

ILLUSTRATIVE EXAMPLE: SAMPLE AGENCY AND FIGURES

Example Agents · 12 offices · 26 home patches · April 2025 to August 2026

318 instructions Example Agents started, and another agent finished

Sprift Analyst traced every home live with Example Agents in its 26 home patches since February 2025 to its HM Land Registry completion. Of **1,512 completions** between April 2025 and August 2026, **1,118** completed with Example Agents, **318** with another named agent and **76** with no agent on record. That is **21.0%** to another agent, against **26.4%** for all other agents in the same patches and **15.1%** for Test Estates.

318

Completed by another agent,
21.0% of the 1,512 traced

c.£0.38m

Fees on the gap to the Test
Estates rate, c.89 homes at a
£430,000 median and 1% fee

35.7%

Available stock past 16 weeks,
302 of 845 listings

Illustrative model, not a forecast: $(21.0\% - 15.1\%) \times 1,512 \text{ homes} = c.89 \text{ homes} \times £430,000 \text{ median} \times 1\% \text{ fee} = c.£382,700$ over April 2025 to August 2026. It does not account for patch mix, cost or competitor response, and c.52 homes remain once homes listed with both agents at once are excluded. Substitute your actual fee to rescale. 16 weeks is Sprift's assumed contract length.

Where the 318 went



- 142 had reached sale agreed with Example Agents
- 131 moved to another agent after the listing ended
- 45 were live with both agents at once

Checked before quoting

Completions traced	1,512
Completed with Example Agents	1,118
Completed with another agent	318
No agent on record	76
Total re-added	1,512

How Sprift Analyst built this report

01

Mapped all 12 offices to
their portal listings

02

Matched every listing
to its HM Land Registry
completion

03

Ranked the agency in
each of its 26 home
patches

04

Checked every figure
before quoting, totals
re-added

Six more views from the same data

Every view below comes from the same traced listings and completions. In the full report each one is broken down by office.

01

Completions league

Completions in the home patches, 12 months to August 2026

1	Test Estates		889
2	Example Agents		789
3	Sample Properties		734
4	Test & Associates		652
5	Sample Property Services		500

Example Agents ranks second by completions in its patches, 100 behind Test Estates.

02

Share by patch

Share of live listings in each of the 26 home patches

AA1 17.3%	AA2 16.6%	AA3 12.6%	AA4 15.2%	AA5 10.4%	AA6 15.3%	AA7 18.4%	AA8 14.6%	AA9 11.9%	AA10 12.7%	AA11 14.9%	AA12 11.1%	AA13 12.8%
AA14 13.2%	AA15 17.2%	AA16 17.1%	AA17 16.2%	AA18 9.6%	AA19 13.0%	AA20 12.5%	AA21 16.0%	AA22 12.6%	AA23 17.7%	AA24 13.8%	AA25 15.7%	AA26 18.0%

Share runs from 9.6% to 18.4%. The four largest patches (outlined) carry the lowest share.

03

The typical instruction

From Sprift property records

3 bedrooms

c.950 sq ft

Council tax Band C

Owned 11 years

Three-bedroom homes make up the largest share of instructions, and the full report shows where share, speed or price on them trails the patch.

04

Price reductions against rivals

Weeks from listing to the last price reduction

Example Agents 11.8 wks

Rivals 7.9 to 11.2 wks

Share of completions reduced

Example Agents 37.1%

Rivals 32.9% to 37.4%

Reductions come later than every rival's, at a rate near the top of the rival range.

05

Stock past contract length

Available stock by weeks since listing

35.7%

of available stock has been listed more than 16 weeks: 302 of 845 listings, on the recorded listing date.

06

Pre-market pools and a two-year view

Modelled at current share, not a forecast

c.84

instructions over the next 24 months at today's share, from homes in the patches owned 15 years or more or previously withdrawn. The model describes the pool; it does not say which owners will sell.