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# 5 Predictions for the Future of Estate Agency

What the next 5 years could look like - and how to get ahead of the curve



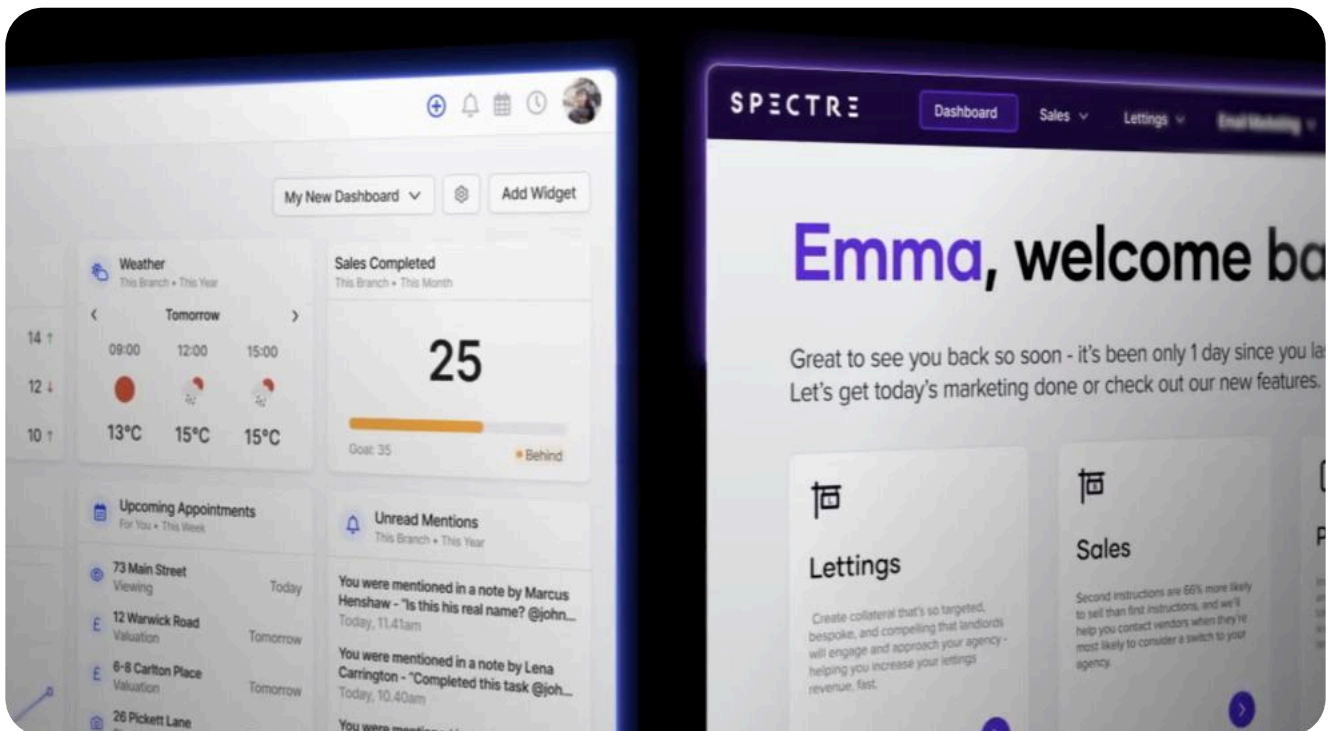
# Introduction

## A Sector on the Edge of Transformation

At Street Group, we don't just build technology - we build for the future. Every product decision we make today is driven by rigorous industry analysis, agent insight, and a long-term view of where estate agency is heading.

Last year, we shared five predictions with EA Masters attendees - and they've proven remarkably accurate. App adoption has soared. AI has gone mainstream. Compliance complexity continues to grow. Now, we're looking ahead once more.

Here are Street Group's updated big bets on what will shape estate agency over the next five years - **and what you can do now to stay ahead.**





— PREDICTION 1

# Consolidation Isn't Slowing Down - **It's Accelerating**

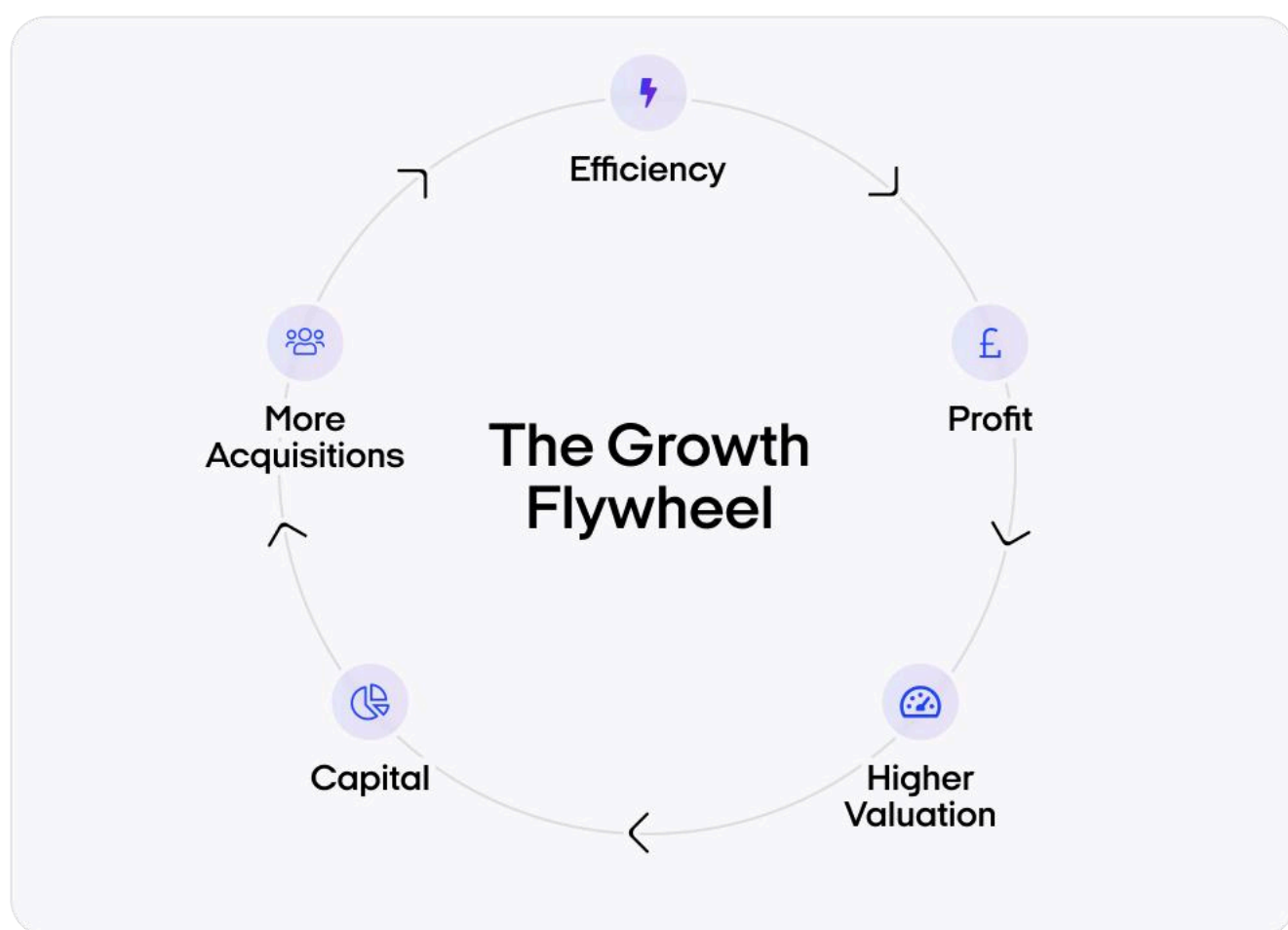


## The consolidation trend is **picking up pace**.

Forward-thinking agency groups, from national brands to well-backed regional players, are growing through acquisition, using technology to unlock new efficiencies, drive consistent service standards, and expand their market reach.

This isn't just about scale for scale's sake. It's about building smarter, more resilient businesses by investing in the right tools, people, and processes.

**Why?** Because technology makes it possible to dramatically improve efficiency and profitability post-acquisition. Combine AI, automation, and data-led optimisation, and you get a powerful flywheel:



### Expert Prediction

Expect three new national-scale consolidators to emerge within 24 months.

## What it means for agents:

- ✓ **Independents must act fast.**  
You can't outspend them, but you can outmanoeuvre them.
- ✓ **Adopt automation and AI**  
Replicate their efficiency, faster.
- ✓ **Double down on personal service**  
Your agility is your advantage.





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PREDICTION 2





# The Right Landlords Will **Define** Lettings Success






## Rising compliance and the Renters Reform Bill will add pressure - but they also **create opportunity**.

More than ever Landlords are seeking expert guidance, giving agents the chance to support with fully managed services, stronger relationships, and a more resilient business.

### These clients expect more.

-  Transparent reporting
-  Proactive communication
-  Flawless compliance
-  Professional-grade management

### What it means for agents:

- Target smarter**
  -  Platforms like Spectre help identify and connect with high-value landlords.
- Modernise management**
  -  Tools and processes must meet investor-grade expectations.
- Prove your value**
  -  Larger landlords view agents as partners - not suppliers.

### Expert Prediction

Those who can deliver a premium, efficient, and compliant lettings service will win in a market with fewer - but more lucrative clients.

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## PREDICTION 3

# A Major “AI Gone Wrong” Moment Is Coming





## AI has **exploded** across the industry.

From property descriptions to predictive analytics. But adoption is outpacing understanding. Within 12–18 months, the UK property sector will face its first major AI-related crisis.

### It could be:



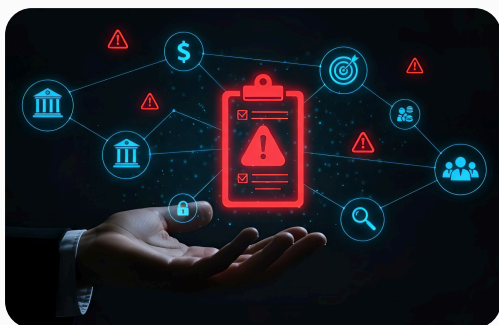
#### Data Breaches

Involving sensitive client data



#### AI Hallucinations

Creating false property information.



#### Compliance Failures

Violating GDPR or new AI regulations.

## What it means for agents:



### Don't just bolt on AI tools

Vet providers, understand the models and ensure they're context-aware.



### Keep humans in the loop

AI is a powerful co-pilot, not a replacement.



### Focus on ethical, compliant implementation

The reputational risk is real.



## Expert Prediction

AI will shape the industry's future — but only for those who treat it as a long-term strategy, not a quick win.



— PREDICTION 4




# Material Information Will Become a Compliance Priority





## For years, agents treated Material Information as optional. That's over.

With the withdrawal of NTSELAT guidance and the rise of the Digital Markets, Competition and Consumers (DMCC) Act, enforcement is getting real. The Competition and Markets Authority (CMA) can now issue direct penalties - including:




-  Fines up to 10% of global turnover
-  Disqualification orders
-  Personal fines of up to £300,000

But the real driver? **Consumer awareness.**

Buyers and tenants will demand transparency, and agents who can't provide it will get left behind.

### What It Means for Agents:

Implement bulletproof processes.

-  You must collect and verify the full set of required information from day one.
-  **Keep humans in the loop.**  
AI is a powerful co-pilot, not a replacement.
-  **Focus on ethical, compliant implementation.**  
The reputational risk is real.

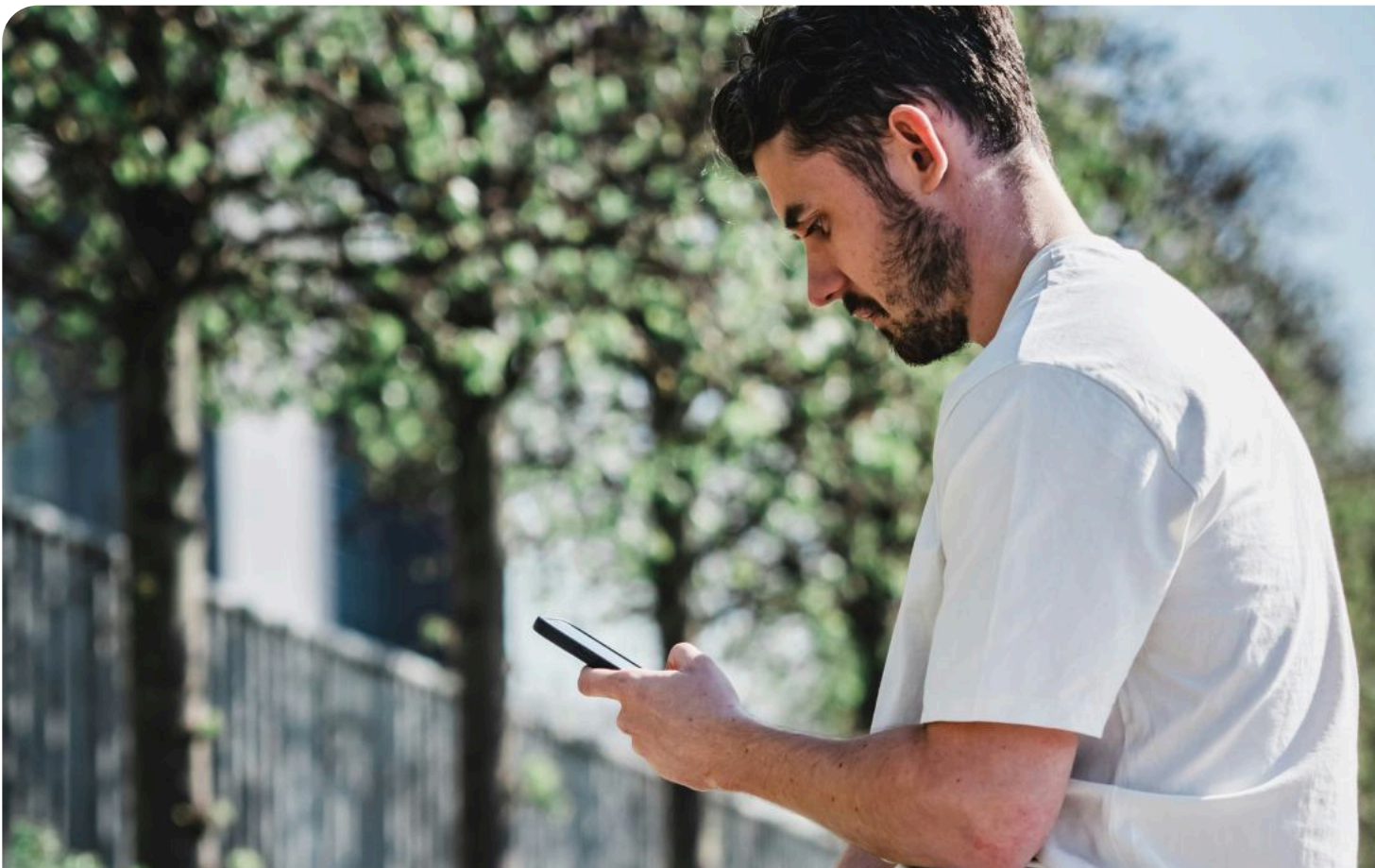
### Expert Prediction

Think of this as GDPR 2.0. The agents who invest early in robust, transparent processes will not only stay compliant—but gain a powerful competitive edge.

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PREDICTION 5




# Portals Won't Disappear - But Home Discovery Will Be **Reimagined**



In the next few years, the way people search for homes will look **completely different**.

Filters and saved alerts will give way to AI-powered lifestyle matching. Right now, buyers tell portals what they think they want — number of beds, budget, postcode. But AI will change that by learning from behaviour, **not just box-ticking**.

### Imagine a system that understands:



-  Whether a buyer is downsizing or starting a family
-  If they prioritise walkability or a quiet street
-  How much time they're willing to spend commuting

AI will curate listings based on how people live — not just what they search. Discovery will become dynamic, personalised, and predictive.

### Expert Prediction

Think: “You’d never think to search here, but this neighbourhood saves you six hours a week and just entered your budget.”

### Portals won’t vanish—but their role will shift:

-  From static search engines to **intelligent recommendation layers**.
-  From destination sites to **discovery journeys** that start on TikTok, WhatsApp or even your inbox.



# Transformational estate agency software.

Harness the power of a multi-award-winning CRM and the **ultimate marketing platform** for estate agents - both proven to enhance your operations and grow your market share.

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