



MEDIA RELEASE

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TOP TIPS TO SECURE MORE LISTINGS FROM LOCALAGENTFINDER

LocalAgentFinder connected a record number of property owners with agents in the first five months of 2022. The number of property owners who used the platform to assess and appoint agents was up 26 per cent year on year.

With over one million property owners visiting the site each year, CEO Richard Stevens has outlined some of his top tips for agents looking to secure even more listings from the business.

"This may not come as a surprise to many but our data shows agents that engage with and respond quickly to homeowner enquiries generally have greater success. As with most technology platforms, users expect prompt responses," said Richard Stevens.

"Our average response time to a property owner enquiry is impressively 21 minutes across the board which is a testament to the efficiency of Australian agents. Agents realise that property owners utilising the platform are qualified and highly engaged - and therefore often looking to list quickly.

"It might only take an agent a few minutes to respond to a vendor, but that time can represent a very lucrative investment," said Richard Stevens.

Mr Stevens' second recommendation was for agents to ensure they have a strong and differentiated profile on the platform.

"Having a strong profile, clear unique selling points, powerful content such as videos and up-to-date commission rates are just a few examples of tactics we know help agents attract more vendors over time," said Richard Stevens.

"In the end, thousands of vendors come to the platform each week for the purpose of comparing agents so it's important for agents to put their best foot forward.

"Our research shows that there are many factors that property owners consider when choosing an agent. An agent's local expertise, the estimate of the property's value and commission rates and fees are among the top factors that property owners are looking at."

An agent's local knowledge and expertise is a key factor for property owners when selecting their agents. Agents need to ensure that the information they present via their LocalAgentFinder profile, as well as the way in which they respond to the property owner opportunities, presents them in the best possible light.

Lastly, Mr Stevens encourages agents to take a long-term approach to the platform and to make use of LocalAgentFinder's support and resources.

"LocalAgentFinder is uniquely positioned to provide agents with insights on property owners from the very beginning of their selling journey.

"We have also invested in building the capacity and expertise of our Agent Account Management & Support Team to further enhance the level of service provided," said Richard Stevens.

"We'd encourage any agents looking to extract even more value from the platform to contact us. Our team is passionate about supporting agents to generate and convert more listings," said Richard Stevens.

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