

## FOR IMMEDIATE RELEASE

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**Yomdel Property Sentiment Tracker – Residential property enquiries seen cooling; landlords recover some of previous week’s losses.**

*Estate agent website traffic and leads remain at record highs, while vendor-buyer imbalance closes.*

### TRENDS REMAIN MOSTLY HIGH

New Vendor enquiries: DOWN 5% (last week DOWN 8%) **(25% ABOVE AVERAGE, 8% BELOW 2020)**

New buyer enquiries: DOWN 11% (last week DOWN 5%) **(42% ABOVE AVERAGE, 32% BELOW 2020)**

New landlord enquiries: UP 14% (last week DOWN 23%) **(3% BELOW AVERAGE, 37% BELOW 2020)**

New tenant enquiries: DOWN 3% (last week FLAT) **(25% ABOVE AVERAGE, 46% BELOW 2020)**

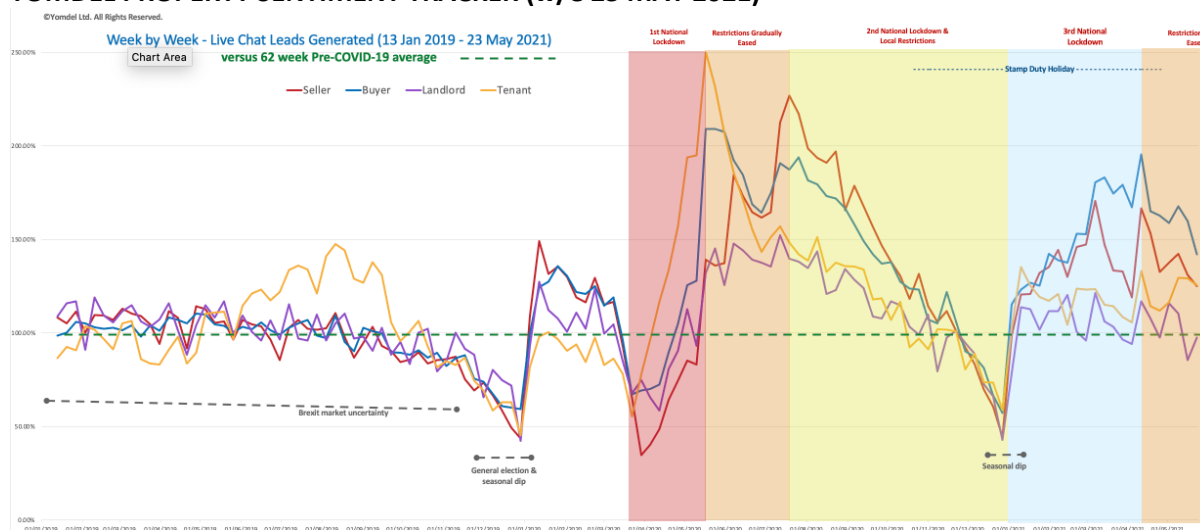
**23 MAY 2021.** The long-awaited relaxation of coronavirus restrictions and the reopening of hospitality and other businesses saw new enquiries to UK residential estate agents slow in the past week, with buyers dropping fastest to help redress significant supply imbalances and landlords bucking the trend to claw back more the half of the losses sustained the previous week, the latest data from the [Yomdel Property Sentiment Tracker](#) (YPST) showed.

With market activity still at extraordinarily elevated levels, the impending initial stamp duty holiday deadline at the end of June appeared to be putting a damper on activity, with buyers dropping 11%, while the reopening indoors of pubs, clubs and restaurants for the first time this year seemed to be more attractive than visiting estate agent websites.

But the picture online also remained buoyant, with visitors to own-branded estate agent websites dipping slightly but remaining a very strong 39% above the pre-Covid 62-week average totals. The numbers of people using live chat and converting to new business opportunities were some 27% and 35%, respectively, above the average.

Yomdel provides 24/7 managed live chat services to 3,800 estate agent offices in the UK, handling more than a 2m chats per year. It has analysed the data and leads captured in live chat going back to January 2019, up until week ending 23 May 2021. The website visitor data is a sample across major estate agency groups in the UK and covers in excess of 53 million unique website visits back to January 2019.

### YOMDEL PROPERTY SENTIMENT TRACKER (w/e 23 MAY 2021)



View and download this graph at: <https://www.yomdel.com/property-sentiment-tracker>

“For many people it’s probably been a simple choice – go and have a pint with their mates, or visit an estate agent website. It’s hardly surprising which way they went after on long being locked down. But we also cannot discount the impact of the impending reduction in the stamp duty relief at the end of June and it’s inevitable that this will dampen some buyer enthusiasm,” said Andy Soloman, Yomdel Founder & CEO.

“This may herald some relief for hard-pressed agents grappling with stock shortages, but while the market remains buzzing, there are strong indications that activity levels will continue to cool meaning finding ways to build the future pipeline is going to take up more and more attention,” he added.

The YPST methodology establishes a base line average shown as 100% or 100, calculated according to average engagement values over the 62 weeks prior to the first national lockdown on 23 March 2020, and plots movements from there according to the volumes of people engaging in live chat, their stated needs, questions asked, and new business leads generated. Data is measured over full 24-hour periods.

New vendors fell 4.64%, or 6.08 points, to end the week on 124.88, some 25% above the average, 8% below the same week last year at the beginning of the initial lockdown, and 29% above the equivalent week 2019.

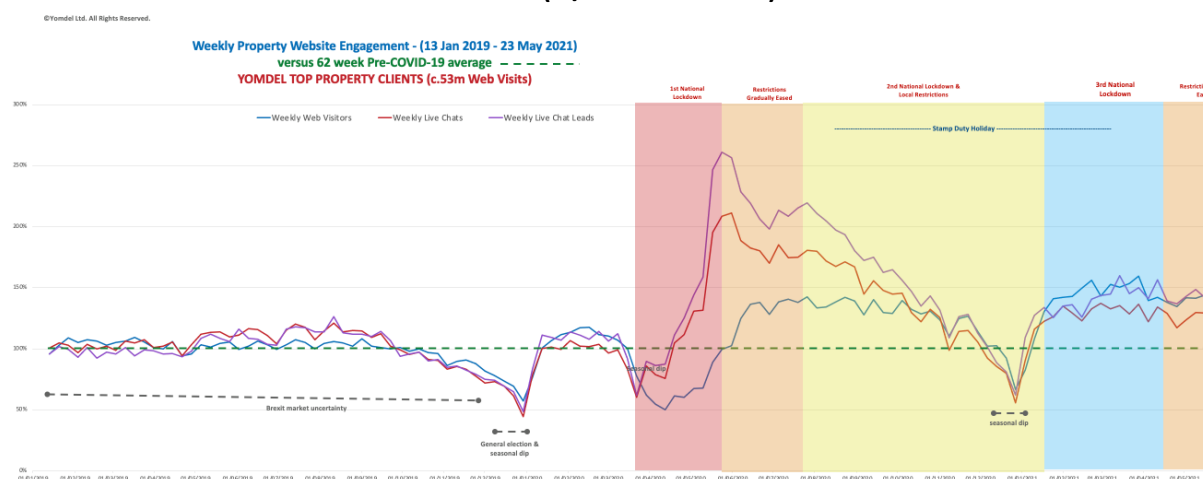
Buyers slumped 11.12%, or 17.75 points, to close at 141.96, 42% above the pre-covid-19 average, 32% below the same week 2020 and 42% higher than the equivalent week 2019 before coronavirus hit.

Landlords recovered 13.92%, or 11.91 points, to 97.46, some 3% below the average, 37% lower than the same week last year, and 2% lower than the same week 2019.

Tenants dropped 2.90%, or 3.7 points, to close at 125.45 some 25% above the pre-covid-19 average, 48% lower than the same week last year, and 30% higher than the equivalent week 2019.

*The following graph looks at the relationship between website visitor volumes, live chat volumes and the volume of leads generated. The data samples more than 53 million visitors to estate agent websites from Jan 2019 – 23 May 2021 and shows how web traffic (blue line) is 40% higher than the same week last year. The volume of people using live chat (red line) and the numbers of new business leads captured (purple line) are 27% and 35%, respectively, above the pre-Covid 62-week average.*

### YOMDEL ESTATE AGENT WEBSITE TRACKER (w/e 16 MAY 2021)



View and download this graph at: <https://info.yomdel.com/property-website-tracker>

A downloadable pdf copy of this full release can be found at: <https://www.yomdel.com/media>

**Contact:**  
 Andy Soloman

Founder & CEO, Yomdel  
+44 7928 542917  
[andy.soloman@yomdel.com](mailto:andy.soloman@yomdel.com)  
@yomdel

**NOTES TO EDITORS:**

About Yomdel Property Sentiment Tracker (YPST)

The Yomdel Property Sentiment Tracker was launched for week ending 12<sup>th</sup> April 2020 and is published weekly on Tuesday for at least the duration of the COVID-19 pandemic and any periods of restricted business activity. The YPST methodology establishes a base line of 100 calculated according to average values over the 62 weeks prior to the initial lockdown on 23<sup>rd</sup> March 2020, and plots movements from there according to the volumes of people engaging in live chat, their stated needs, questions asked, and new business leads generated. Data is measured over full 24-hour periods. YPST gives a set of unique real-time insights into how consumers are thinking and behaving.



About Yomdel

Yomdel, part of [BriefYourMarket](#), is based in Billingshurst in West Sussex and was the first company in the UK to offer 24/7 managed live chat services, and also offers mystery shopping and a range of experiential and customer research services. Yomdel clients have live chat software and fully trained operators standing ready to engage with website visitors 24 hours a day, 365 days a year.

Yomdel's live chat services can be used on any website for online sales, lead generation or customer service and support. Companies that can benefit from Yomdel include everyone from very small, low traffic private businesses, global corporations, public bodies and charities.

Yomdel is the market leader in live chat for estate agents, and also works across multiple sectors including removals, storage, travel, consumer redress, financial services, charities, medical, legal and many more.

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