

EA MASTERS 2023



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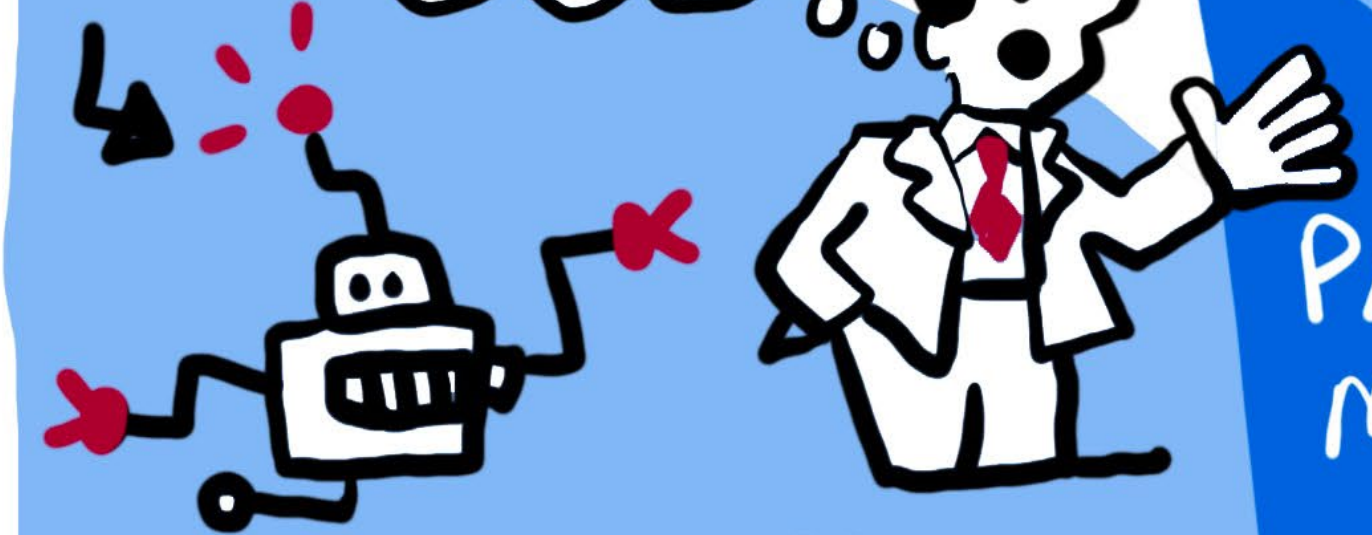
THRIVING IN UNCERTAINTY

THE FUTURE?

of ESTATE AGENCY

THE MASTERPLAN

USING THE PAPP MODEL
BEGIN WITH THE END IN MIND



AUTOMATION



INNOVATION IS KEY TO PROGRESS



WHO ARE THE BEST PEOPLE FOR THE JOB?

GOOD COMMUNICATORS WHO KNOW THE BUSINESS.



KATIE BILLANY (TWENTYEA)



THE 4 FUTURES:

DON'T BELIEVE WHAT YOU READ. DEMAND IS STILL HIGH PRICES ARE STAYING THE SAME

UP
LETTINGS
DOWN
AFFORDABILITY
DATA:

- UNDERSTAND
- ▶ LOCAL
- ▶ REGIONAL
- ▶ NATIONAL

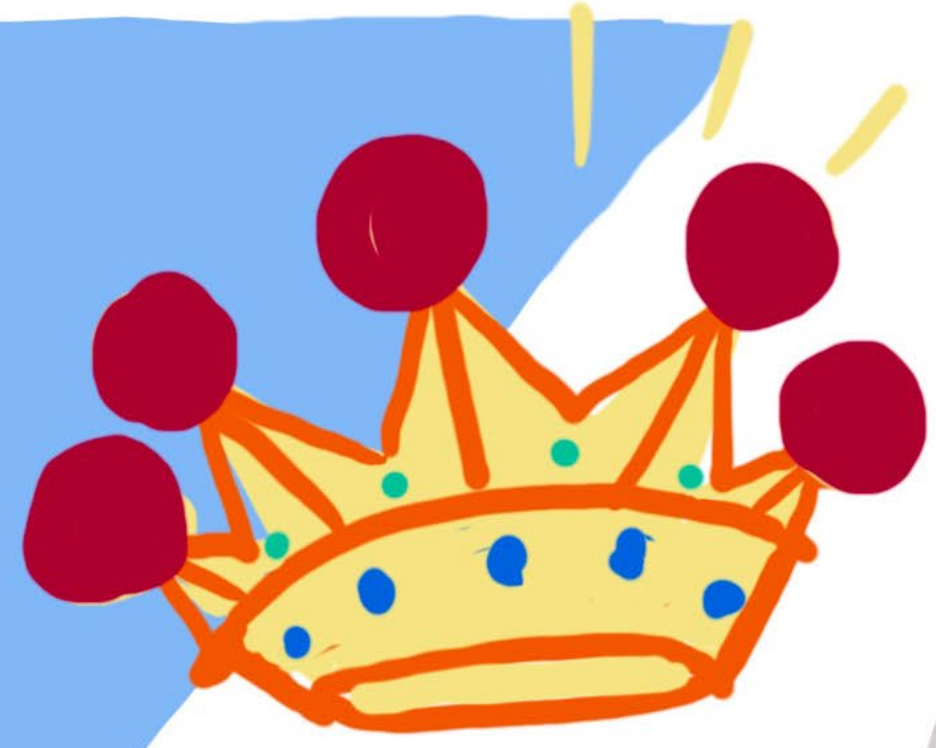


TRACKING TRENDS

EA MASTERS 2023 THRIVING IN UNCERTAINTY

JASON TEBB
CEO, ON THE
MARKET
IN MY 20 YEARS
EXPERIENCE
MUCH OF MY
LEARNING
WAS IN THE FIRST
SIX MONTHS...

"I KEPT ALL MY
LEARNINGS IN
THIS NOTEBOOK..."



"TREAT
YOUR CLIENTS
LIKE ROYALTY"



PLAN FOR
WORLD
DOMINATION!

DO THE
DIFFICULT STUFF
EARLY - & ENJOY IT
SET YOURSELF
GOALS DAILY
LEARN TO SAY 'NO'
DEFEND YOUR STOCK!
DON'T HAVE AN OPINION

"KNOW YOUR
MARKET/
FIELD/
AREA!"

CRM = BEST TOOL
FOR SUCCESS!
MARKET CHAT:
STUDY/READ/LEARN
ENTHUSIASM
CREATE AN
ENVIRONMENT
FOR COMPROMISE

MAKE OFFERS
DEADLINES
DO DEALS!
TREAT YOUR
JOB AS A BIZ.
PROFESSIONAL
CLOSER
HAVE FUN!

"10/10 IS IMPOSSIBLE,
7/10 IS A MORE
ACHIEVABLE
GOAL"



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THRIVING IN UNCERTAINTY

INNOVATE THE BUSINESS

KNOW YOUR TECH STACK



LOUISA FLETCHER
PROPTech
THOUGHT
LEADER
& WRITER

WHY INNOVATE?

- IDENTIFY THE PROCESS
- DO THE MATHS
- TRAINING FOR TECH STACK
- DO YOUR HOMEWORK

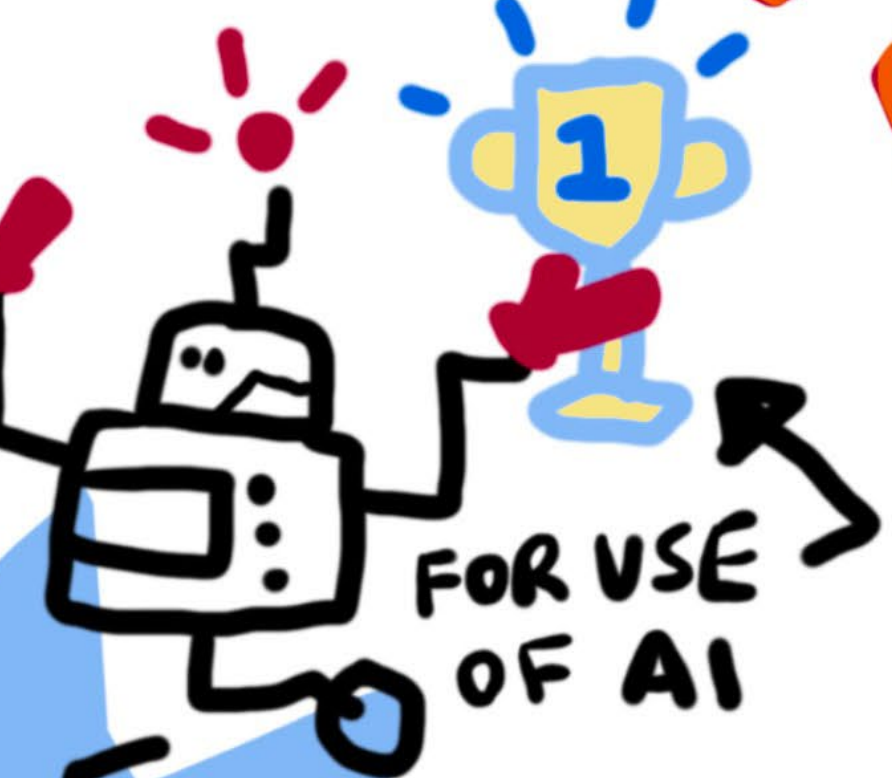
UNDERSTAND THE USP!

KEEP IT REGULAR!

STAY INFORMED!

#1

PRESTON BAKER



FOR USE OF AI

RACHEL RILEY

COADJUTE

KERFUFFLE

& THE DEPOSITARY

INNOVATION AWARDS



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THRIVING IN UNCERTAINTY

MIKE CLARE
FOUNDER,
DREAMS PLC.

CREATE
A TEAM!

I'VE ALWAYS
HAD THE
ENTREPRENEUR
SPIRIT

UNDERSTAND
WHAT MAKES
PEOPLE TICK

MOTIVATION



zzz...
SOLD IT FOR
£22m

I BUILT
DREAMS &
BEDS

THE WORLD'S
BIGGEST BED!



START
EARLY!



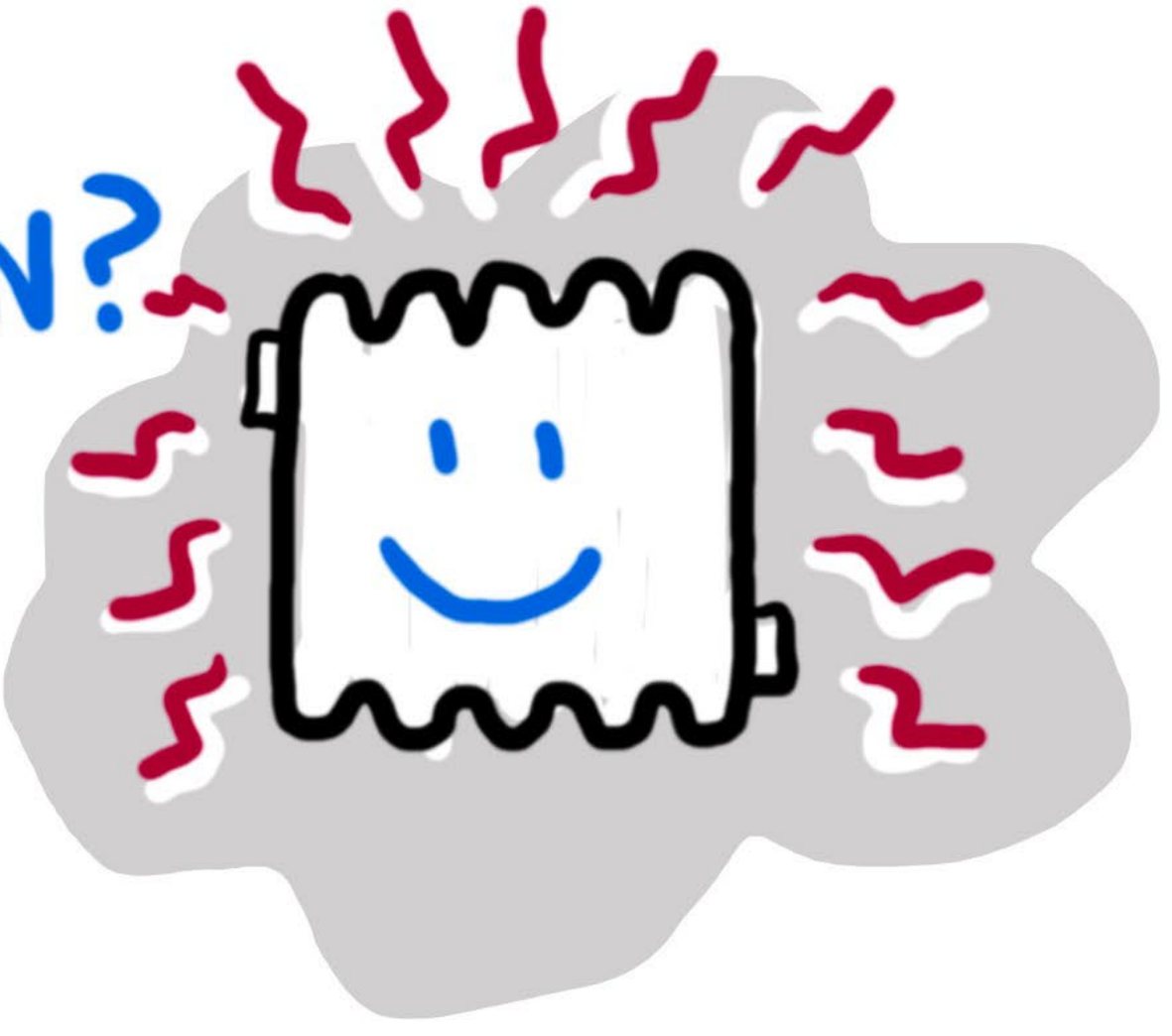
BE
POSITIVE!

RADIATE
POSITIVE
ENERGY!

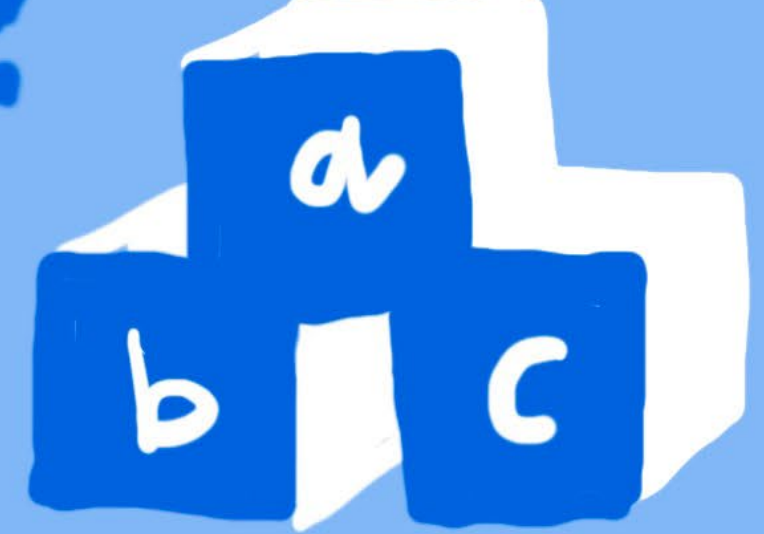
SLEEP
WELL!

BE
GOAL
DRIVEN

ARE YOU A
RADIATOR
OR A DRAIN?



PR



KEEP IT
SIMPLE



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COMMUNICATIONS



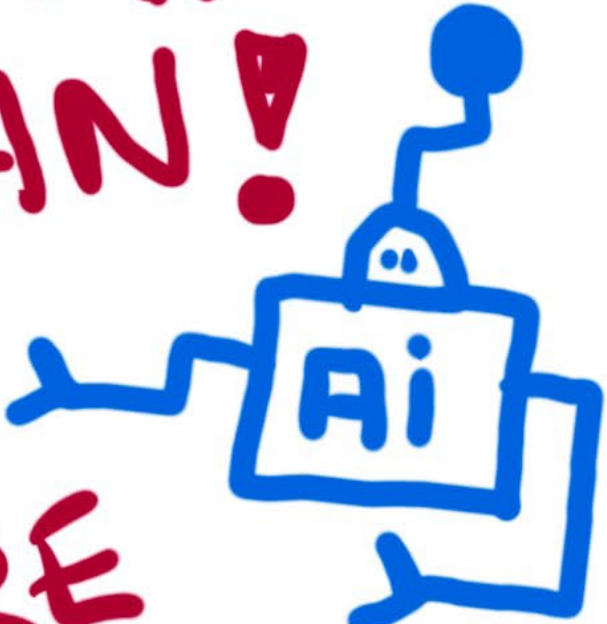
BEFORE:
IF YOU PUT AN
ADVERT ON
NEWS AT TEN
30% OF
THE ADULT
POPULATION
WOULD SEE IT

NOW

- OMNI-CHANNELS
- MORE PARTNERS & OUTSOURCING



**BETTER BRANDING:
BE MORE HUMAN!**
(LET AI DO THE
OTHER STUFF)
& FREE UP MORE
TIME FOR HUMAN
INTERACTION



"BETTER TO
EDUCATE
THE MARKET
RATHER THAN
SELL TO
THE MARKET"



BE MORE
TRUSTED EXPERT!

OLD SCHOOL:
**INSTANT
COMMUNICATION!**



FFS

- FACTS
- FIGURES
- STORIES

STORIES
ARE THE
OF WHAT
WE DO

**Automation means
ADMIN HAS GONE
FROM HOURS TO
MINUTES**

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THRIVING IN UNCERTAINTY

IS THE UK READY FOR THE SELF EMPLOYED ENTREPRENEUR MODEL?

BUILD BUZZ & TRUST IN THE BRAND

HIGH ST. & SELF-LED

BOTH WORK; THE MAIN THING IS

BRAND AWARENESS

KNOW YOURSELF
KNOW YOUR DATA
SELF EMPLOYMENT IS NOT FOR EVERYONE

MOTIVATION & BACK-UP CASH IS ESSENTIAL

ANTON BABKOV
CEO
REXLABS

AI & THE PAPP LOOP

AI HAS BEEN AROUND FOR A WHILE - THIS YEAR IT STARTED TALKING BACK ...

AI IS A MIRROR: IT REFLECTS WHAT WE SHOW IT

ARE PEOPLE WITH LESS ACCESS UNDERSERVED?



HELPED PUSHED WORKERS INTO MORE AUTONOMY

"GREAT PEOPLE MAKE GREAT AGENTS"



PRIORITISE GOOD MARKETING

'CARING IS SHARING'

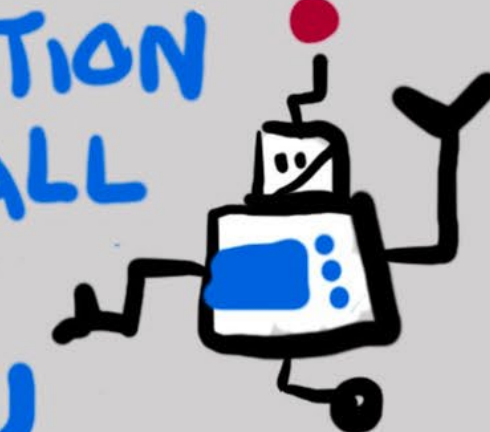


DIGITAL **SPEEDS**

THE PROCESS & LOWERS DROPOUT RATE; IT'S A

HUMAN THING

COMMUNICATION IS KEY TO ALL BUSINESS? AI LET'S YOU GET ON WITH THE INTERPERSONAL HUMAN STUFF



BEWARE OF AI WASH

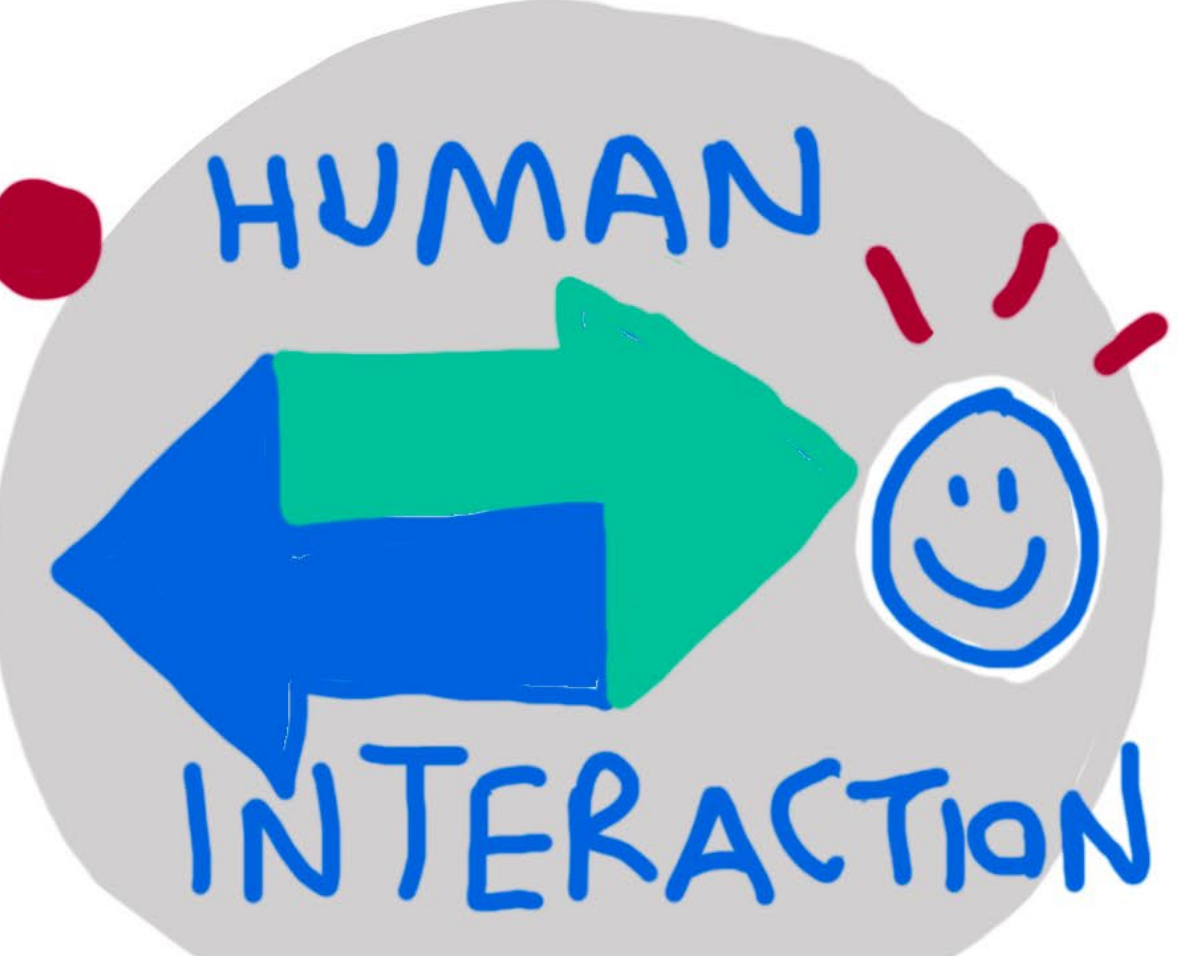
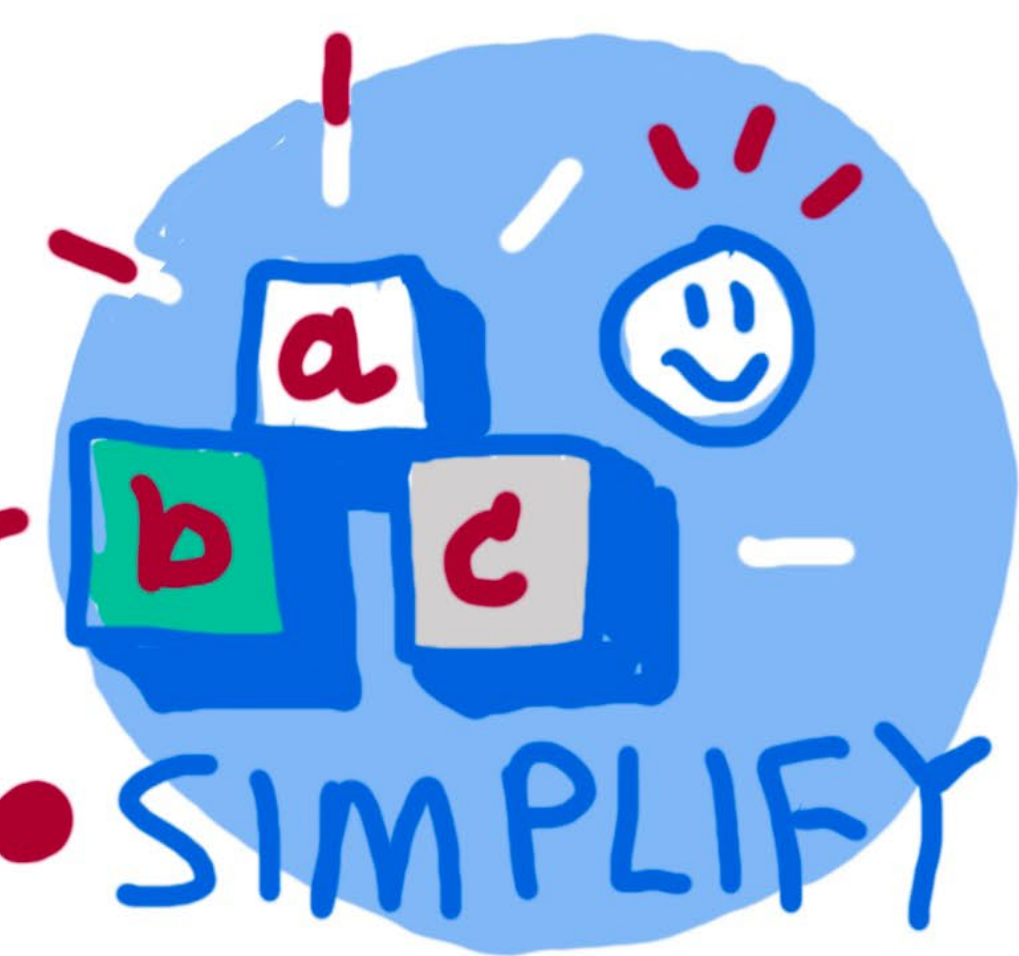
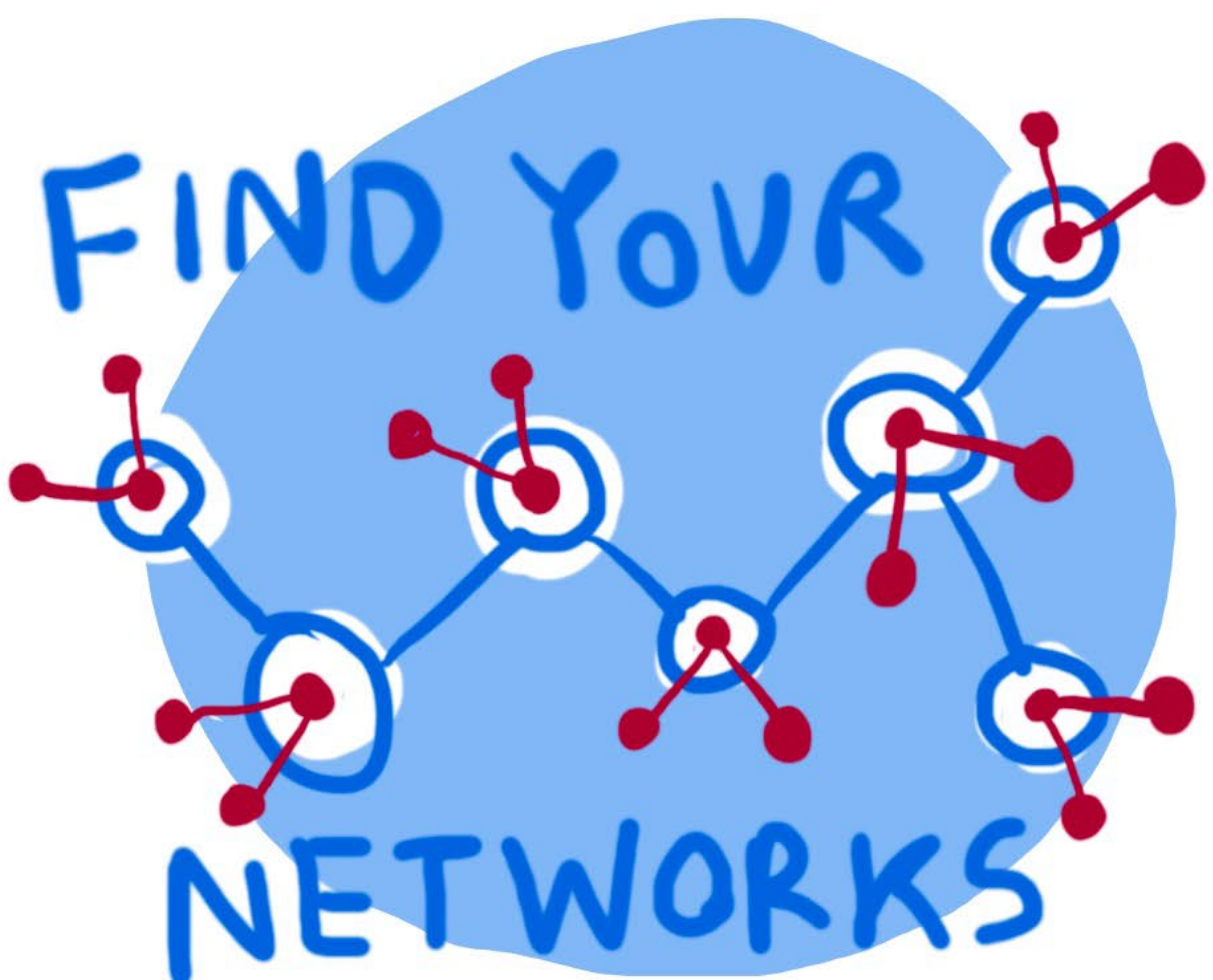
THERE'S A LOT OF HOT AIR!

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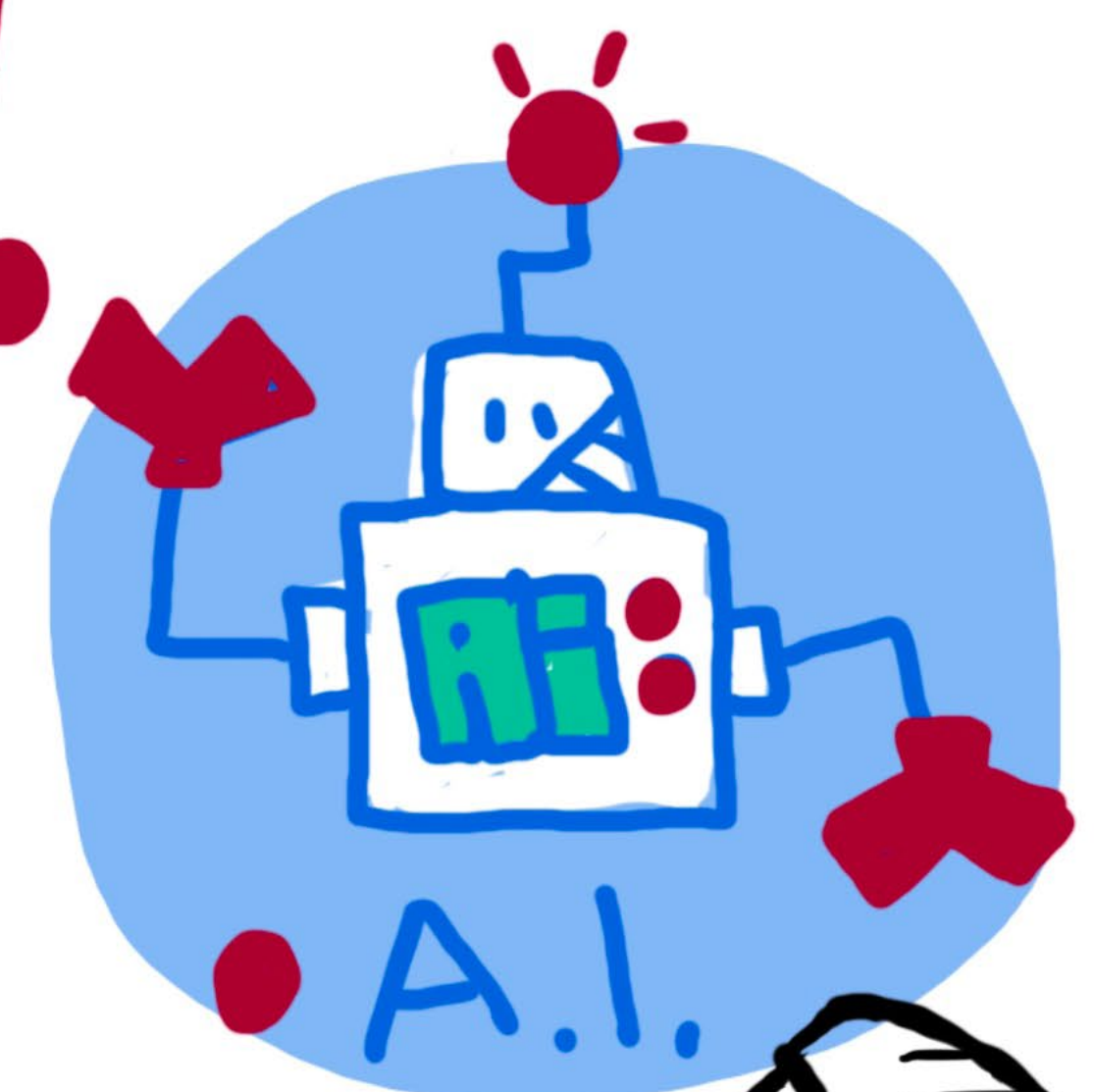
THRIVING IN UNCERTAINTY



THE FUTURE'S EXCITING
THE PORTAL
LANDSCAPE
IS AN AMAZING
OPPORTUNITIES!

AI WILL JOIN THE DOTS -
HUMANS TIME FOR THE INTERACTIVE STUFF
MORE AUTONOMY FOR AGENTS

THANKS TO AI THE MARKETS CHANGED;
PROPERTY LETS SELLS ITSELF -
PUT THE MONEY INTO EDUCATING THE MARKET



- GET STARTED
- GET SPECIFIC
- SET TARGETS
- 'NOT FOR US' LIST
- PASSION TO GROW
- CONSTANT INNOVATION
- RECOGNISE SUNK COST FALLACY
- QUESTION THE MODEL TO PIVOT
- AUTOMATE & OUTSOURCE
- KEY PRINCIPLES ARE TIMELESS
- COMMUNICATION & LEADERSHIP

PETER KNIGHT
PROPERTY ACADEMY



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