

## Find the Best Estate Agent



**You want to sell or let your property:** you're embarking on a journey that is considered by many to be one of the most stressful.

Sitting at the heart of every transaction is a very personal story and regardless of your own motivation, there's a lot at stake. Your experience will be influenced by the estate agent that you choose to guide you through the process.

**At Best Estate Agent Guide, we believe that home sellers and landlords deserve the best service and that's why we created the Best Estate Agent Guide.**

## FACT NOT FICTION

The Best Estate Agent Guide is compiled by reviewing the performance of every estate agent in the country.

### Whole of Market

All properties listed on the market online for sale or to let are tracked to build a picture of the agent's results.



### Customer Experience

Google review scores and sentiment analysis are used to measure customer satisfaction.



### Comparing Performance

Every agent in the country is scored by comparing their performance against all other agents in their area.



## BEST ESTATE AGENTS



Only the best agents in the country are awarded a rating and listed in the **Best Estate Agent Guide**.



Agents cannot pay to be listed in the **Best Estate Agent Guide**. Their rating is awarded on merit, based on a combination of customer feedback & how successfully they sell or let the properties that they list.



## THE STATS

**11,607**

estate agents  
in the country.



**3,257**

listed in the Best  
Estate Agent Guide.



**Over 70%**

of agents are not listed.  
You're improving your  
chances of getting  
the best result by  
using one that is.



## WHAT TO EXPECT

On average, agents listed in the Best Estate Agent Guide:



**Sell and let more properties**



**Achieve the shortest time to  
exchange of contract / let agreed**



**Are quickest to completion**



**Have the lowest fall through rates**



**Achieve the best price**



**Have higher review scores & more  
positive customer feedback**

### The difference in performance between the highest and lowest performing agents can be huge...

...so it's important to gather independent evidence to help you make an informed choice. Instructing an agent who displays the Best Estate Agent Guide Award Marque and is listed on [bestestateagentguide.co.uk](http://bestestateagentguide.co.uk), means you can be confident they have achieved a strong overall performance score compared to others in their area and in the country.

The Best Estate Agent Guide  
is produced by:



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Only Agents that have been listed in the Best Estate Agent Guide 2025 & have a valid licence to use the official Best Estate Agent Guide Marketing Toolkit are eligible to distribute this fact sheet.