

Property Valuation Report step-by-step guide for agents

When it comes to winning instructions, you want to impress with the best data. That's where Zoopla's Property Valuation Reports, powered by Hometrack, can help.

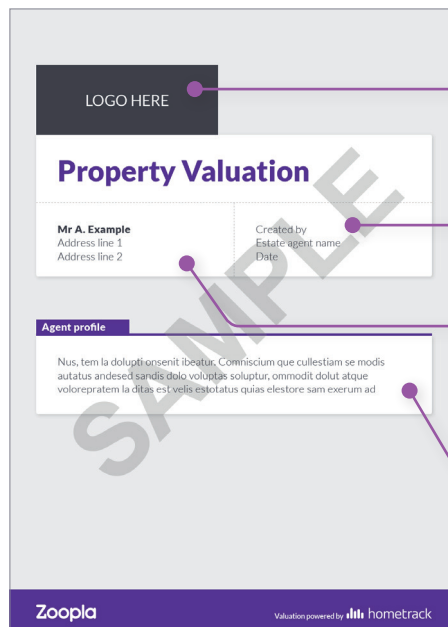
This exclusive report uses a unique valuation methodology built by Hometrack. Hometrack is the UK's largest automated valuer of residential property, and their data is relied upon by 8/10 of the UK's leading mortgage lenders.

Here's a step-by-step guide to the information included.

You can order copies from the 'reports' section in ZooplaPro (pro.zoopla.co.uk).

Cover page

The front page of the report is dual-branded with your logo and branch profile, making it a great leave behind.



Your logo and branding is automatically included. Contact members@zpg.co.uk if you need to amend your logo.

Your branch details and date the report was generated is inserted here.

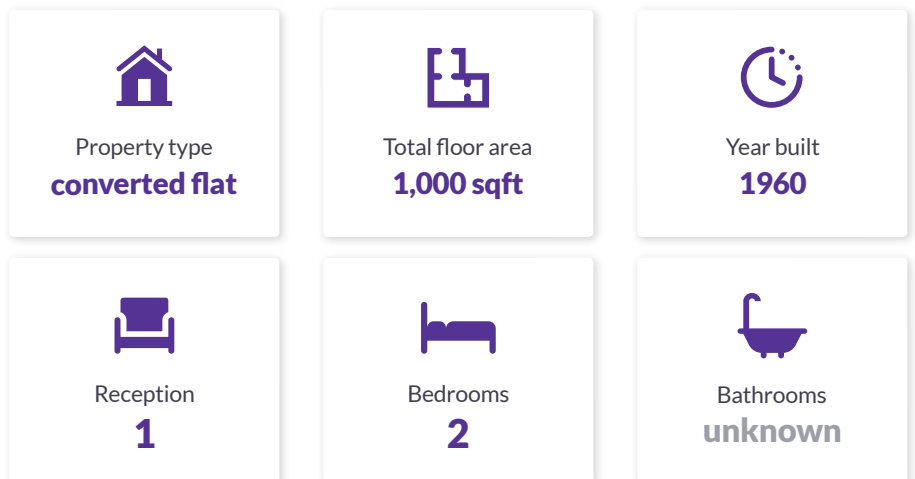
The customer and property details you provide at the time of ordering the report appear here.

Your agency branch profile from Zoopla is added here. Contact members@zpg.co.uk if you need to amend it.

Page one

YOUR PROPERTY SUMMARY

The section summarises the property information you supply when ordering the report in ZooplaPro. Any missing information is marked as 'unknown'.

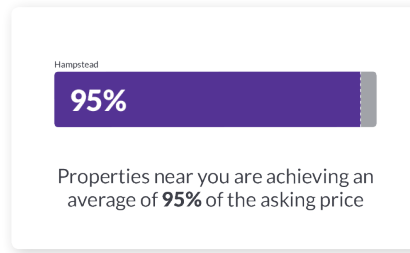


Page one

MARKET INSIGHTS

This section comprises detailed local property market information, which you can use to frame your valuation discussions with prospective vendors and landlords.

Note: All these statistics and graphs are related to the local area of the property being valued. These graphs are examples for illustration purposes.



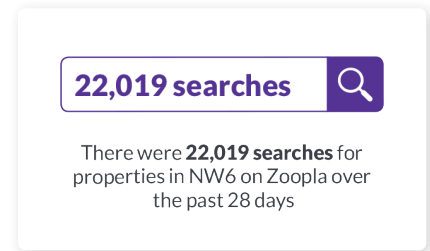
This shows the average percentage of asking price being achieved.



This shows the average time it takes for properties to sell.



This shows the value of the property over time, compared to similar local properties.



Demand data shows the number of searches in the area on Zoopla.

Page two

RECENT ACTIVITY NEAR YOU

This summarises nearby properties currently on the market, and their listing prices for additional context.

Properties being marketed by your agency are prioritised to demonstrate your local coverage.



Priory Park Road
Type: 3 bedroom flat
Size: 1030 sqft
For sale price: £745,000
Last sold price: £580,000
Sold date: November 2015
Status: For sale



Charteris Road
Type: 2 bedroom flat
Size: unknown sqft
For sale price: £600,000
Last sold price: £250,000
Sold date: December 2016
Status: SSTC



Esmond Road
Type: 2 bedroom flat
Size: 1022 sqft
For sale price: £800,000
Last sold price: £unknown
Sold date: unknown
Status: For sale



Priory Park Road
Type: 3 bedroom flat
Size: 1030 sqft
For sale price: £745,000
Last sold price: £580,000
Sold date: November 2015
Status: For sale

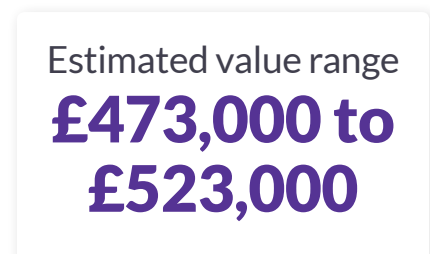
YOUR VALUATION POWERED BY HOMETRACK

This section uses Hometrack's purpose built automated valuation methodology to provide independent property valuation information.

The valuation number is intended to provide a starting point for your pricing conversation. Having seen the property you will be able to give an expert view on the recommended listing price.



Estimated value for the property, based on expert data and comparable recent sales.



This provides a range for the property's value.

Confidence
in valuation estimate
medium

Shows how confident Hometrack is
in the accuracy of the valuation.

Last sale
£159,000
October 2001

When available, details on the
last sale is provided for context.

Price change
since last sale
+ £339,000

The difference between estimated
capital value and last sale price, if known.

Estimated
rental value
£1,590 pcm

Estimated monthly rental value for the property.

Estimated gross
rental yield
3.8%

Provides landlords with an indicator of rental income
as a percentage of the property's capital value.

Last page

The last page has your agency logo,
company profile and contact details.

Contact members@zpg.co.uk if you
need to add or amend your logo
or profile.



Your agency contact details and
company profile taken from Zoopla
are displayed here.

How to order your report

Log in to [ZooplaPro \(pro.zoopla.co.uk\)](https://pro.zoopla.co.uk), and head to the 'reports' section. Simply complete a few details
about the property and your co-branded Valuation Report will be available for download in moments.