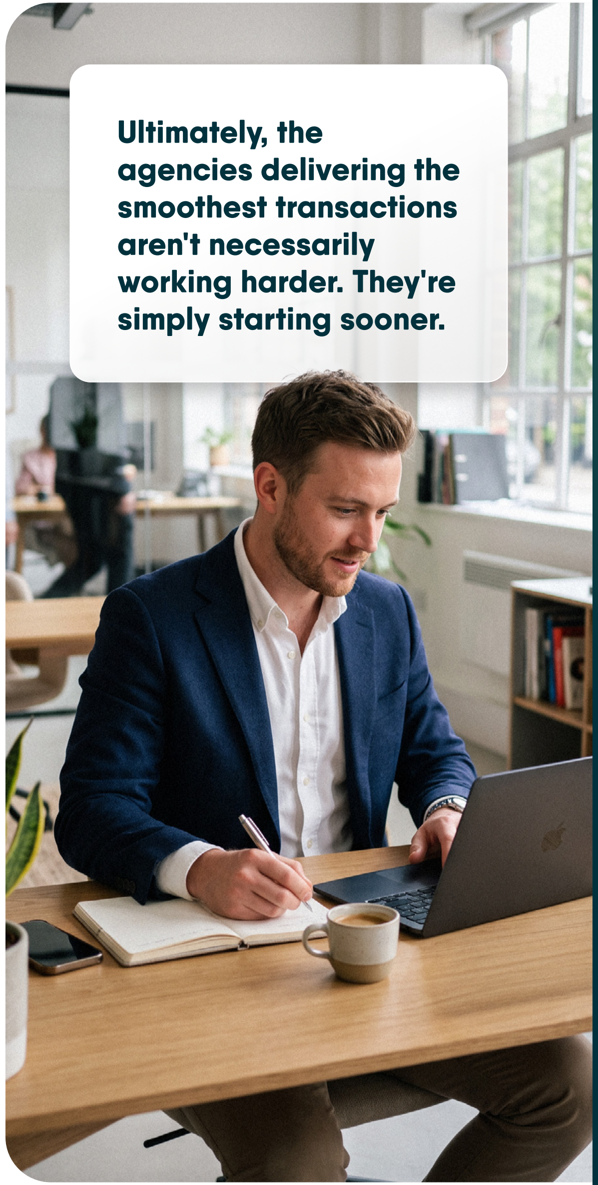
Across the industry, there's growing recognition that many of these activities don't need to wait.

By bringing preparation forward, Estate Agents can help reduce unnecessary delays later in the transaction, giving buyers and sellers greater confidence and allowing Solicitors to begin work sooner.

Preparing earlier doesn't mean creating more work. It means completing the right work at the right time, so transactions are ready to move when opportunities arise.

Whether that's capturing information during onboarding, instructing a Conveyancer earlier or identifying potential title issues before marketing begins, every step taken upfront helps reduce friction later in the process.

Ultimately, the agencies delivering the smoothest transactions aren't necessarily working harder. They're simply starting sooner.



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Practical tips

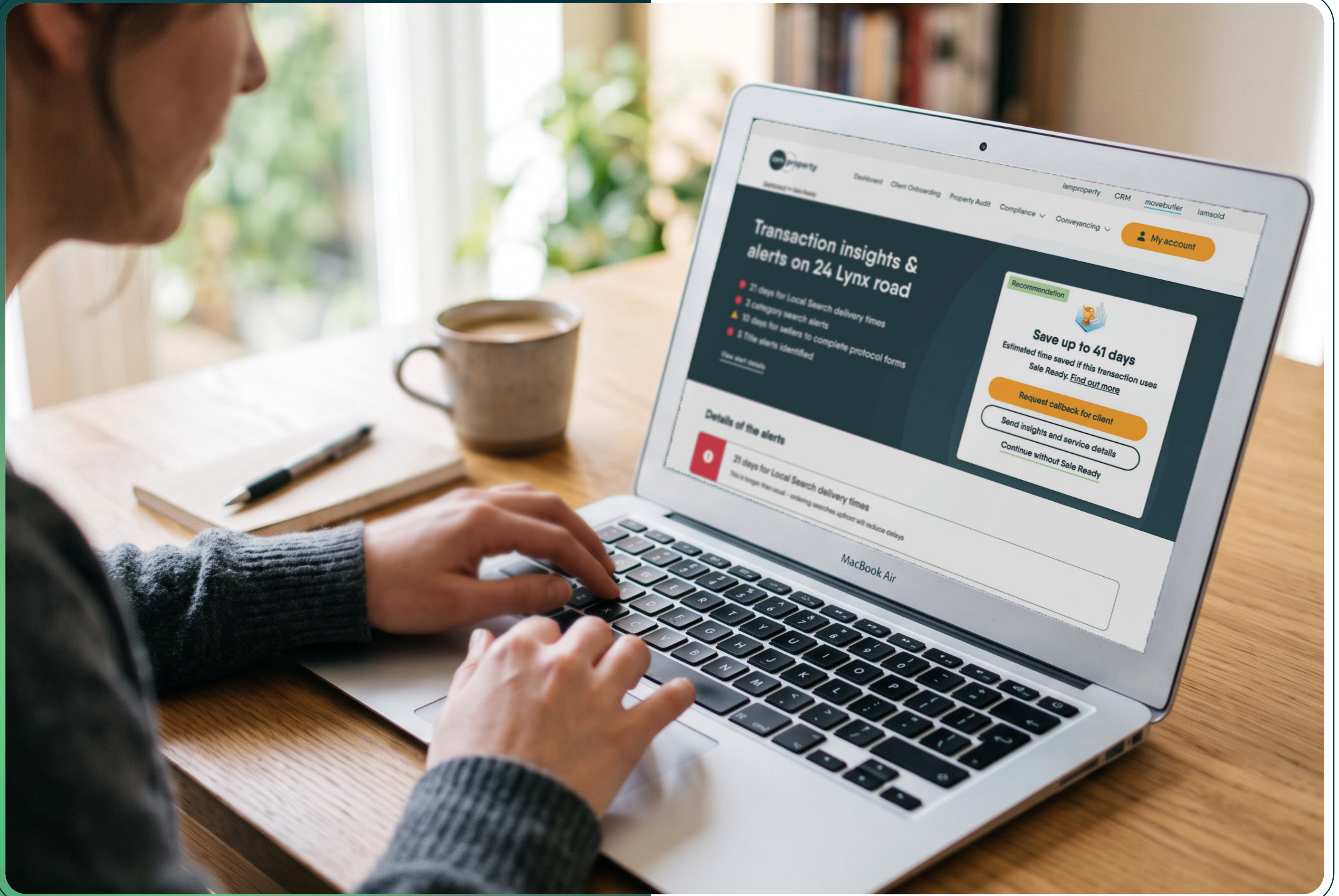
- Encourage sellers to begin legal preparation as early as possible, rather than waiting until a buyer is found.
- Capture property information during onboarding to reduce duplication and avoid delays later in the transaction.
- Complete Compliance checks at instruction so they're already in place when the sale progresses.
- Identify potential title or legal issues early, giving everyone more time to resolve them before they impact the sale.
- Explain the value of early preparation to clients so they understand how a little more work upfront can save weeks later in the process.

How our solutions can help

Preparing transactions earlier is at the heart of the movebutler Onboarding journey.

By bringing **Compliance**, **Legal Preparation** and services such as **Sale Ready** together in one connected platform, onboarding becomes more than an administrative process. It becomes the starting point for a faster, smoother transaction.

Digital onboarding helps clients complete tasks sooner, while integrated **Compliance** checks, upfront **Material Information** and **early Legal Preparation** allow key activities to begin from instruction rather than waiting until later in the process. **Title Register Insights** also help identify potential issues earlier, giving agents and Conveyancers more time to address them before they become delays.



Section 4

Building confidence through upfront information

The more you know at the start, the fewer surprises you'll face later.

Every property transaction carries some uncertainty. Questions about legal ownership, property details, documentation and potential title issues are all a natural part of the process. The challenge isn't that these questions exist - it's when they're discovered.

Traditionally, many important details only come to light after a buyer has been found, when Solicitors begin raising enquiries and reviewing legal documentation. By this stage, delays can quickly build as buyers, sellers and legal representatives work to gather information that could often have been identified much earlier.

Providing buyers, sellers and Solicitors with better information earlier creates a stronger foundation for the transaction. Buyers can make more informed decisions, sellers have greater clarity about what's required of them, and Solicitors can begin progressing the legal work sooner. The result is a more transparent process with fewer unexpected delays and greater confidence for everyone involved.

As the industry continues to embrace upfront information and earlier preparation, Estate Agents have an opportunity to reduce uncertainty before it has the chance to impact the sale. Rather than reacting to problems as they arise, agencies can help create better prepared, better-informed transactions from the very beginning.

The earlier potential issues are identified, the easier they are to resolve.

Practical tips

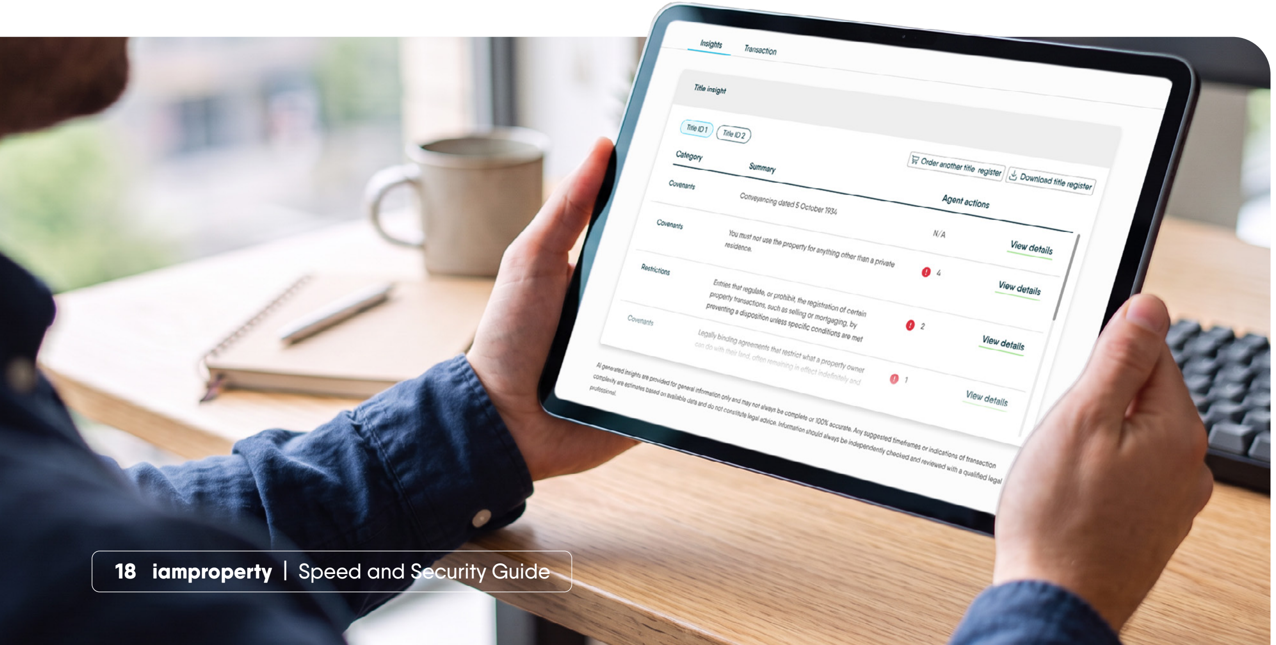
Encourage sellers to begin gathering key property information as soon as they decide to move.

Review available documentation early so any missing information can be identified before it delays a transaction.

Where appropriate, identify potential title issues before marketing begins, giving more time to investigate and resolve them.

Help clients understand that upfront information isn't about creating additional work – it's about reducing uncertainty and avoiding delays later in the process.

Work closely with your Conveyancing partners to ensure information is shared efficiently and consistently throughout the transaction.



How our solutions can help

Building confidence through upfront information is central to how our ecosystem supports faster, more secure transactions.

Technology also has an important role to play in making complex property information easier to understand. AI-powered title analysis and document summaries help surface key legal considerations more quickly, giving Estate Agents and consumers greater visibility earlier in the transaction. By making important information more accessible, agents can have better-informed conversations and help clients make decisions with greater confidence.

Sale Ready and Auction both provide buyers with key legal and property information much earlier in the transaction. While they support different methods of sale, each helps buyers make more informed decisions and enables Solicitors to begin reviewing legal information sooner. By identifying important matters earlier in the journey, these routes can reduce uncertainty and minimise avoidable delays.

For clients progressing through Private Treaty, the **Legal Preparation module** supports earlier transaction readiness by gathering Material Information during onboarding and beginning legal preparation as soon as a buyer is found, reducing delays as the sale progresses.

Section 5

Offering the right route for every client

Offering genuine choice is one of the most valuable ways an Estate Agent can demonstrate expertise. There is no single best way to sell a property – the right solution is the one that best meets your client's needs.

Today's consumers aren't all looking for the same outcome. While some sellers are focused on achieving the highest possible price, others may be looking for greater certainty, a quicker move or a simpler transaction. Understanding these priorities allows Estate Agents to recommend the most appropriate route to sale and provide advice that's tailored to each individual client.

Offering different methods of sale isn't about replacing Traditional Private Treaty. It's about giving clients genuine choice and ensuring they're aware of the options available to them. By explaining the benefits and considerations of each approach, agents can help sellers make informed decisions with confidence.

For some clients, a traditional Private Treaty sale will remain the right choice. Others may benefit from the earlier legal preparation offered by Sale Ready, while some will value the speed, security and fixed timescales of Auction. Each route has a role to play and understanding when to recommend them is key to delivering the best possible outcome.

Rather than asking which method of sale is best, the more valuable question is:

"Which approach is best for this client?"

That shift in mindset allows Estate Agents to move from selling a service to providing trusted, personalised advice.

Understanding the options

Private Treaty remains the most familiar route for many sellers, offering flexibility throughout the transaction.

Sale Ready builds on the traditional Private Treaty process by introducing earlier legal preparation and upfront information. Sellers benefit from the familiarity of a Private Treaty sale, while reducing delays and helping transactions progress more smoothly once a sale is agreed.

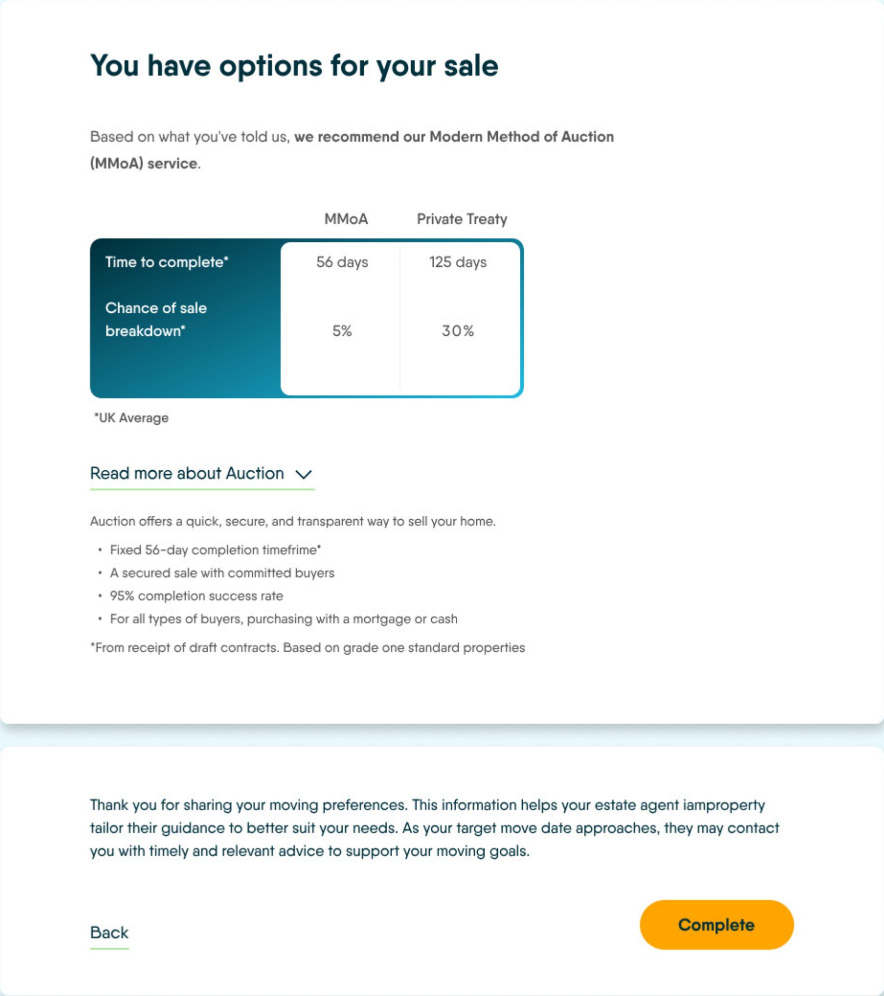
Auction provides an alternative route for clients whose priority is speed and certainty. With committed buyers, upfront legal information and fixed completion timescales, it offers a more secure and predictable path to completion.

Matching solutions to client priorities

Client Priority	Consider Discussing
Achieving the best possible price	**Private Treaty or Sale Ready**
Completing more quickly	**Sale Ready or Auction**
Greater certainty and financially committed buyers	**Auction**
Reducing delays after sale agreed	**Sale Ready or Auction**
Fixed completion timescales	**Auction**

Practical tips

- Start with the client's priorities, not your preferred method of sale.
- Explain the benefits and considerations of each route in a balanced and transparent way.
- Revisit the recommendation if your client's circumstances change during the transaction.
- Use the Method of Sale Audit (MOSA) to support consistent recommendations based on individual needs and to evidence the advice you've provided.
- Ensure your team is confident discussing all available routes to sale, so every client receives informed, impartial guidance.



How our solutions can help

Our ecosystem is designed to give Estate Agents the flexibility to recommend the right solution for every client, rather than taking a one-size-fits-all approach.

Whether that's **Private Treaty** supported by the **Legal Preparation module**, **Sale Ready** with upfront legal preparation or **Auction** for clients seeking greater speed and certainty, each route is built around the same principles: reducing delays, improving transparency and helping transactions progress more smoothly.

By bringing these solutions together within one connected ecosystem, agents can adapt their recommendation to each client's priorities while delivering a consistent, high-quality experience throughout the moving journey.

Section 6

Building an agency that's ready for the future

The agencies that thrive won't simply complete more transactions. They'll deliver better moving experiences.

Consumer expectations will continue to evolve, and so will the property market. New regulation, earlier preparation, advances in technology and AI, and increasing demand for greater transparency are all shaping the future of residential property transactions. Together, these changes are helping Estate Agents deliver more informed advice, reduce manual administration and create faster, more connected moving journeys.

For Estate Agents, the opportunity isn't simply to respond to these changes. It's to build a business that's ready for them.

The principles explored throughout this guide – understanding your clients, preparing earlier, reducing uncertainty and offering the right route to sale – all contribute to a faster, more secure moving experience. Together, they help create stronger client relationships, improve operational efficiency and deliver better outcomes throughout every transaction.

Rather than viewing these as individual initiatives, the most successful agencies bring them together as part of a connected approach to moving home.

Practical tips

- Review your sales journey regularly to identify opportunities to improve speed, transparency and security.
- Give your team the confidence to discuss different methods of sale and tailor recommendations to individual clients.
- Embed earlier preparation into your processes to reduce avoidable delays.
- Use technology to connect your workflows, rather than adding unnecessary complexity.
- Measure success through customer experience and transaction outcomes, not just completion numbers.

How our solutions can help

The strength of our ecosystem isn't simply the individual solutions – it's how they work together to support different client journeys and help agencies embed the principles explored throughout this guide. As our ecosystem continues to evolve, we're embedding intelligent automation and AI to help agents surface insights earlier, simplify complex information and spend more time delivering expert advice.

Market Appraisal and the Method of Sale Audit (MOSA) help agents understand client priorities and recommend the most appropriate method of sale from the very first conversation.

For clients choosing Private Treaty, the Legal Preparation module supports earlier transaction readiness by gathering Material Information during onboarding and beginning legal preparation as soon as a buyer is found, reducing delays as the sale progresses.

For sellers who want to maintain the familiarity of a Private Treaty sale while benefiting from greater upfront preparation, Sale Ready brings legal and property information together before marketing begins. This helps buyers make more informed decisions, enables Solicitors to start work sooner and supports faster progression once a sale is agreed.

For clients whose priority is speed and certainty, Auction provides committed buyers, fixed timescales and upfront legal information, creating a more secure route to completion and reducing the risk of fall-throughs.

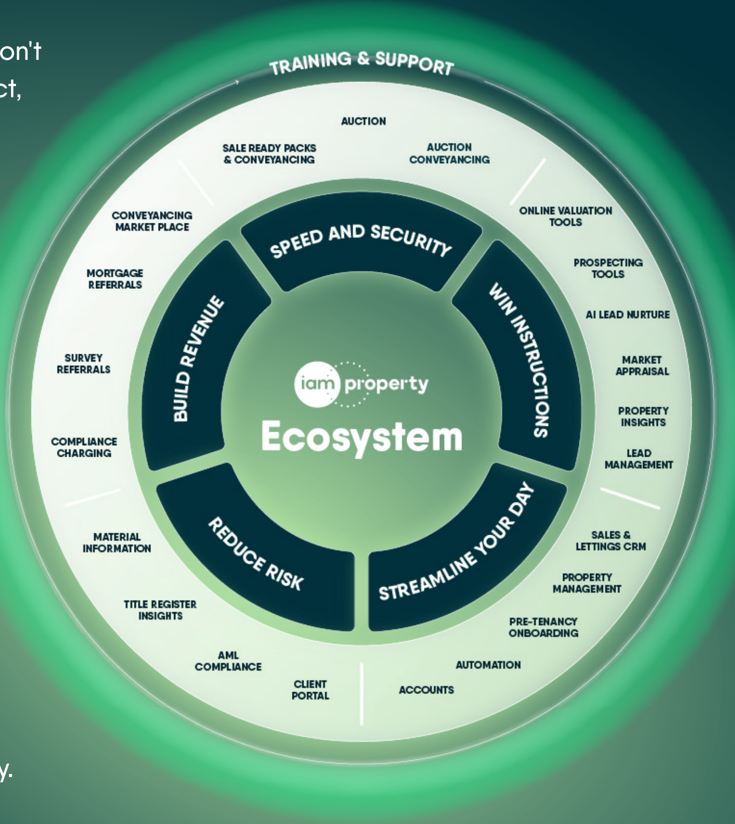
Together, these solutions give Estate Agents the flexibility to tailor their approach to every client while delivering a more connected, informed and seamless moving journey.

Looking ahead

The future of estate agency won't be defined by a single product, regulation or technology.

It will be shaped by agencies that adapt to changing expectations, embrace new ways of working and continue to put their clients at the centre of every recommendation.

By combining expert advice with earlier preparation, better information and greater choice, you can create a moving experience that's faster, more secure and built for the future of estate agency.



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