

How fast do estate agents really respond?

We sent 90 seller valuation enquiries and 64 buyer viewing requests to estate agencies, then measured who made contact, how quickly, and on which channel.

66%

of seller valuation enquiries got a human contact (59 of 90)

5h13m

median time to first contact for sellers

75%

of buyer viewing requests got a human contact (48 of 64)

1h28m

median time to first contact for buyers



Contents

1. Executive summary
2. Method
3. Round A: seller valuation results
4. Round B: buyer viewing results
5. City, chain and independent
6. Seller vs buyer
7. Out-of-hours response
8. Fastest and slowest responders
9. Agencies that made no contact
10. Did the auto-replies help?
11. After the unanswered call
12. Caveats and data gaps
13. Appendix: full data tables

About this study

Estate agencies spend heavily to generate enquiries from portals, valuation tools and their own websites. This study asks a simple question: once a seller or buyer gets in touch, how quickly does a person respond, and does anything happen outside office hours? We acted as an ordinary member of the public, sent real enquiries, and recorded every call and email that came back.

At a glance

	A: seller valuation	B: buyer viewing
Enquiries sent	90	64
Sent	Evenings (8–10pm) and early mornings (6–7am)	Office hours
Human contact, any channel	59 (66%)	48 (75%)
No human contact	31 (34%)	16 (25%)
Median time to first contact	5h13m	1h28m
Phoned before emailing	49 of 59	35 of 48
Auto-reply received	28 (31%)	16 (25%)

Research by Stitch AI with Institution Marketing. Data to 19 October 2026, 12:45 BST.

1. Executive summary

154

enquiries sent (90 seller, 64 buyer)

2 of 35

evening seller enquiries got a reply the same evening

0

agent phone calls logged before 08:00 or after 19:00

~4 in 5

responders phoned before they emailed (84 of 107)

- **A third of seller enquiries and a quarter of buyer requests got no human contact at all.** 31 of 90 seller valuation enquiries (34%) and 16 of 64 buyer viewing requests (25%) received no call, human email or SMS. An automated acknowledgement is not counted as contact.
- **Buyers were contacted far faster than sellers.** The median time to first contact was 1h28m for a buyer viewing request against 5h13m for a seller valuation. Part of this is timing: buyer enquiries went in during office hours, seller enquiries outside them. Even in Birmingham, where most seller forms went in at 6–7am, the medians were 0h44m (buyer) against 4h45m (seller).
- **Almost nothing happened out of hours.** Of the 35 seller enquiries sent between 8pm and 10pm, two got a human reply that evening (a Birmingham independent in 3 minutes and a London independent in 52 minutes). Of the 55 sent at 6–7am, two were contacted before 9am. All 214 inbound calls logged from 12 to 19 October arrived between 08:00 and 19:00 (earliest 08:28, latest 18:51). Out of hours, the most a prospect usually got was an auto-reply.
- **The phone comes first.** 49 of 59 seller responders and 35 of 48 buyer responders called before they emailed. Of the seller enquiries, 46% got a human email; of the buyer requests, 55%. Texts were rare (2 seller and 4 buyer agencies) and WhatsApp produced zero messages.
- **Very few agencies were fast.** Only 2 of 90 seller enquiries were contacted within an hour. On the buyer side, 16 of the 55 enquiries with reliable send times were contacted within an hour, and 9 within 15 minutes.
- **Chains and independents behave differently.** For buyers, every chain made contact (13 of 13, against 69% of independents) but more slowly (median 2h33m vs 1h03m). For sellers, chains were slightly less likely to make contact (62% vs 67%).
- **By city (sellers):** Birmingham had the highest contact rate (77%), Newcastle 63% and London 57%. London's 13h02m median reflects its 8–9pm send time.

What this means for agencies. Speed to lead is the gap. Most agencies do respond eventually, but the first hour, and the evening when many people fill in forms, is largely left to an auto-reply. A same-evening reply or a first-thing-in-the-morning call is enough to stand out in this sample.

2. Method

The test was run by Institution Marketing for Stitch AI in October 2026, using the persona “Simon Jones”. Every enquiry gave a tracking phone number that rang but was never answered, so every call shows up as missed or voicemail. Email replies were tracked in a dedicated Gmail inbox.

Round	Enquiry	Sent	When
A: seller	Website valuation form for a 3-bed house	90 (30 London, 30 Birmingham, 30 Newcastle)	London and 5 Birmingham: Mon 12 Oct 20:26–21:13. 25 Birmingham and 30 Newcastle: Tue 13 Oct 06:17–07:13. All outside office hours.
B: buyer	Rightmove viewing request on a listed property	64 (30 London, 30 Birmingham, 4 Newcastle)	London: Wed 14 Oct 13:14–13:21 and Thu 15 Oct 10:58–11:25 (logged). Birmingham and Newcastle: Thu 15 Oct 11:28–13:31. Office hours.

Newcastle Round B has only 4 enquiries because of Rightmove limits. It is shown for completeness and is too small to judge.

Definitions

- **Contact** means a human email, an SMS or an inbound call (missed or voicemail; none were answered). SMS is covered for both rounds through 19 October; WhatsApp produced zero messages.
- **Auto-reply** means a templated message, or any message sent within about a minute, even if it was signed by a person. Auto-replies are tracked but do not count as contact.
- **Time to first contact** runs from the logged send time to the first call, human email or SMS. For Round A London the elapsed time includes the night.
- **Chain vs independent** is by real brand. Round A had 24 chain branches and 66 independents; Round B had 13 chains and 51 independents.

Data sources

- Gmail inbox for the persona (read-only), re-pulled in full to 19 Oct 2026 12:45 BST.
- Call-tracking export for the tracking number: 215 rows, of which 214 are inbound calls from 12 Oct 20:26 to 19 Oct 12:21 (126 voicemail, 87 missed, 1 busy) and 1 is an outbound test call, excluded.
- Call-tracking messages export: 11 inbound SMS from 5 conversations and zero WhatsApp messages. 7 are human agency texts (3 seller, 4 buyer), 2 are automated agency texts (not counted) and 2 are a personal message (excluded). The call-tracking system does not show which number a text went to, so texts were matched by sender and content.
- Calls were matched to agencies through branch numbers, the Rightmove directory, email signatures, agency websites and, in one case, a text sent from the same number. 17 numbers (23 calls) could not be matched and 3 more (9 calls) are probable but unconfirmed; none of these is counted, so call-based contact rates are minimums.

3. Round A: seller valuation results

59 / 90

contacted by any
channel (66%)

5h13m

median time to first
contact

46%

got a human email (41 of
90)

31%

sent an auto-reply (28
of 90)

Any channel (call, SMS or human email)

Segment	n	Contacted	Rate	Median	Fastest	Slowest	Auto-reply rate	First channel (call / email / SMS)
All	90	59	66%	5h13m	Birmingham independent A-B03, 0h03m	Birmingham independent A-B27, 50h57m	31%	49 / 10 / 0
London	30	17	57%	13h02m	London independent A-L07, 0h52m	London chain A-L02, 37h52m	43%	12 / 5 / 0
Birmingham	30	23	77%	4h45m	Birmingham independent A-B03, 0h03m	Birmingham independent A-B27, 50h57m	37%	21 / 2 / 0
Newcastle	30	19	63%	3h23m	Newcastle independent A-N13, 1h48m	Newcastle independent A-N09, 10h46m	13%	16 / 3 / 0
Chain	24	15	62%	5h57m	Newcastle chain A-N02, 2h53m	London chain A-L02, 37h52m	42%	13 / 2 / 0
Independent	66	44	67%	4h54m	Birmingham independent A-B03, 0h03m	Birmingham independent A-B27, 50h57m	27%	36 / 8 / 0

Human email only

Segment	n	Contacted	Rate	Median	Fastest	Slowest	Auto-reply rate
All	90	41	46%	10h47m	Birmingham independent A-B03, 0h03m	Birmingham independent A-B27, 56h12m	31%
London	30	15	50%	13h02m	London independent A-L07, 0h52m	London chain A-L02, 37h52m	43%
Birmingham	30	13	43%	4h49m	Birmingham independent A-B03, 0h03m	Birmingham independent A-B27, 56h12m	37%
Newcastle	30	13	43%	3h26m	Newcastle independent A-N28, 1h56m	Newcastle independent A-N12, 28h24m	13%
Chain	24	7	29%	11h48m	Newcastle chain A-N02, 2h55m	London chain A-L02, 37h52m	42%
Independent	66	34	52%	7h34m	Birmingham independent A-B03, 0h03m	Birmingham independent A-B27, 56h12m	27%

- 51 agencies called (95 calls); 19 called more than once; 35 used two or more channels; 2 sent an SMS (both in London).
- Phone was the first channel for 49 of the 59 responders.
- Calls and emails from 14 to 19 October were repeats and chasers from agencies already counted, so the rate stayed at 59/90.
- One London chain branch (A-L02) replied after 37h52m to decline the instruction.

4. Round B: buyer viewing results

48 / 64

contacted by any
channel (75%)

1h28m

median time to first
contact

55%

got a human email (35
of 64)

25%

sent an auto-reply (16 of
64)

Any channel (call, SMS or human email)

Segment	n	Contacted	Rate	Median	Fastest	Slowest	Auto-reply rate	First channel (call / email / SMS)
All	64	48	75%	1h28m	London independent B-L05, 0h02m	Newcastle independent B-N04, 50h08m	25%	35 / 12 / 1
London	30	23	77%	2h31m	London independent B-L05, 0h02m	London chain B-L15, 24h08m	23%	16 / 6 / 1
Birmingham	30	23	77%	0h44m	Birmingham chain B-B07, 0h06m	Birmingham chain B-B24, 22h14m	27%	18 / 5 / 0
Newcastle [△] n=4	4	2	50%	25h09m	Newcastle independent B-N02, 0h10m	Newcastle independent B-N04, 50h08m	25%	1 / 1 / 0
Chain	13	13	100%	2h33m	Birmingham chain B-B07, 0h06m	London chain B-L15, 24h08m	54%	11 / 2 / 0
Independent	51	35	69%	1h03m	London independent B-L05, 0h02m	Newcastle independent B-N04, 50h08m	18%	24 / 10 / 1

Human email only

Segment	n	Contacted	Rate	Median	Fastest	Slowest	Auto-reply rate
All	64	35	55%	2h42m	London independent B-L05, 0h02m	Newcastle independent B-N04, 50h08m	25%
London	30	19	63%	3h46m	London independent B-L05, 0h02m	London chain B-L15, 24h08m	23%
Birmingham	30	14	47%	2h00m	Birmingham independent B-B17, 0h11m	Birmingham chain B-B24, 22h16m	27%

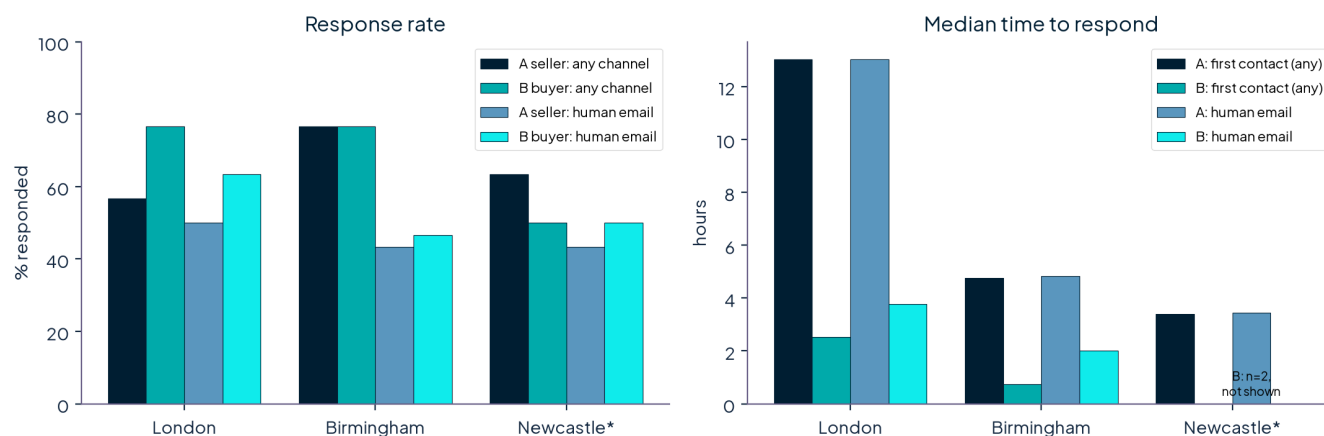
Segment	n	Contacted	Rate	Median	Fastest	Slowest	Auto-reply rate
Newcastle △ n=4	4	2	50%	25h16m	Newcastle independent B-N02, 0h24m	Newcastle independent B-N04, 50h08m	25%
Chain	13	10	77%	4h51m	Birmingham chain B-B20, 1h01m	London chain B-L15, 24h08m	54%
Independent	51	25	49%	2h02m	London independent B-L05, 0h02m	Newcastle independent B-N04, 50h08m	18%

Timings use reliable send times only: London 14 of 23 contacts, Birmingham 23 of 23. Nine London agencies replied, called or texted about properties logged as sent on 15 Oct before that time, so their enquiries evidently first went out unlogged on 14 Oct. They count as contacts but are excluded from timing.

- 36 of 64 agencies called (81 calls in all, 18 called more than once), 24 used two or more channels and 12 only phoned. Phone came first for 35 of the 48 contacts, email for 12 and SMS for 1.
- **Texts:** four London agencies (one chain, three independents) texted to arrange a viewing. For one London independent (B-L10) the text, 65 minutes after the request, was its only contact. Two more agencies sent automated link texts, which are not counted. WhatsApp produced zero messages.
- **Real outcomes:** a London chain (B-L20) confirmed a viewing appointment; a Birmingham independent (B-B23) offered a slot the next day; a London independent (B-L21) offered to meet that evening; another London independent (B-L22) invited Simon to a block viewing on 23 Oct; three agencies (a London independent, a Birmingham chain and a Newcastle independent) followed up one to two days later.
- **Qualifying:** most replies asked about budget, mortgage in principle, chain position or whether the buyer was an investor.
- **Marketing follow-up:** one agency sent 10+ “Property Match” emails; others sent property alerts, mortgage pitches and price-reduction notices.
- **Persistence by phone:** two independents, one in London (B-L26) and one in Birmingham (B-B13), made 8 calls each; a London chain branch (B-L19) made 5; and four London agencies (three independents and a chain) made 4 each.

5. City, chain and independent

Estate agency mystery shop: seller valuation (A) vs buyer viewing (B), data to 19 Oct 2026 12:45 BST
 *Newcastle Round B n=4, too small to use. Round A London sent at 8–9pm, so its times include the night.
 Any channel = call, SMS or human email; call tracking logged zero WhatsApp messages



Source: Stitch AI estate agency mystery shop, Oct 2026 (research by Stitch AI with Institution Marketing) - stitch-ai.com · © 2026 Stitch AI Ltd

Response rate and median time to respond by city and round. Newcastle Round B (n=4) is too small to use. Round A London was sent at 8–9pm, so its times include the night.

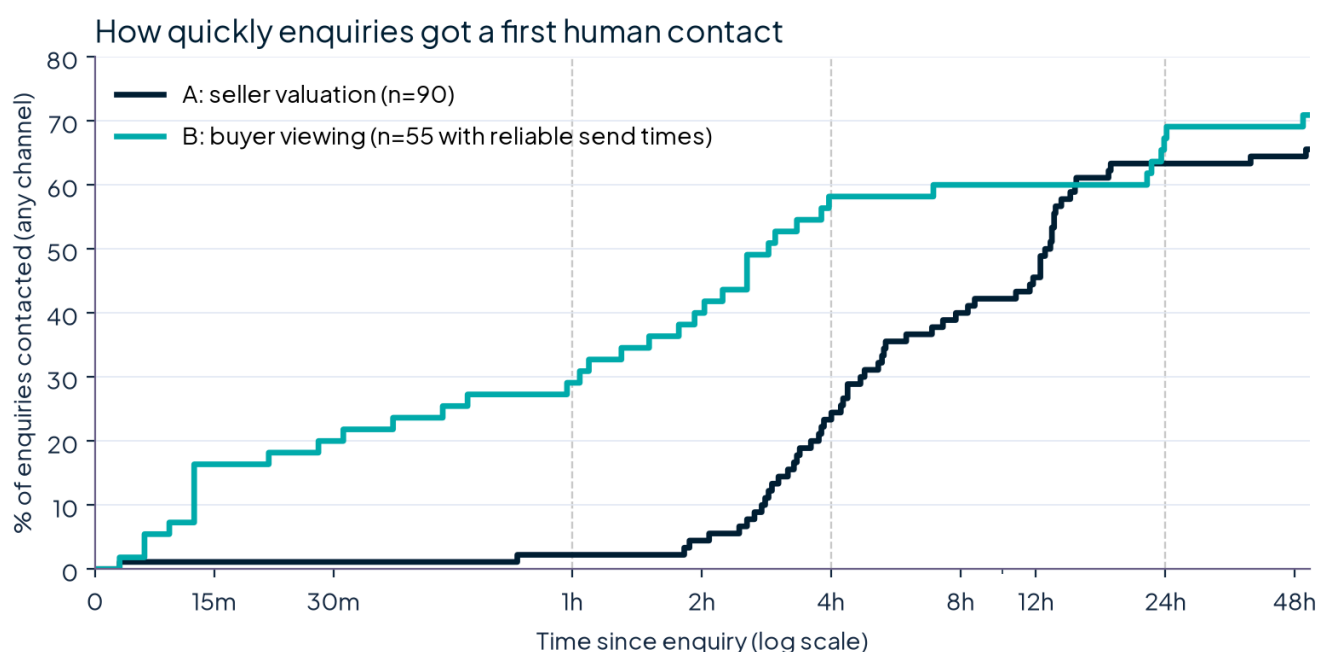
Round A by city and type (any channel)

City	Type	n	Contacted	Rate	Median	Fastest	Slowest
London	Chain	8	5	62%	12h35m	London chain A-L19, 11h46m	London chain A-L02, 37h52m
London	Independent	22	12	55%	13h02m	London independent A-L07, 0h52m	London independent A-L03, 17h40m
Birmingham	Chain	10	8	80%	4h59m	Birmingham chain A-B06, 3h16m	Birmingham chain A-B11, 8h36m
Birmingham	Independent	20	15	75%	4h20m	Birmingham independent A-B03, 0h03m	Birmingham independent A-B27, 50h57m
Newcastle	Chain	6	2	33%	3h20m	Newcastle chain A-N02, 2h53m	Newcastle chain A-N01, 3h48m
Newcastle	Independent	24	17	71%	3h23m	Newcastle independent A-N13, 1h48m	Newcastle independent A-N09, 10h46m

- **Birmingham** was the most responsive city for sellers (77%), with both chains (80%) and independents (75%) strong.
- **Newcastle** chains made contact on only 2 of 6 seller enquiries; Newcastle independents managed 17 of 24 (71%) with a 3h23m median.
- **London** was slowest for sellers (median 13h02m) because the forms went in at 8–9pm and replies came the next working day. On the buyer side, London matched Birmingham on rate (77%) but was slower (2h31m vs 0h44m).
- **Round B chains** (13: national, regional and online brands, classified by real brand). All 13 made contact.

6. Seller vs buyer

Measure	A: seller valuation	B: buyer viewing
Any-channel contact rate, all	66% (59/90)	75% (48/64)
London	57%	77%
Birmingham	77%	77%
Newcastle	63%	50% (n=4, too small)
Median time to first contact, all	5h13m	1h28m
London median	13h02m (sent overnight)	2h31m
Birmingham median	4h45m	0h44m
First channel = phone	49 of 59	35 of 48
Chains: contact rate / median	62% / 5h57m	100% / 2h33m
Independents: contact rate / median	67% / 4h54m	69% / 1h03m
Human-email rate (all)	46%	55%
Auto-reply rate	31%	25%
Contacted within 1 hour	2 of 90	16 of 55 timed
Contacted within 24 hours	57 of 90	37 of 55 timed



Source: Stitch AI estate agency mystery shop, Oct 2026 (research by Stitch AI with Institution Marketing) · stitch-ai.com. Contact = call, SMS or human email. Data to 19 Oct 20:

Cumulative share of enquiries contacted over time. Round B uses the 55 enquiries with reliable send times. Buyers pull ahead in the first hours; sellers catch up after the overnight gap.

Key findings

- Buyers are more likely to be contacted: 75% against 66%.** Birmingham is level at 77%; the gap comes from London (77% of buyers against 57% of sellers). Email alone understates both: only 55% of buyers and

46% of sellers got a human email.

2. **Buyers get contacted much faster:** 1h28m against 5h13m. Send timing explains part of this.
3. **Phone first on both sides:** about 4 in 5 responders rang before they emailed.
4. **Chains:** every chain contacted the buyer (13 of 13), but more slowly than independents; chains were slightly less likely to contact a seller.

Agencies in both rounds

Agency (label)	Round A (seller)	Round B (buyer)
Newcastle independent (A-N22 / B-N02)	No contact	Call after 10 min, then email after 24 min
Newcastle independent (A-N21 / B-N01)	Human email 3h26m; call	Templated auto-reply only, no contact
Newcastle independent (A-N25 / B-N04)	No contact	Email on 17 Oct, 50h after the request
London chain, two branches (A-L23 / B-L19)	Call and email	Email, 5 calls and a text (unlogged 14 Oct send)

7. Out-of-hours response

Every seller enquiry went in outside office hours: 35 between 8pm and 10pm on Monday 12 October, and 55 between 6am and 7:15am on Tuesday 13 October. This round tests what an agency does when a homeowner fills in a form in the evening or before work.

2 of 35

evening enquiries got a human reply that evening

13 of 35

evening enquiries got an instant auto-reply

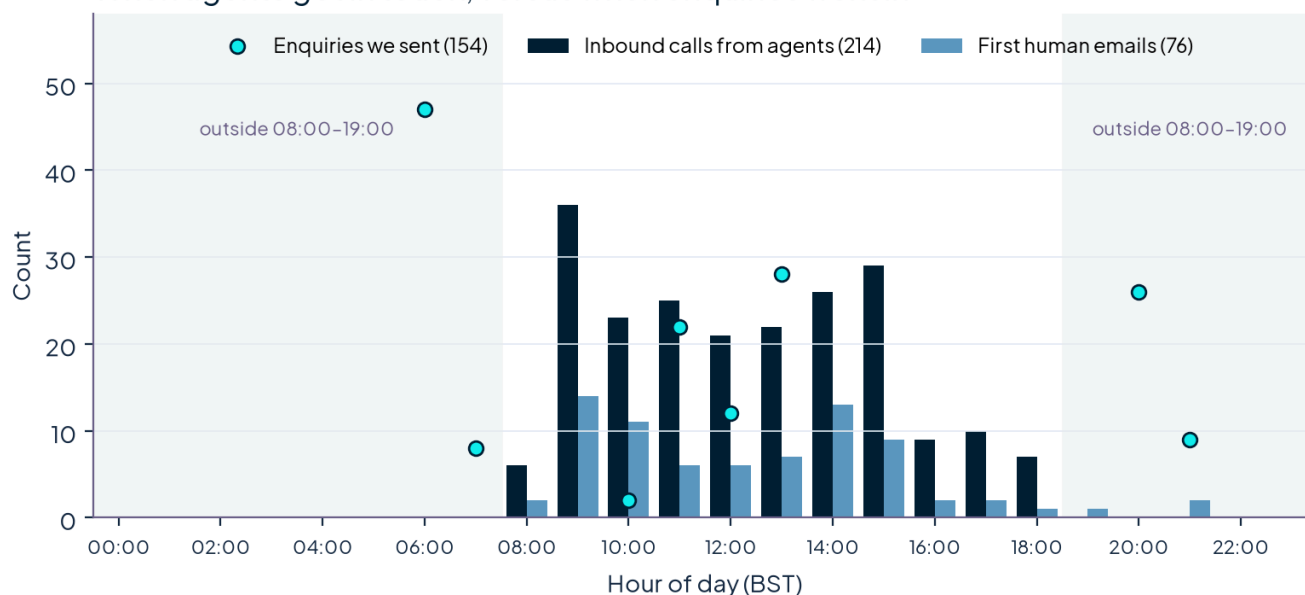
2 of 55

early-morning enquiries contacted before 9am

214

inbound calls logged, all between 08:28 and 18:51

When agents got in touch, versus when enquiries went in



Source: StitchAI estate agency mystery shop, Oct 2026 (research by Stitch AI with Institution Marketing) · stitch-ai.com.
 Calls: all 214 inbound calls logged by call tracking, 12–19 Oct, incl. unmatched numbers. Emails: first human reply per agency, both rounds.

Hour of day for all inbound calls (12–19 Oct, including unmatched numbers) and the first human email from each agency, against the hours the enquiries went in. Shaded areas are outside 08:00–19:00.

- **Same-evening replies:** a Birmingham independent (A-B03) replied by email at 9:14pm, 3 minutes after the form went in, asking when to visit and about the planned move. A London independent (A-L07) replied at 9:25pm, 52 minutes after the form, saying it would call the next day.
- **Early-morning calls:** the first call came at 08:28 on Tuesday 13 Oct. A Newcastle independent (A-N13) rang at 08:37 and a Birmingham independent (A-B15) at 08:51; four agencies made first contact before 9am. Then 22 seller first contacts arrived between 09:00 and 09:59 that morning, which shows how many agencies work through overnight enquiries first thing.
- **Emails out of hours:** of 76 first human emails across both rounds, three arrived after 19:00 (the two above and a London chain branch at 7:17pm on a buyer enquiry).
- **The auto-reply is the out-of-hours service.** 28 seller enquiries got an auto-reply, typically within a minute. It confirms receipt but does not book a valuation.

8. Fastest and slowest responders

Agencies are not named. Each enquiry has a neutral label (A = seller round, B = buyer round; L/B/N = London, Birmingham, Newcastle).

Round A: 10 fastest seller responses (any channel)

1. A Birmingham independent (A-B03) emailed in 3 minutes.
2. A London independent (A-L07) emailed in 52 minutes.
3. A Newcastle independent (A-N13) called in 1h48m.
4. A Newcastle independent (A-N28) called in 1h52m.
5. A Newcastle independent (A-N30) emailed in 2h03m.
6. A Birmingham independent (A-B15) called in 2h26m.
7. A Newcastle independent (A-N15) called in 2h33m.
8. A Birmingham independent (A-B18) called in 2h38m.
9. A Newcastle independent (A-N18) called in 2h43m.
10. A Newcastle independent (A-N10) called in 2h46m.

Round A: 5 slowest seller responses

1. A Birmingham independent (A-B27) called in 50h57m.
2. A London chain (A-L02) emailed in 37h52m.
3. A Birmingham independent (A-B01) called in 17h53m.
4. A London independent (A-L03) called in 17h40m.
5. A Birmingham independent (A-B05) called in 14h52m.

Round B: 10 fastest buyer responses (reliable send times)

1. A London independent (B-L05) emailed in 2 minutes.
2. A Birmingham chain (B-B07) called in 6 minutes.
3. A Birmingham independent (B-B28) called in 6 minutes.
4. A Birmingham independent (B-B13) called in 7 minutes.
5. A Newcastle independent (B-N02) called in 10 minutes.
6. A Birmingham independent (B-B11) called in 10 minutes.
7. A Birmingham independent (B-B17) emailed in 11 minutes.
8. A London independent (B-L02) called in 11 minutes.
9. A Birmingham independent (B-B22) emailed in 12 minutes.
10. A Birmingham independent (B-B01) called in 19 minutes.

Round B: 5 slowest buyer responses

1. A Newcastle independent (B-N04) emailed in 50h08m.
2. A London chain (B-L15) emailed in 24h08m.
3. A London independent (B-L27) emailed in 23h49m.
4. A London chain (B-L12) called in 23h27m.

5. A Birmingham chain (B-B24) called in 22h14m.

Slowest lists include only agencies that did make contact. Agencies that never made contact are counted in section 9.

9. Agencies that made no contact

No call, SMS or human email was recorded by 19 Oct 12:45. Unmatched calls (section 12) mean a few of these may have rung from an unknown number. Agencies are not named; counts are shown by city and type.

Round A: seller valuation (31 of 90)

City	Chain	Independent	Total
London	3	10	13
Birmingham	2	5	7
Newcastle	4	7	11
All	9	22	31

By type: 9 chain branches and 22 independents.

Round B: buyer viewing (16 of 64)

City	Chain	Independent	Total
London	0	7	7
Birmingham	0	7	7
Newcastle	0	2	2
All	0	16	16

All 16 are independents; every Round B chain made contact. 3 of the 16 sent an auto-reply only.

10. Did the auto-replies help?

An automated reply is a response, but did it let the enquirer move forward? We re-read all 44 first automated replies in full (28 seller, 16 buyer) and put each in its most useful category: a **booking link or slot**; **qualifying questions** (inline or via a form link); a **named contact or callback time** and nothing more; or a **generic acknowledgement only**.

Round / type	Auto-replies	Booking link or slot	Qualifying questions	Named contact / callback only	Generic only
Seller, chain	10	0	0	0	10
Seller, independent	18	0	1	0	17
Seller, all	28	0	1	0	27
Buyer, chain	7	2	4	0	1
Buyer, independent	9	2	4	0	3
Buyer, all	16	4	8	0	4
Total	44	4	9	0	31

- **No seller could move forward from an auto-reply.** None of the 28 offered a valuation slot, and 27 only acknowledged the enquiry.
- **Buyer auto-replies did more.** 4 of 16 offered a viewing booking or registration link and 8 asked qualifying questions (finance, chain position, timescale). Only 4 were generic. Two automated texts also came in, both with a qualifying-questions link, from agencies that also sent a qualifying email.
- **No auto-reply said when someone would call.** Seven were signed by a named person, but every one of those also asked questions or offered booking.
- **Speed was not the problem.** 40 of the 44 arrived within a minute.
- **Self-service did not lead to a person.** Three buyer enquiries got a booking or questions link and no human contact at all. On the seller side, 7 agencies sent an auto-reply and never followed it with human contact.

We did not click any link or answer any questions, so we cannot say how far those self-service journeys would have gone.

11. After the unanswered call

In this test our number never answered, so every agent call went to voicemail or was missed by design; the test does not measure answer rates. What it does show is what agencies do next.

	A: seller	B: buyer
Agencies that called / calls logged	51 / 95	36 / 81
Followed up after the first unanswered call (call, email or text)	36 (71%)	28 (78%)
Median time to that follow-up	3 min	5 min
Called again	19	18
Median gap to second call	5h55m	18h24m

	A: seller	B: buyer
Called again within 1 hour	5	4
Emailed after the call (median gap)	31 (4 min)	23 (5 min)
Texted after the call	1	3
One call, then nothing	15	8
Follow-up rate: chain / independent	7 of 13 / 29 of 38	9 of 11 / 19 of 25
Most calls from one agency	13	8

- **A missed call becomes a slot in the diary.** Where agencies rang again, the median gap was almost six hours for sellers and over 18 hours for buyers. Only 9 rang back within the hour.
- **The quick follow-up is usually an email asking for a callback.** It arrives within minutes, but the conversation still waits for both sides to be free at the same time.
- **Texts were rare and WhatsApp unused.** Only 4 agencies texted after an unanswered call.
- **23 agencies made one unanswered call and stopped.**

What closes the gap

Engage instantly on a channel people actually read, complete the lead qualification in that conversation, and use it to agree the best time for a call. That way a person is engaged straight away, and the call happens when the applicant can answer it.

Email follow-up uses each agency's first human email, so these figures are minimums.

12. Caveats and data gaps

- **Small samples.** 30 agencies per city per round; Newcastle Round B has 4. Differences of a few percentage points are not meaningful.
- **Send times differ by city.** Round A London (and 5 Birmingham) went at 8–9pm and the rest at 6–7am, so elapsed times are not time-equivalent across cities. Round B was sent in office hours. Some of the seller–buyer speed gap is timing, not intent.
- **Calls are minimums.** 17 numbers (23 calls) could not be matched to an agency and are not counted. Three more (9 calls) are probable but unconfirmed and also not counted, the largest with 7 calls. Some are probably agents ringing from mobiles.
- **Some matches are to another branch or a central line of the same agency.** One chain was matched via a consultant's line at medium confidence.
- **Texts are matched by content.** The call-tracking messages export does not show which number a text went to, so texts were matched by sender and the property or address named. WhatsApp produced zero messages.
- **Logged send times run a few seconds late.** Some instant auto-replies are timestamped up to 2 minutes before the logged send, so elapsed times may be overstated by up to about 2 minutes.
- **Incomplete Round B send log.** Nine London agencies responded before their logged send time; they count as contacts but are excluded from timing. Two agencies outside the 64 received unlogged enquiries and are excluded.
- **No calls were answered by design,** so we cannot measure what an agency would have said on a live call, or whether it would have followed up differently.

- **Auto-reply classification** treats templated messages, or anything sent within about a minute, as automated, even when signed by a person.
- **Auto-reply links were not tested.** We did not click booking or form links, so self-service outcomes are unknown.
- One snapshot in one week of October 2026. Results describe these branches in that week, not agencies in general.

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Appendix A: Round A seller valuation, all 90 enquiries

Times BST. Auto = an automated acknowledgement was received. Elapsed = time from enquiry to first contact by any channel.

Label	City	Type	Enquiry sent	Auto	First human email	First call	Calls	First contact	Via	Elapsed	Channels
A-B15	Bham	Indep.	Tue 13 Oct 06:25	Yes	-	Tue 13 Oct 08:51	6	Tue 13 Oct 08:51	call	2h26m	call
A-B16	Bham	Indep.	Tue 13 Oct 06:25		-	Tue 13 Oct 09:35	2	Tue 13 Oct 09:35	call	3h10m	call
A-B10	Bham	Chain	Tue 13 Oct 06:21		-	Tue 13 Oct 10:32	1	Tue 13 Oct 10:32	call	4h11m	call
A-B06	Bham	Chain	Tue 13 Oct 06:17	Yes	-	Tue 13 Oct 09:33	2	Tue 13 Oct 09:33	call	3h16m	call
A-B11	Bham	Chain	Tue 13 Oct 06:21	Yes	-	Tue 13 Oct 14:57	2	Tue 13 Oct 14:57	call	8h36m	call
A-B12	Bham	Chain	Tue 13 Oct 06:21	Yes	-	Tue 13 Oct 13:12	1	Tue 13 Oct 13:12	call	6h52m	call
A-B30	Bham	Chain	Tue 13 Oct 06:36	Yes	-	-		-	-	-	-
A-B07	Bham	Chain	Tue 13 Oct 06:18		Tue 13 Oct 17:05	Tue 13 Oct 10:39	4	Tue 13 Oct 10:39	call	4h21m	call+email
A-B08	Bham	Chain	Tue 13 Oct 06:18		-	Tue 13 Oct 12:15	1	Tue 13 Oct 12:15	call	5h57m	call
A-B09	Bham	Chain	Tue 13 Oct 06:18		Tue 13 Oct 11:07	Tue 13 Oct 11:03	2	Tue 13 Oct 11:03	call	4h45m	call+email
A-B04	Bham	Indep.	Mon 12 Oct 21:12		Tue 13 Oct 14:33	Tue 13 Oct 11:35	1	Tue 13 Oct 11:35	call	14h23m	call+email
A-B27	Bham	Indep.	Tue 13 Oct 06:34		Thu 15 Oct 14:46	Thu 15 Oct 09:31	1	Thu 15 Oct 09:31	call	50h57m	call+email
A-B25	Bham	Indep.	Tue 13 Oct 06:33		-	-		-	-	-	-
A-B17	Bham	Indep.	Tue 13 Oct 06:26		Tue 13 Oct 10:03	Tue 13 Oct 09:59	1	Tue 13 Oct 09:59	call	3h34m	call+email
A-B05	Bham	Indep.	Mon 12 Oct 21:12		Tue 13 Oct 12:07	Tue 13 Oct 12:05	1	Tue 13 Oct 12:05	call	14h52m	call+email
A-B19	Bham	Indep.	Tue 13 Oct 06:27		Tue 13 Oct 09:18	Tue 13 Oct 09:17	1	Tue 13 Oct 09:17	call	2h50m	call+email
A-B18	Bham	Indep.	Tue 13 Oct 06:27	Yes	Tue 13 Oct 09:33	Tue 13 Oct 09:05	5	Tue 13 Oct 09:05	call	2h38m	call+email
A-B14	Bham	Chain	Tue 13 Oct 06:23	Yes	-	Tue 13 Oct 11:36	1	Tue 13 Oct 11:36	call	5h13m	call
A-B22	Bham	Indep.	Tue 13 Oct 06:30		-	-		-	-	-	-
A-B20	Bham	Indep.	Tue 13 Oct 06:29	Yes	-	-		-	-	-	-
A-B21	Bham	Indep.	Tue 13 Oct 06:29		-	Tue 13 Oct 11:47	1	Tue 13 Oct 11:47	call	5h18m	call
A-B23	Bham	Indep.	Tue 13 Oct 06:31	Yes	-	-		-	-	-	-
A-B28	Bham	Indep.	Tue 13 Oct 06:35	Yes	Tue 13 Oct 14:21	-		Tue 13 Oct 14:21	email	7h46m	email
A-B29	Bham	Indep.	Tue 13 Oct 06:35		-	Tue 13 Oct 14:54	1	Tue 13 Oct 14:54	call	8h19m	call
A-B24	Bham	Indep.	Tue 13 Oct 06:32		Tue 13 Oct 10:55	Tue 13 Oct 10:52	1	Tue 13 Oct 10:52	call	4h20m	call+email
A-B01	Bham	Indep.	Mon 12 Oct 21:10		Tue 13 Oct 15:27	Tue 13 Oct 15:03	2	Tue 13 Oct 15:03	call	17h53m	call+email
A-B26	Bham	Indep.	Tue 13 Oct 06:33	Yes	Tue 13 Oct 10:50	Tue 13 Oct 10:48	1	Tue 13 Oct 10:48	call	4h14m	call+email
A-B02	Bham	Indep.	Mon 12 Oct 21:11		-	-		-	-	-	-
A-B03	Bham	Indep.	Mon 12 Oct 21:11		Mon 12 Oct 21:14	-		Mon 12 Oct 21:14	email	0h03m	email
A-B13	Bham	Chain	Tue 13 Oct 06:21		-	-		-	-	-	-

Label	City	Type	Enquiry sent	Auto	First human email	First call	Calls	First contact	Via	Elapsed	Channels
A-L10	London	Indep.	Mon 12 Oct 20:36		Tue 13 Oct 09:51	Tue 13 Oct 09:47	2	Tue 13 Oct 09:47	call	13h11m	call+email
A-L11	London	Indep.	Mon 12 Oct 20:37		-	-		-	-	-	-
A-L09	London	Indep.	Mon 12 Oct 20:35		-	-		-	-	-	-
A-L15	London	Indep.	Mon 12 Oct 20:39	Yes	-	-		-	-	-	-
A-L16	London	Indep.	Mon 12 Oct 20:39		-	-		-	-	-	-
A-L06	London	Indep.	Mon 12 Oct 20:33	Yes	Tue 13 Oct 10:17	Tue 13 Oct 10:15	1	Tue 13 Oct 10:15	call	13h43m	call+email
A-L01	London	Chain	Mon 12 Oct 20:26	Yes	Tue 13 Oct 09:43	-		Tue 13 Oct 09:43	email	13h17m	email+sms
A-L08	London	Indep.	Mon 12 Oct 20:34		-	-		-	-	-	-
A-L18	London	Indep.	Mon 12 Oct 20:41		-	-		-	-	-	-
A-L12	London	Indep.	Mon 12 Oct 20:37	Yes	Tue 13 Oct 09:39	-		Tue 13 Oct 09:39	email	13h02m	email
A-L27	London	Chain	Mon 12 Oct 21:02		-	-		-	-	-	-
A-L03	London	Indep.	Mon 12 Oct 20:30	Yes	-	Tue 13 Oct 14:10	1	Tue 13 Oct 14:10	call	17h40m	call+sms
A-L04	London	Indep.	Mon 12 Oct 20:31	Yes	Tue 13 Oct 09:33	-		Tue 13 Oct 09:33	email	13h02m	email
A-L17	London	Indep.	Mon 12 Oct 20:41		Tue 13 Oct 09:42	Tue 13 Oct 09:37	1	Tue 13 Oct 09:37	call	12h56m	call+email
A-L13	London	Indep.	Mon 12 Oct 20:38		Tue 13 Oct 11:25	Tue 13 Oct 11:24	1	Tue 13 Oct 11:24	call	14h46m	call+email
A-L07	London	Indep.	Mon 12 Oct 20:33		Mon 12 Oct 21:25	Wed 14 Oct 11:52	1	Mon 12 Oct 21:25	email	0h52m	call+email
A-L14	London	Indep.	Mon 12 Oct 20:38		-	-		-	-	-	-
A-L25	London	Chain	Mon 12 Oct 20:56	Yes	-	Tue 13 Oct 09:12	1	Tue 13 Oct 09:12	call	12h16m	call
A-L05	London	Indep.	Mon 12 Oct 20:32		-	-		-	-	-	-
A-L29	London	Indep.	Mon 12 Oct 21:07		Tue 13 Oct 09:32	Tue 13 Oct 09:24	2	Tue 13 Oct 09:24	call	12h17m	call+email
A-L26	London	Chain	Mon 12 Oct 20:58	Yes	-	-		-	-	-	-
A-L23	London	Chain	Mon 12 Oct 20:51	Yes	Tue 13 Oct 09:30	Tue 13 Oct 09:26	3	Tue 13 Oct 09:26	call	12h35m	call+email
A-L21	London	Indep.	Mon 12 Oct 20:46		-	-		-	-	-	-
A-L19	London	Chain	Mon 12 Oct 20:42	Yes	Tue 13 Oct 08:30	Tue 13 Oct 08:28	4	Tue 13 Oct 08:28	call	11h46m	call+email
A-L24	London	Indep.	Mon 12 Oct 20:53	Yes	-	-		-	-	-	-
A-L02	London	Chain	Mon 12 Oct 20:29		Wed 14 Oct 10:21	-		Wed 14 Oct 10:21	email	37h52m	email
A-L28	London	Indep.	Mon 12 Oct 21:05	Yes	Tue 13 Oct 08:43	Tue 13 Oct 08:41	13	Tue 13 Oct 08:41	call	11h36m	call+email
A-L22	London	Indep.	Mon 12 Oct 20:47		Tue 13 Oct 09:11	Tue 13 Oct 09:04	3	Tue 13 Oct 09:04	call	12h17m	call+email
A-L20	London	Indep.	Mon 12 Oct 20:45	Yes	Tue 13 Oct 10:01	Tue 13 Oct 09:58	1	Tue 13 Oct 09:58	call	13h13m	call+email
A-L30	London	Chain	Mon 12 Oct 21:09		-	-		-	-	-	-
A-N18	Newcastle	Indep.	Tue 13 Oct 06:55	Yes	Tue 13 Oct 10:02	Tue 13 Oct 09:38	1	Tue 13 Oct 09:38	call	2h43m	call+email
A-N13	Newcastle	Indep.	Tue 13 Oct 06:49		-	Tue 13 Oct 08:37	1	Tue 13 Oct 08:37	call	1h48m	call
A-N22	Newcastle	Indep.	Tue 13 Oct 06:59		-	-		-	-	-	-
A-N07	Newcastle	Indep.	Tue 13 Oct 06:42	Yes	Tue 13 Oct 10:06	Tue 13 Oct 10:00	2	Tue 13 Oct 10:00	call	3h18m	call+email
A-N30	Newcastle	Indep.	Tue 13 Oct 07:13	Yes	Tue 13 Oct 09:16	Sat 17 Oct 15:37	1	Tue 13 Oct 09:16	email	2h03m	call+email

Label	City	Type	Enquiry sent	Auto	First human email	First call	Calls	First contact	Via	Elapsed	Channels
A-N01	Newcastle	Chain	Tue 13 Oct 06:38		-	Tue 13 Oct 10:26	1	Tue 13 Oct 10:26	call	3h48m	call
A-N23	Newcastle	Indep.	Tue 13 Oct 07:01		-	-		-	-	-	-
A-N09	Newcastle	Indep.	Tue 13 Oct 06:45		Tue 13 Oct 17:32	Tue 13 Oct 17:31	1	Tue 13 Oct 17:31	call	10h46m	call+email
A-N20	Newcastle	Indep.	Tue 13 Oct 06:56		-	-		-	-	-	-
A-N29	Newcastle	Indep.	Tue 13 Oct 07:11		Tue 13 Oct 14:33	Tue 13 Oct 14:27	2	Tue 13 Oct 14:27	call	7h17m	call+email
A-N26	Newcastle	Indep.	Tue 13 Oct 07:05		Tue 13 Oct 10:53	Tue 13 Oct 10:50	2	Tue 13 Oct 10:50	call	3h45m	call+email
A-N08	Newcastle	Indep.	Tue 13 Oct 06:43		-	-		-	-	-	-
A-N27	Newcastle	Indep.	Tue 13 Oct 07:07		-	-		-	-	-	-
A-N10	Newcastle	Indep.	Tue 13 Oct 06:45		-	Tue 13 Oct 09:31	1	Tue 13 Oct 09:31	call	2h46m	call
A-N25	Newcastle	Indep.	Tue 13 Oct 07:03		-	-		-	-	-	-
A-N17	Newcastle	Indep.	Tue 13 Oct 06:54		-	Tue 13 Oct 11:33	1	Tue 13 Oct 11:33	call	4h39m	call
A-N15	Newcastle	Indep.	Tue 13 Oct 06:50		Tue 13 Oct 09:33	Tue 13 Oct 09:23	1	Tue 13 Oct 09:23	call	2h33m	call+email
A-N24	Newcastle	Indep.	Tue 13 Oct 07:02		Tue 13 Oct 12:12	-		Tue 13 Oct 12:12	email	5h09m	email
A-N16	Newcastle	Indep.	Tue 13 Oct 06:51		-	Tue 13 Oct 10:50	1	Tue 13 Oct 10:50	call	3h59m	call
A-N19	Newcastle	Indep.	Tue 13 Oct 06:55	Yes	-	-		-	-	-	-
A-N28	Newcastle	Indep.	Tue 13 Oct 07:09		Tue 13 Oct 09:05	Tue 13 Oct 09:00	3	Tue 13 Oct 09:00	call	1h52m	call+email
A-N11	Newcastle	Indep.	Tue 13 Oct 06:46		-	Tue 13 Oct 09:47	1	Tue 13 Oct 09:47	call	3h01m	call
A-N21	Newcastle	Indep.	Tue 13 Oct 06:58		Tue 13 Oct 10:25	Tue 13 Oct 10:21	1	Tue 13 Oct 10:21	call	3h23m	call+email
A-N14	Newcastle	Indep.	Tue 13 Oct 06:49		Tue 13 Oct 10:33	-		Tue 13 Oct 10:33	email	3h44m	email
A-N03	Newcastle	Chain	Tue 13 Oct 06:39		-	-		-	-	-	-
A-N04	Newcastle	Chain	Tue 13 Oct 06:39		-	-		-	-	-	-
A-N05	Newcastle	Chain	Tue 13 Oct 06:39		-	-		-	-	-	-
A-N06	Newcastle	Chain	Tue 13 Oct 06:39		-	-		-	-	-	-
A-N12	Newcastle	Indep.	Tue 13 Oct 06:47		Wed 14 Oct 11:12	Tue 13 Oct 12:09	2	Tue 13 Oct 12:09	call	5h21m	call+email
A-N02	Newcastle	Chain	Tue 13 Oct 06:38		Tue 13 Oct 09:32	Tue 13 Oct 09:31	1	Tue 13 Oct 09:31	call	2h53m	call+email

Appendix B: Round B buyer viewing, all 64 enquiries

Times BST. † Contact made, but the enquiry first went out unlogged on 14 Oct, so elapsed time is not reliable and is excluded from timing statistics.

Label	City	Type	Enquiry sent	Auto	First human email	First call	Calls	First contact	Via	Elapsed	Channels
B-B25	Bham	Indep.	Thu 15 Oct 13:01		-	-		-	-	-	-
B-B10	Bham	Indep.	Thu 15 Oct 11:59	Yes	-	-		-	-	-	-
B-B14	Bham	Chain	Thu 15 Oct 12:08		-	Fri 16 Oct 09:52	2	Fri 16 Oct 09:52	call	21h44m	call
B-B09	Bham	Indep.	Thu 15 Oct 11:56	Yes	-	Thu 15 Oct 12:22	1	Thu 15 Oct 12:22	call	0h26m	call
B-B01	Bham	Indep.	Thu 15 Oct 11:28		Thu 15 Oct 14:36	Thu 15 Oct 11:46	2	Thu 15 Oct 11:46	call	0h19m	call+email
B-B21	Bham	Indep.	Thu 15 Oct 12:58		Thu 15 Oct 13:42	-		Thu 15 Oct 13:42	email	0h44m	email
B-B08	Bham	Indep.	Thu 15 Oct 11:53		Thu 15 Oct 12:29	-		Thu 15 Oct 12:29	email	0h36m	email
B-B11	Bham	Indep.	Thu 15 Oct 12:01	Yes	-	Thu 15 Oct 12:11	1	Thu 15 Oct 12:11	call	0h10m	call
B-B16	Bham	Indep.	Thu 15 Oct 12:12		Thu 15 Oct 16:09	Thu 15 Oct 16:07	1	Thu 15 Oct 16:07	call	3h55m	call+email
B-B03	Bham	Chain	Thu 15 Oct 11:32		-	Thu 15 Oct 12:14	1	Thu 15 Oct 12:14	call	0h43m	call
B-B05	Bham	Indep.	Thu 15 Oct 11:37		Thu 15 Oct 16:45	Thu 15 Oct 14:27	1	Thu 15 Oct 14:27	call	2h50m	call+email
B-B02	Bham	Indep.	Thu 15 Oct 11:30	Yes	-	Thu 15 Oct 13:15	1	Thu 15 Oct 13:15	call	1h45m	call
B-B28	Bham	Indep.	Thu 15 Oct 13:03		Thu 15 Oct 15:04	Thu 15 Oct 13:08	1	Thu 15 Oct 13:08	call	0h06m	call+email
B-B23	Bham	Indep.	Thu 15 Oct 13:00		Thu 15 Oct 14:07	Thu 15 Oct 14:02	1	Thu 15 Oct 14:02	call	1h02m	call+email
B-B29	Bham	Indep.	Thu 15 Oct 13:03		-	Thu 15 Oct 13:34	1	Thu 15 Oct 13:34	call	0h31m	call
B-B18	Bham	Indep.	Thu 15 Oct 12:21		-	Thu 15 Oct 13:49	1	Thu 15 Oct 13:49	call	1h28m	call
B-B20	Bham	Chain	Thu 15 Oct 12:57		Thu 15 Oct 13:59	Thu 15 Oct 13:55	1	Thu 15 Oct 13:55	call	0h57m	call+email
B-B27	Bham	Indep.	Thu 15 Oct 13:02	Yes	-	-		-	-	-	-
B-B24	Bham	Chain	Thu 15 Oct 13:00	Yes	Fri 16 Oct 11:17	Fri 16 Oct 11:15	1	Fri 16 Oct 11:15	call	22h14m	call+email
B-B13	Bham	Indep.	Thu 15 Oct 12:05		-	Thu 15 Oct 12:13	8	Thu 15 Oct 12:13	call	0h07m	call
B-B04	Bham	Indep.	Thu 15 Oct 11:34		-	-		-	-	-	-
B-B19	Bham	Indep.	Thu 15 Oct 12:25		-	-		-	-	-	-
B-B22	Bham	Indep.	Thu 15 Oct 12:59		Thu 15 Oct 13:11	-		Thu 15 Oct 13:11	email	0h12m	email
B-B17	Bham	Indep.	Thu 15 Oct 12:15		Thu 15 Oct 12:25	-		Thu 15 Oct 12:25	email	0h11m	email
B-B07	Bham	Chain	Thu 15 Oct 11:42	Yes	-	Thu 15 Oct 11:47	1	Thu 15 Oct 11:47	call	0h06m	call
B-B26	Bham	Indep.	Thu 15 Oct 13:01		-	-		-	-	-	-
B-B06	Bham	Indep.	Thu 15 Oct 11:39		-	-		-	-	-	-
B-B12	Bham	Indep.	Thu 15 Oct 12:03		Thu 15 Oct 15:24	Thu 15 Oct 15:22	3	Thu 15 Oct 15:22	call	3h19m	call+email
B-B15	Bham	Indep.	Thu 15 Oct 12:10		Thu 15 Oct 14:10	-		Thu 15 Oct 14:10	email	1h59m	email
B-B30	Bham	Chain	Thu 15 Oct 13:04	Yes	Thu 15 Oct 15:45	Thu 15 Oct 15:33	2	Thu 15 Oct 15:33	call	2h30m	call+email

Label	City	Type	Enquiry sent	Auto	First human email	First call	Calls	First contact	Via	Elapsed	Channels
B-L18	London	Indep.	Thu 15 Oct 10:58		Wed 14 Oct 14:50	Wed 14 Oct 14:49	3	Wed 14 Oct 14:49	call	n/a†	call+email
B-L21	London	Indep.	Thu 15 Oct 11:05	Yes	Wed 14 Oct 14:36	Thu 15 Oct 12:18	2	Wed 14 Oct 14:36	email	n/a†	call+email
B-L29	London	Indep.	Thu 15 Oct 11:23		-	Thu 15 Oct 18:17	3	Thu 15 Oct 18:17	call	6h54m	call
B-L04	London	Chain	Wed 14 Oct 13:15		Wed 14 Oct 15:30	Wed 14 Oct 15:28	2	Wed 14 Oct 15:28	call	2h13m	call+email
B-L14	London	Indep.	Wed 14 Oct 13:20		-	-		-	-	-	-
B-L22	London	Indep.	Thu 15 Oct 11:07		Thu 15 Oct 12:11	Wed 14 Oct 16:59	1	Wed 14 Oct 16:59	call	n/a†	call+email+sms
B-L13	London	Chain	Wed 14 Oct 13:20	Yes	Wed 14 Oct 19:17	Wed 14 Oct 15:53	2	Wed 14 Oct 15:53	call	2h33m	call+email
B-L10	London	Indep.	Wed 14 Oct 13:17		-	-		Wed 14 Oct 14:22	sms	1h05m	sms
B-L24	London	Indep.	Thu 15 Oct 11:11		-	Wed 14 Oct 17:45	4	Wed 14 Oct 17:45	call	n/a†	call
B-L27	London	Indep.	Thu 15 Oct 11:19	Yes	Fri 16 Oct 11:08	-		Fri 16 Oct 11:08	email	23h49m	email
B-L09	London	Indep.	Wed 14 Oct 13:17		-	-		-	-	-	-
B-L02	London	Indep.	Wed 14 Oct 13:15		Wed 14 Oct 13:27	Wed 14 Oct 13:26	4	Wed 14 Oct 13:26	call	0h11m	call+email
B-L06	London	Indep.	Wed 14 Oct 13:16	Yes	Thu 15 Oct 11:25	Wed 14 Oct 15:11	3	Wed 14 Oct 15:11	call	1h55m	call+email
B-L07	London	Indep.	Wed 14 Oct 13:16		-	Wed 14 Oct 14:32	1	Wed 14 Oct 14:32	call	1h16m	call
B-L05	London	Indep.	Wed 14 Oct 13:16		Wed 14 Oct 13:18	-		Wed 14 Oct 13:18	email	0h02m	email
B-L16	London	Indep.	Wed 14 Oct 13:21		-	-		-	-	-	-
B-L23	London	Indep.	Thu 15 Oct 11:09		-	-		-	-	-	-
B-L28	London	Chain	Thu 15 Oct 11:21		Thu 15 Oct 15:07	-		Thu 15 Oct 15:07	email	3h46m	email
B-L17	London	Indep.	Thu 15 Oct 10:58		Wed 14 Oct 18:33	Wed 14 Oct 18:18	4	Wed 14 Oct 18:18	call	n/a†	call+email
B-L19	London	Chain	Thu 15 Oct 11:00	Yes	Wed 14 Oct 15:18	Wed 14 Oct 15:17	5	Wed 14 Oct 15:17	call	n/a†	call+email+sms
B-L20	London	Chain	Thu 15 Oct 11:03	Yes	Wed 14 Oct 14:30	Wed 14 Oct 14:25	4	Wed 14 Oct 14:25	call	n/a†	call+email
B-L12	London	Chain	Wed 14 Oct 13:19		Thu 15 Oct 12:48	Thu 15 Oct 12:46	1	Thu 15 Oct 12:46	call	23h27m	call+email
B-L08	London	Indep.	Wed 14 Oct 13:16		-	-		-	-	-	-
B-L25	London	Indep.	Thu 15 Oct 11:14		Wed 14 Oct 14:35	-		Wed 14 Oct 14:35	email	n/a†	email
B-L30	London	Indep.	Thu 15 Oct 11:25		Thu 15 Oct 14:38	Thu 15 Oct 14:21	1	Thu 15 Oct 14:21	call	2h56m	call+email+sms
B-L26	London	Indep.	Thu 15 Oct 11:17		Wed 14 Oct 14:03	Wed 14 Oct 13:57	8	Wed 14 Oct 13:57	call	n/a†	call+email
B-L15	London	Chain	Wed 14 Oct 13:21	Yes	Thu 15 Oct 13:29	-		Thu 15 Oct 13:29	email	24h08m	email
B-L11	London	Indep.	Wed 14 Oct 13:17		Wed 14 Oct 15:51	Wed 14 Oct 15:47	2	Wed 14 Oct 15:47	call	2h30m	call+email
B-L03	London	Indep.	Wed 14 Oct 13:15		-	-		-	-	-	-
B-L01	London	Indep.	Wed 14 Oct 13:14		-	-		-	-	-	-
B-N02	Newcastle	Indep.	Thu 15 Oct 13:11		Thu 15 Oct 13:35	Thu 15 Oct 13:21	1	Thu 15 Oct 13:21	call	0h10m	call+email
B-N03	Newcastle	Indep.	Thu 15 Oct 13:12		-	-		-	-	-	-
B-N04	Newcastle	Indep.	Thu 15 Oct 13:31		Sat 17 Oct 15:39	-		Sat 17 Oct 15:39	email	50h08m	email
B-N01	Newcastle	Indep.	Thu 15 Oct 13:05	Yes	-	-		-	-	-	-



Take the next step

This study found the same gap again and again: most agencies do get back to people eventually, but the first hour, the evening and the early morning are mostly left to an auto-reply, and many follow-ups are a missed call and a voicemail.

Stitch engages every enquiry instantly, completes the lead qualification in the conversation, and tees up the best time for a call, so a human gets talking to the applicant sooner.

Stitch AI works with estate and letting agents on exactly this. **Agent Assist** provides portal lead management and call handling for estate and letting agents, and Stitch's WhatsApp Business Platform gives teams one shared, verified WhatsApp number with a team inbox, CRM integration, automation and AI assistants.

[Book a demo at stitch-ai.com](https://stitch-ai.com)

Find out more

- Stitch AI: stitch-ai.com
- Agent Assist for estate and letting agents: stitch-ai.com/stitch-agent-assist
- WhatsApp for property: stitch-ai.com/property
- Talk to us: support@stitch-ai.com · 0330 016 2940
- Simon Young on LinkedIn: linkedin.com/in/aeo