

A dark blue map of the United Kingdom is overlaid on a lighter blue background. The map is populated with numerous small, light blue circular markers of varying sizes, representing property market data points across the country. Some markers are significantly larger than others, indicating higher activity or volume in those areas. The markers are distributed across all four nations of the UK, with a notable concentration in the southeast and south of England.

# State of the **Property Nation**

Zoopla

**2020**

# Chapter 02

## The tech effect

# Introduction

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## Welcome to the State of the Property Nation 2020.

We surveyed more than 6,000 renters and buyers, and 675 letting and estate agents\*, to generate a holistic view of the UK market.

In this chapter we're talking digital. Where do agents see opportunities for digital growth? And just how integral are portals and apps to agent and consumer mindsets?

Make sure you're **signed up** to get notified as chapters are published, and we'd love to hear from you – follow us on **LinkedIn** to be a part of the conversation.

\*State of the Property Nation research was conducted in November 2019.

# Part 1: Growth in digital marketing ambitions among agents

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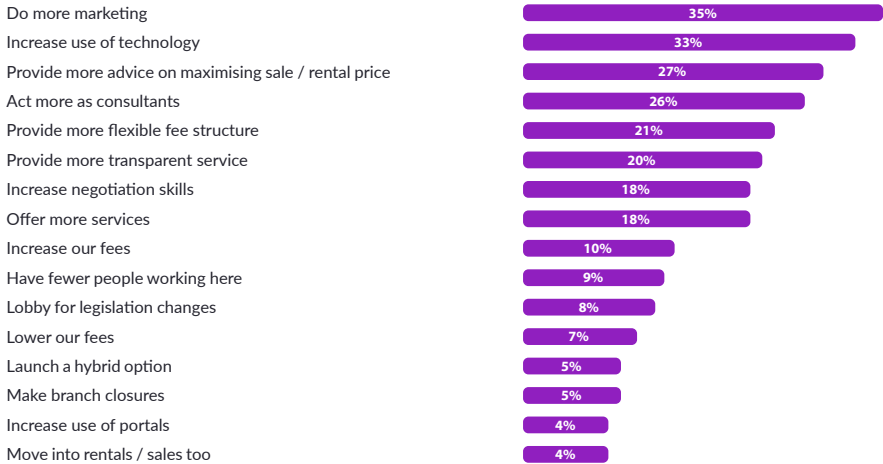
Estate and letting agents are unified in their priorities for driving lead generation. For both segments, growing their use of technology is second only to increasing marketing activity – and inevitably the two overlap.

In terms of technology, nearly two-thirds (65%) of those surveyed are keen to harness social media to promote listings. Over half (53%) are also looking to boost their digital and email marketing credentials.

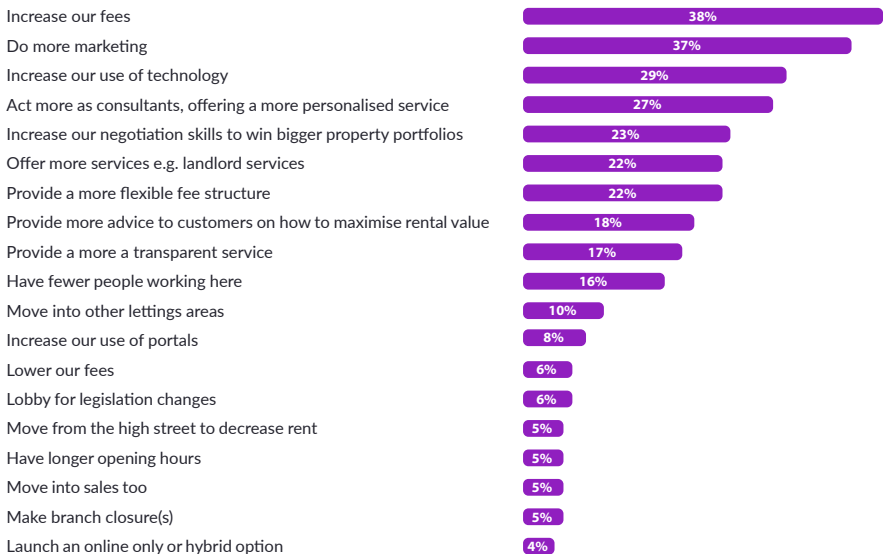
There is some evidence that agents' social media priorities match consumer trends. Some 12% of browsers now use Facebook for property searching – up from 8% a year ago.

Similarly, nearly 1 in 10 (7%) of those we surveyed now do the same on Instagram – still a small number, but one that has nearly doubled in a year.

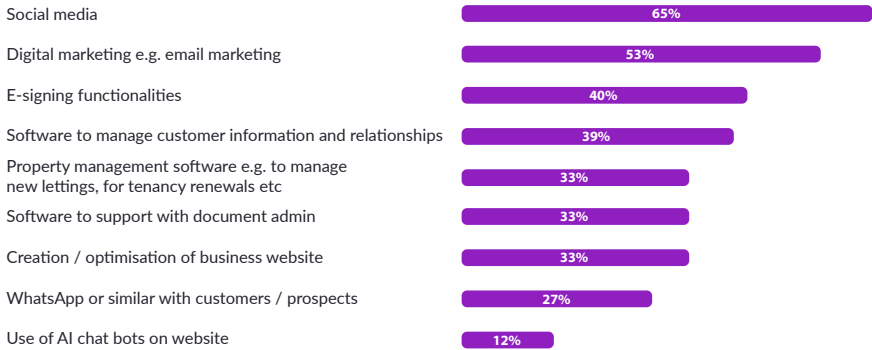
## Actions likely to be taken (estate agents)



## Actions likely to be taken (letting agents)



## Technology agents will use more

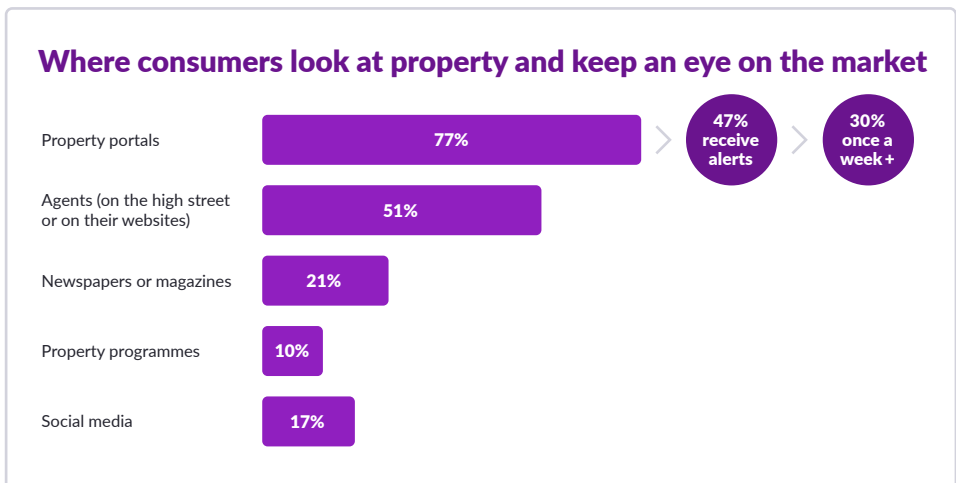


# Part 2: Consumers and agents share views on portals

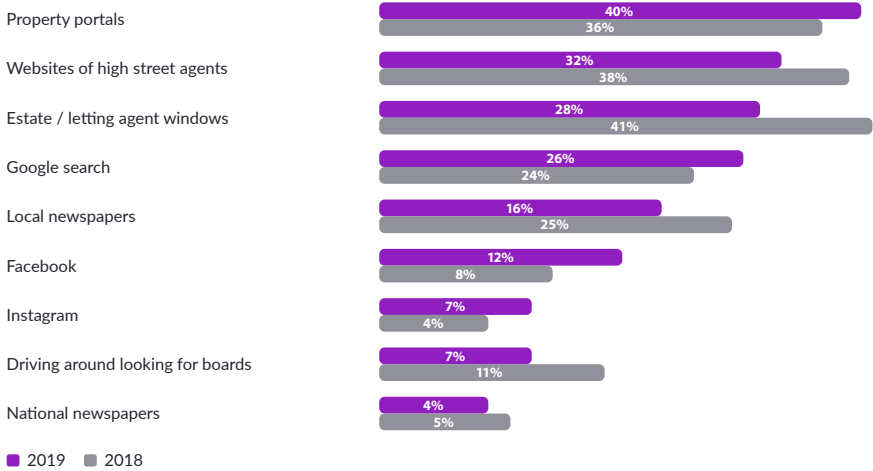
Agents affirmed that portal presence was important to them. Of the agents we spoke to, nearly six out of ten (59%) said it was their primary marketing priority, with a further 25% saying it was in their top three priorities.

And the emphasis on portal presence is working – with nearly half (48%) of landlord and seller leads, and nearly two-thirds (65%) of renter and buyer leads coming in through the portal route, according to those surveyed.

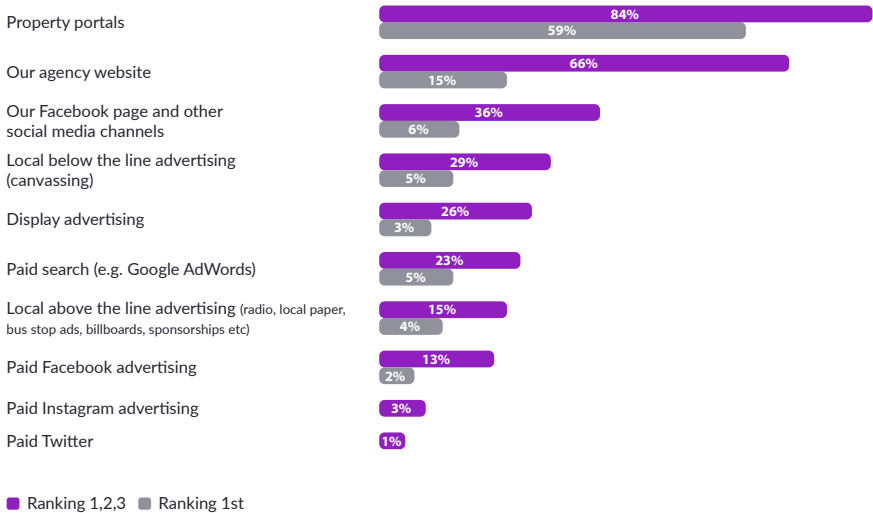
Property portals, such as Zoopla, are firmly implanted in the consumer mindset, with more than three-quarters of respondents (77%) using them to browse, and nearly half going further and actively receiving property alerts from a portal.



## Platforms on which consumers most recently looked for property



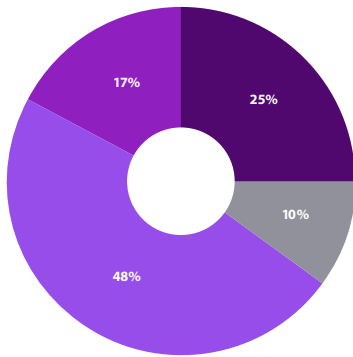
## Importance of marketing activities



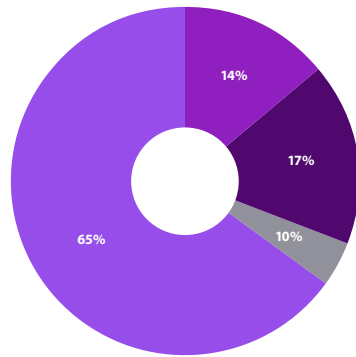


## The majority of leads are coming from the portals

Proportion of seller / landlord leads



Proportion of buyer / renter leads



■ Via portals ■ Direct (via online enquiry) ■ Direct (via phone or through the door enquiry) ■ Other

# Part 3: Apps a key part of ‘upsizer’ browsing behaviour

Property apps have matured to become an integral part of the property browsing experience.

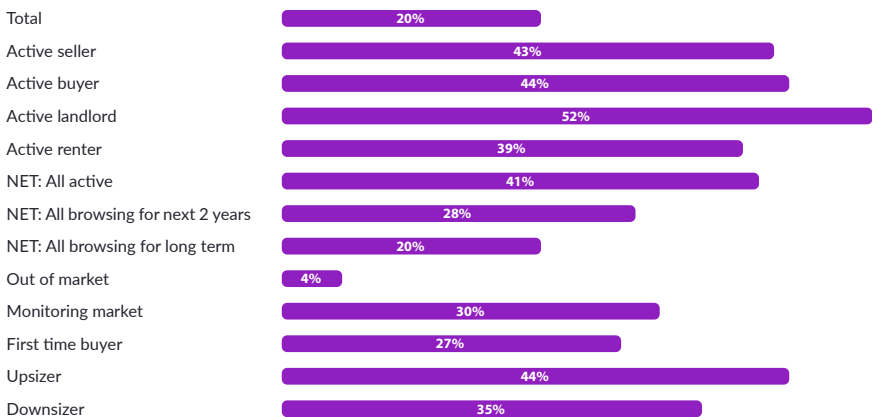
A fifth (20%) of consumers we polled have a property app on a device, whether they’re active in the market or not – and they’re using them on average 4.8 times per week.

Of buyers active in the market, ‘upsizers’ (those selling up and

buying a larger home) are the ones driving app use, with 44% having a property app installed.

The Zoopla app saw 1.4 million downloads across 2019 and session length is increasing year-on-year. This seems to demonstrate consumer appetite for lengthy, regular in-app browsing.

## Percentage who have property app on phone/tablet



# Conclusion

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People are spending increasing amounts of time in a variety of digital environments.

And the property industry is reacting to this. Boosting digital marketing and social media capabilities is climbing up the priority list for agents.

We also found increased evidence of portal prioritisation among them. A clear majority of renter and buyer leads – and a sizeable chunk of seller and landlord leads – are now driven directly by portals.

On the consumer side, property apps are now a mainstay on mobile devices. And these consumers are using them several times a week – whether they're in-market or not.

Of those committed to buying, 'upsizers' are most likely to use property apps as part of their buying journey.

All of this motivates us to drive meaningful digital innovation for our agent partners and consumers, through products such as AdReach and Zoopla Valuation Tool.

These products will help bolster agents' digital strategies and ultimately the number of leads coming in through these routes.

Zoopla