

ESTATE AGENT MARKETING

The Estate Agency Digital Marketing Scorecard

Score your agency across the six things that win valuations, on the same 60-point scale we use in our full Branch Marketing Audit. Fifteen minutes, 60 points, no sales call.

ESTATEAGENTMARKETING.UK · THE MARKETING TEAM THAT ONLY WORKS WITH ESTATE AGENTS

WHY THIS EXISTS

Every valuation you win starts online.

Long before a seller calls you, they have already checked you out on Google, on reviews, on social. By the time they pick up the phone, most have already decided which agent they trust. The problem is that most agents have never objectively scored their own digital presence, so they have no idea where they are quietly losing valuations to the agency down the road.

This scorecard fixes that. It scores you across the six pillars that actually generate valuations, not vanity metrics. It takes about 15 minutes. Be honest: score what is genuinely true of your agency today, not what you intend to do.

How to use it

1. Work through the six pillars and score every statement honestly.
2. Score each one **0 if it is not true, 1 if it is partly true, 2 if it is fully true**. Five statements per pillar, so 10 points a pillar and 60 in total.
3. Add up your pillar scores, read your band, then look at your lowest-scoring pillar. That is where your next valuations are hiding.

Per pillar, treat **0 to 3 as red, 4 to 6 as amber and 7 to 10 as green**. This is the same scale and the same 30 checks we use in the full Branch Marketing Audit, so your self-score and our audit are directly comparable.

THE SIX PILLARS

01 · Found — Google & local SEO

02 · Website — quality & conversion

03 · Reputation — reviews

04 · Social — consistency

05 · Standout — video & brand

06 · Capture & Convert — funnel & follow-up

PILLAR 01

Found

LOCAL SEO & GOOGLE PRESENCE

Vendors Google agents before they ever pick up the phone. If you are not in the top three local results, you are invisible at the exact moment someone is ready to sell.

SCORE EACH 0 = NO, 1 = PARTLY, 2 = YES · 10 POINTS AVAILABLE

We appear in Google's top-3 local "map pack" for "estate agents [our town]".

☐ 0 ☐ 1 ☐ 2

Our Google Business Profile is 100% complete: hours, services, photos and description.

☐ 0 ☐ 1 ☐ 2

We post updates to our Google Business Profile at least weekly.

☐ 0 ☐ 1 ☐ 2

We rank on page 1 of Google for our main town + "estate agents".

☐ 0 ☐ 1 ☐ 2

We show up for the surrounding villages and areas we cover, not just our main town.

☐ 0 ☐ 1 ☐ 2

QUICK WIN

Fill in every field of your Google Business Profile and add 10 recent photos. It is free and it moves the needle fast.

PILLAR 02

Website

QUALITY & CONVERSION

Your website is where a lead converts, or bounces. A slow, cluttered site quietly wastes every valuation you paid to attract.

SCORE EACH 0 = NO, 1 = PARTLY, 2 = YES · 10 POINTS AVAILABLE

Our website loads in under 3 seconds and is easy to use on a phone.

☐ 0 ☐ 1 ☐ 2

Every page has a clear “book a valuation” call to action.

☐ 0 ☐ 1 ☐ 2

We offer an instant or online valuation tool on our website.

☐ 0 ☐ 1 ☐ 2

We publish a local area guide for every patch we cover, not just a property list.

☐ 0 ☐ 1 ☐ 2

Our site carries up-to-date local market data: prices, time to sell, demand.

☐ 0 ☐ 1 ☐ 2

QUICK WIN

Write one honest area guide for your strongest patch, with real local price and time-to-sell data. It ranks, and it makes you the expert rather than another listings page.

PILLAR 03

Reputation

REVIEWS & SOCIAL PROOF

Vendors instruct the agent they trust. Reviews are the fastest, cheapest trust you can build, and the first thing a seller checks.

SCORE EACH 0 = NO, 1 = PARTLY, 2 = YES · 10 POINTS AVAILABLE

We have 50 or more Google reviews.	☐ 0 ☐ 1 ☐ 2
Our average Google rating is 4.7★ or higher.	☐ 0 ☐ 1 ☐ 2
We have received at least one new review in the last month.	☐ 0 ☐ 1 ☐ 2
We showcase our reviews on our website and social media.	☐ 0 ☐ 1 ☐ 2
We reply to every review, good or bad, in our own voice.	☐ 0 ☐ 1 ☐ 2

QUICK WIN

Text every happy client a direct Google review link the day they complete. Aim for one new review a week.

PILLAR 04

Social

CONSISTENCY & PRESENCE

Consistent social keeps you top of mind for the moment someone thinks “maybe we should move”. Sporadic posting is worse than none.

SCORE EACH 0 = NO, 1 = PARTLY, 2 = YES · 10 POINTS AVAILABLE

We post to Facebook or Instagram at least 4 to 5 times a week.	☐ 0 ☐ 1 ☐ 2
Our new listings, sales and price changes post automatically.	☐ 0 ☐ 1 ☐ 2
Our posts are consistently branded to our agency.	☐ 0 ☐ 1 ☐ 2
We are active on the platforms our vendors actually use, especially Facebook.	☐ 0 ☐ 1 ☐ 2
We post local market data and commentary, not just listings, so we look like the local expert.	☐ 0 ☐ 1 ☐ 2

QUICK WIN

Automate your property posts so the feed never goes quiet, then add one local market data post a week. Data posts get shared by people who are not even moving yet.

PILLAR 05

Standout

VIDEO & BRAND

Automation keeps you visible. Standout content wins the instruction. Video is how you become the agent everyone in town remembers.

SCORE EACH 0 = NO, 1 = PARTLY, 2 = YES · 10 POINTS AVAILABLE

We publish video content regularly: property, market updates or agent-led.

☐ 0 ☐ 1 ☐ 2

Our agents appear on camera in our content.

☐ 0 ☐ 1 ☐ 2

We create short-form video and reels for Instagram and Facebook.

☐ 0 ☐ 1 ☐ 2

Our brand looks distinct and professional, not template-generic.

☐ 0 ☐ 1 ☐ 2

Someone at our agency is visibly the voice of the local market: comment, data, opinion.

☐ 0 ☐ 1 ☐ 2

QUICK WIN

Film one 30-second agent-to-camera market update on your phone this week. Authenticity beats polish.

PILLAR 06

Capture & Convert

FUNNEL & FOLLOW-UP

Leads are worthless if you do not capture and chase them. Speed to lead is the difference between a booked valuation and a missed call.

SCORE EACH 0 = NO, 1 = PARTLY, 2 = YES · 10 POINTS AVAILABLE

We have a dedicated valuation landing page or funnel for our ads.	0 1 2
We capture interested vendors with an instant valuation or lead magnet.	0 1 2
We respond to a new valuation enquiry within 5 minutes.	0 1 2
Leads that do not book get automatic follow-up by email or SMS.	0 1 2
We know how many valuations our marketing produced last month, by number.	0 1 2

QUICK WIN

Set an instant alert and a 5-minute response rule for valuation enquiries. Most agents take hours, and lose the lead.

YOUR RESULT

Add up your score.

Six pillars, 10 points each, 60 in total. Then find your band below.

0–22

You are leaking valuations

The foundations are not there yet, which means the fastest wins are all in front of you. Every pillar has easy gains waiting.

23–38

Inconsistent

You do some things well, but the gaps are quietly handing valuations to competitors. Fix your two lowest pillars first.

39–50

Strong

You are ahead of most agents. Tighten the remaining gaps, especially capture and follow-up, to pull clear of the pack.

51–60

Market leader

Rare air. Protect it, and pour fuel on what is already working to dominate your patch.

WHATEVER YOUR TOTAL, DO THIS NEXT

Look at your lowest-scoring pillar. That single area is where you are losing the most valuations right now, and it is usually where the quickest win is. Start there.

FREE BRANCH MARKETING AUDIT

Want this done properly, for you?

This scorecard is the DIY version. Our free Branch Marketing Audit is the done-for-you one, and it is genuinely free with no obligation. We score your actual online presence with real data across all six pillars, we mystery-shop your own valuation enquiry, and we show you the three fastest wins for your branches, mapped to what they would be worth in valuations and instructions.

- Your score across all six pillars, benchmarked against the best agents in your area
- A mystery shop of your valuation enquiry response, timed start to finish
- Your three biggest opportunities, with the valuations they could unlock
- A clear, no-pressure plan, whether you work with us or not

Book your free branch marketing audit

estateagentmarketing.uk · 0121 318 6796

ESTATE AGENT MARKETING · THE MARKETING TEAM THAT ONLY WORKS WITH ESTATE AGENTS