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Wednesday 22 July, 2015

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Published On: Wed, Jul 22nd, 2015

Companies in this story: [World Archipelago](#)

Vendors cite agent 'likeability' and local knowledge as top influencing factors

A survey of vendors has highlighted “likeability” as one of the key factors behind their choice of agent.

According to the poll by World Archipelago, which builds search engines for the property industry, 75% of respondents picked “liking your agent” as a primary reason for going with a particular firm.

The top factor was “local knowledge”, with a 94% cite-rate, while 87% said having an on-line presence was vital. Interestingly, only 20% showed any interest in appearing on agents’ own websites though.

90% said the ability to provide meaningful statistics was essential, but only about half (52%) mentioned the commission fee, which seems a little odd. Even more bizarrely, only 50% said the valuation was important.

The poll also asked prospective purchasers about their online habits, and found a surprisingly high number were looking for their new pad via Google; 37% of respondents said the search giant was their “first port of call”. Rightmove got 30%, Zoopla 7% and OnTheMarket 3%...



The availability of local information was seen as critical to the on-line search facility by 73%. Top of the most wanted criteria was the ability to assess broadband speeds (73%), followed by travel times (54%) Council Tax Bands (51%), crime data (44%) and school data (34%).

Sarah Arbuthnot, Director of Client Services for World Archipelago: “Whilst we had a bit of fun over the ‘liking’ of estate agents, the underlined message here is that the Internet is ‘King’ and that means both portals and agents really need to look at their property searches in order to make sure they are delivering what today’s consumer wants and needs.

“It is interesting that whilst the Portals are deemed an essential in the buying/selling process, agents’ own websites are not. It was also interesting that vendors are now seeking meaningful, intelligent, statistics from their agents on the progress of viewings and Internet pages.”

worldarchipelago.com

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