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Yomdel Property Sentiment Tracker – Buyer imbalance extends as vendors lose more ground in cooling market; landlords hit 2-year seasonal low

Estate agent website traffic remains buoyant, but new leads settling towards historic levels

TRENDS MOSTLY HIGH, BUT DROPPING

New Vendor enquiries: DOWN 14% (last week DOWN 5%) **(8% ABOVE AVERAGE, 21% BELOW 2020)**

New buyer enquiries: DOWN 5% (last week DOWN 11%) **(35% ABOVE AVERAGE, 35% BELOW 2020)**

New landlord enquiries: DOWN 12% (last week UP 14%) **(14% BELOW AVERAGE, 31% BELOW 2020)**

New tenant enquiries: DOWN 8% (last week DOWN 3%) **(15% ABOVE AVERAGE, 44% BELOW 2020)**

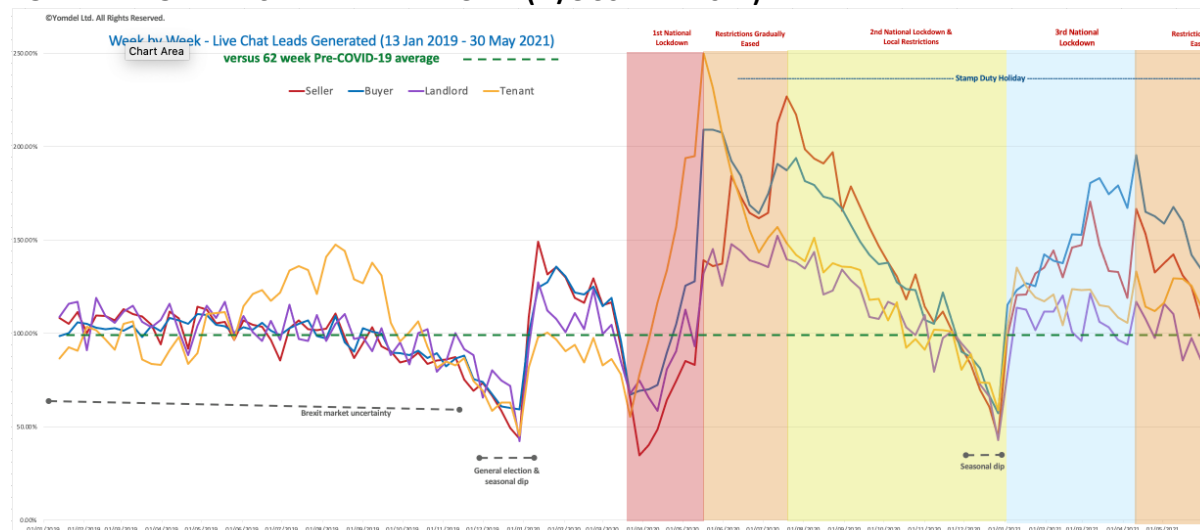
30 MAY 2021. New website enquiries to estate agents continued to decline in the past week, with another significant drop in the number of vendors seeking valuations piling on pressure as active buyer volumes remained significantly elevated versus the norm, the latest data from the [Yomdel Property Sentiment Tracker](#) (YPST) showed.

In the rental market landlords continued their disappearing act to drop 12% and end the week 31% below the same lockdown week 2020, and critically, 21% below the equivalent week in 2019, ending significantly below the 62-week pre-covid average, and at their lowest seasonal level in two years.

But activity online in the run up to the long bank holiday weekend, and the impending scaling back of the stamp duty holiday later in June, remained strong overall, with traffic to own-branded estate agency websites some 28% higher than the same week 2020, and 32% above that seen in 2019. Live chat volumes and the quantity of new leads generated remain strong at 17% and 26%, respectively, above the 62-week pre-Covid 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 30 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 30 MAY 2021)



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

“By the end of the week the sun was finally shining and there was a long bank holiday weekend that led to half term at schools, and these played a role in reducing interest in estate agents. But the critical issues here are there are simply not enough vendors in the market, too many buyers, the impending end of stamp duty reductions and rapidly rising property prices,” said Andy Soloman, Yomdel Founder & CEO.

“Landlords too are increasingly scarce while tenant demand remains strong. A fear has to be not just the imbalance between buyers and vendors, but also whether landlords have been increasingly considering selling to take benefit from a soaring market rather than letting out their properties,” 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 13.67%, or 17.07 points, to end the week on 108.81, some 9% above the average, 21% below the same week last year during the initial lockdown, and 2% above the equivalent week 2019.

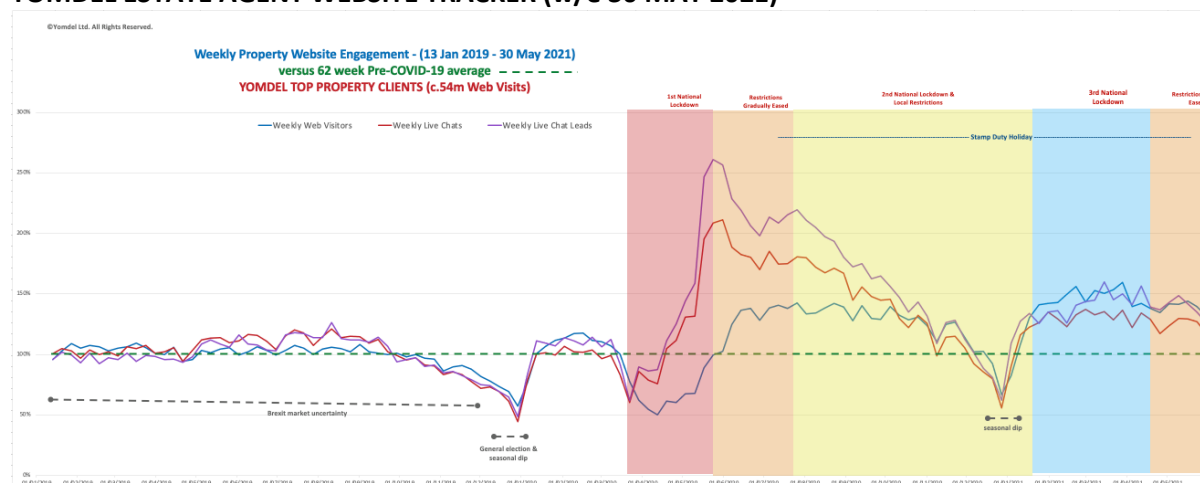
Buyers slipped 5.18%, or 7.35 points, to close at 134.61, 35% above the pre-covid-19 average, 35% below the same week 2020 and 30% higher than the equivalent week 2019 before coronavirus hit.

Landlords fell 11.66%, or 11.37 points, to 86.09, some 14% below the average, 31% lower than the same week last year, and 21% below the same week 2019.

Tenants dropped 8.39%, or 10.52 points, to close at 114.93 some 15% above the pre-covid-19 average, 44% lower than the same week last year, and on a par with the same 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 54 million visitors to estate agent websites from Jan 2019 – 30 May 2021 and shows how web traffic (blue line) is 28% 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 17% and 26%, respectively, above the pre-Covid 62-week average.

YOMDEL ESTATE AGENT WEBSITE TRACKER (w/e 30 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>

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NOTES TO EDITORS:

About Yomdel Property Sentiment Tracker (YPST)

The Yomdel Property Sentiment Tracker was launched for week ending 12th 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 23rd 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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