STREET.co.uk

A guide to success with Street.co.uk

Valuer's Edition.

Valuers are the frontline of any estate agency.

Your expertise and first impression often determine whether a homeowner chooses your agency or a competitor. You're responsible for delivering accurate valuations, winning instructions, building strong relationships, and ensuring new listings are ready for the market, fast.

But your time is limited. Between appointments, admin, photography, and follow-ups, it's easy for things to slip. That's where Street.co.uk comes in, designed to give you clarity, speed, and an edge at every stage of the valuation and onboarding journey.

In this guide, we'll break down the valuer's day-to-day, and show how Street.co.uk helps you reduce admin, improve conversions, and deliver a seamless experience for sellers and your team alike.

⍰ Who this guide is for?

This guide is for sales and lettings valuers working in UK estate agencies, whether you're part of a multi-branch operation or the go-to expert in a smaller team. If you're responsible for bringing on new instructions, building rapport with vendors or landlords, and delivering accurate, persuasive valuations, this guide is for you.

🏆 What you'll take away.

You'll learn how Street.co.uk can help you:

- ✔ Prepare compelling valuation reports with instant access to comparables, local insights, and custom reports to help you win new business.
- ✔ Streamline your processes to secure instructions faster.
- ✔ Use smart automation to follow up and keep vendors and landlords engaged.
- ✔ Keep track of valuations, lost business, and conversion goals, so no opportunities are lost in the funnel.

Your day-to-day.

Being a valuer is about more than just setting a price. You're the expert vendors rely on, and the engine behind new instructions.

From delivering confident, data-led valuations to handling onboarding and vendor follow-up, your day is packed with tasks that require speed, accuracy, and impact.

Here's what a typical day might look like, and how Street.co.uk can support you at every step.

A day in the life, *without* Street.co.uk

Scrambling for prep
8:30am

You start the day pulling comparables and recent sold data from portals. This slows you down, and you know your competitors will all present near enough the same data to clients. How are you supposed to stand out?

On the road, underprepared
9:30am

You head to a valuation with limited notes. You get lost trying to find the property. There's no easy access to past interactions or vendor context. You rely on your memory and try to take notes manually while walking through the property.

Contract hold-ups
11:00am

You've secured the instruction – but are now waiting on the vendor to sign your agency contract and complete their AML checks before you can get the property live. You're the go-between, chasing updates.

Listings waiting in limbo
1:00pm

You're waiting for a vendor to send updated feedback on their listing via email before it can go live. There have already been three sets of amends, and you're getting bogged down in email back-and-forth when you could be focusing on other tasks. Factor in the time you spent manually drafting the listing itself, and you're falling behind.

No idea who's engaged
3:00pm

You sent a valuation report yesterday but have no idea if it was opened. You want to follow up – not just because it took you hours to manually pull together the data – but don't want to seem pushy. You're flying blind.

Admin pile-up
5:00pm

Back at your desk, you're uploading notes, chasing unsigned contracts, and trying to get back to enquiries. You're trying your best, but it's all too easy to fall behind.

A day in the life, *with* Street.co.uk

Ready to impress
🕐 8:30am

Street.co.uk's dashboard highlights high-priority follow-ups and appointments for the day. Your Spectre Property Reports are ready — beautifully branded with unrivalled data, and designed to stand out against the industry standard collateral.

On the road, fully equipped
🕐 9:30am

Your Street.co.uk Agent App connects to your Waze account, and you arrive at the property with no issues. Using the Agent App, you review property and pre-valuation research notes, and check estimated value and property history. You even map out a few nearby properties for door knocking after your appointment.

Valuation report sent
🕐 10:30am

The valuation went well. Before you even set off back to the office, you fill in key details and send over a clear, branded valuation report, with a unique message, to the vendor. Talk about striking while the iron's hot.

Everything you need, already done
🕐 11:00am

The vendor signs their agency contract and completes their AML digitally, right after the appointment — no emailing or waiting.

Listings launched in minutes
🕐 1:00pm

You've prepped a vendor's listing using Street AI and their responses to the digital Property Information Questionnaire. The vendor approves the listing directly in the Client App — no bottlenecks.

Smart follow-ups on autopilot
🕐 3:00pm

Spectre Email handles your client follow-up, sending tailored emails based on triggers like "Completed a sales valuation report." You're notified in real-time when the report is viewed, so you follow up with perfect timing.

All wrapped up
🕐 5:00pm

Contracts are signed digitally, vendors are engaged and onboarded, all without endless emails. Your Street.co.uk dashboard signposts any important tasks for you to tackle the next day, ensuring nothing slips through the cracks.

Winning instructions and building relationships.

Let's face it: you convert more vendors and landlords when you're credible, prepared, and proactive.

Street.co.uk ensures you always arrive with a clear plan and professional materials, and follow up in a timely, trackable way – increasing your chances of winning those all-important instructions.

How Street.co.uk can help:

Spectre Property Reports

With Street.co.uk's sister company, **Spectre**, you can create stunning, on-brand valuation reports in minutes. Each report includes local market insights, pricing recommendations, comparables, and next steps, so you show up looking polished, professional, and data-driven to every valuation.

You can leave a printed version behind, and easily follow up with a digital PDF – and you'll even get notified when vendors view the report, giving you the perfect window to follow up while you're still top of mind.

Agency contract signing

Send out contracts for signature digitally with Street.co.uk's **Xodo Sign integration**, no printing, scanning, or chasing. Vendors and landlords can review and sign instantly, speeding up your onboarding process and helping you secure instructions faster.
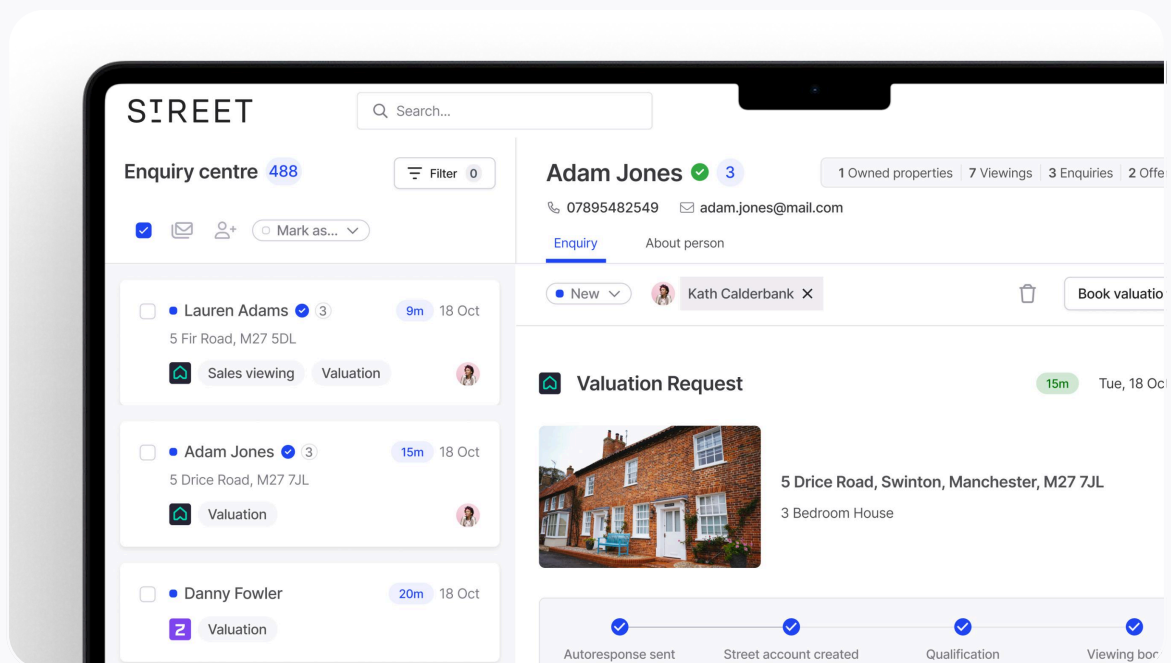
Valuation opportunities flagged in your Enquiry Centre

Every enquiry directed from portals will flag if there is a valuation opportunity, allowing you to jump on revenue-making conversations, honing in on potential opportunities in your inbox.

Using 'Tasks' and 'Mentions' widgets on the dashboard can also help you keep an overview of which valuations have been followed up with. This is particularly important for those leads that may not yet be ready to sell – so will need regular contact to make sure your agency stays top of mind for when they are.
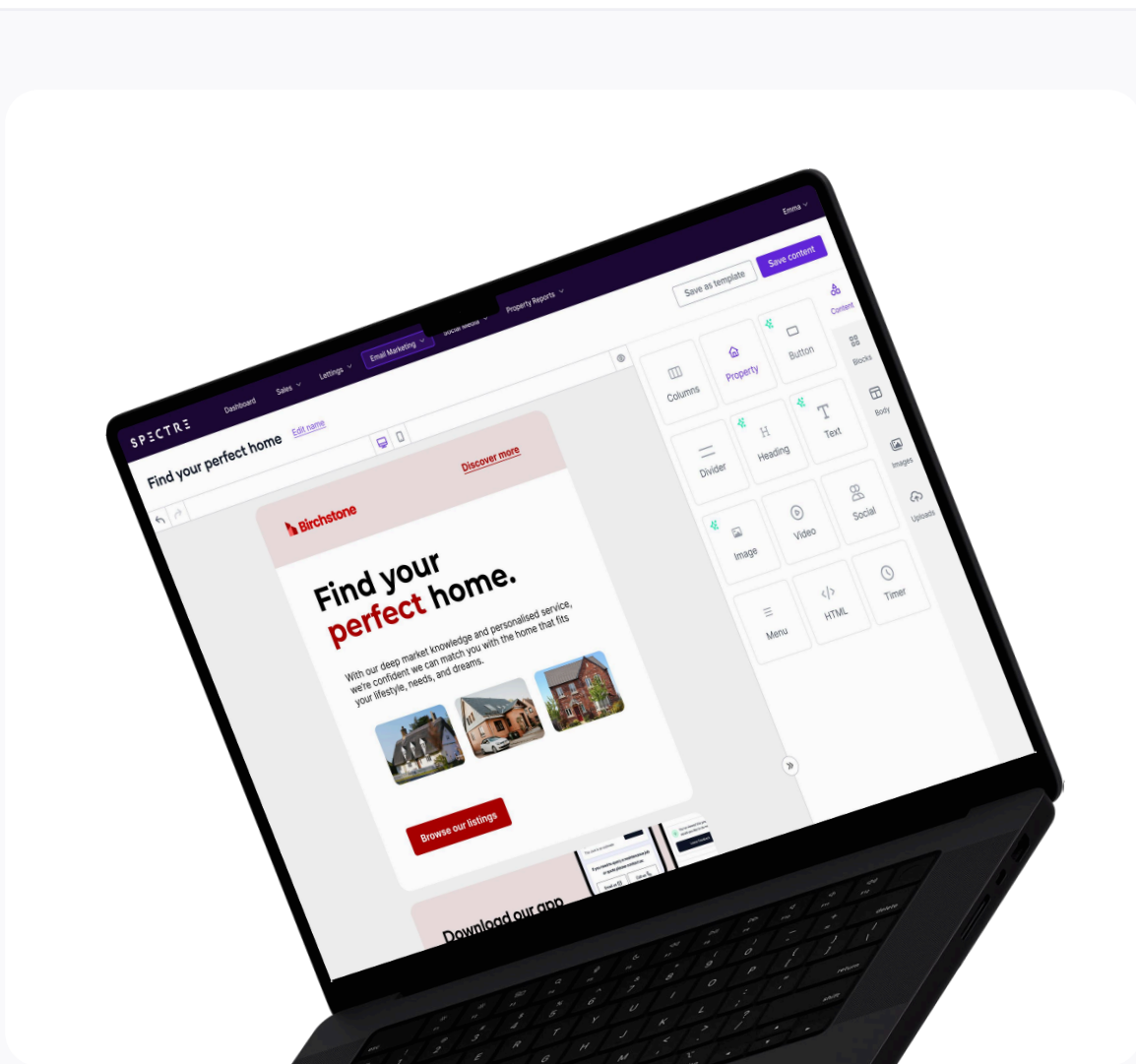
Spectre Email

Nurture your pipeline effortlessly with **Spectre Email's automated email workflows.** Set up trigger-based campaigns like "had in-person valuation," or "requested instant val" to keep potential vendors engaged and re-engage those not yet ready to list.

Each email is customisable and sent with your branding, with full oversight over engagement – so you know when prospects are considering your services and time your outreach perfectly.

Wowing at valuation appointments.

First impressions matter, and so does being prepared. With Street.co.uk, you can walk into appointments equipped with the right tools, details, and confidence to beat out your competitors and win more business.

Spectre Property Reports

Impress vendors from the first interaction. While your competitors might all turn up with the same, dual-branded report, **Spectre's professional, white-labelled reports** can be prepared before your appointment and used as a polished leave-behind or digital follow-up, reinforcing your credibility and value.
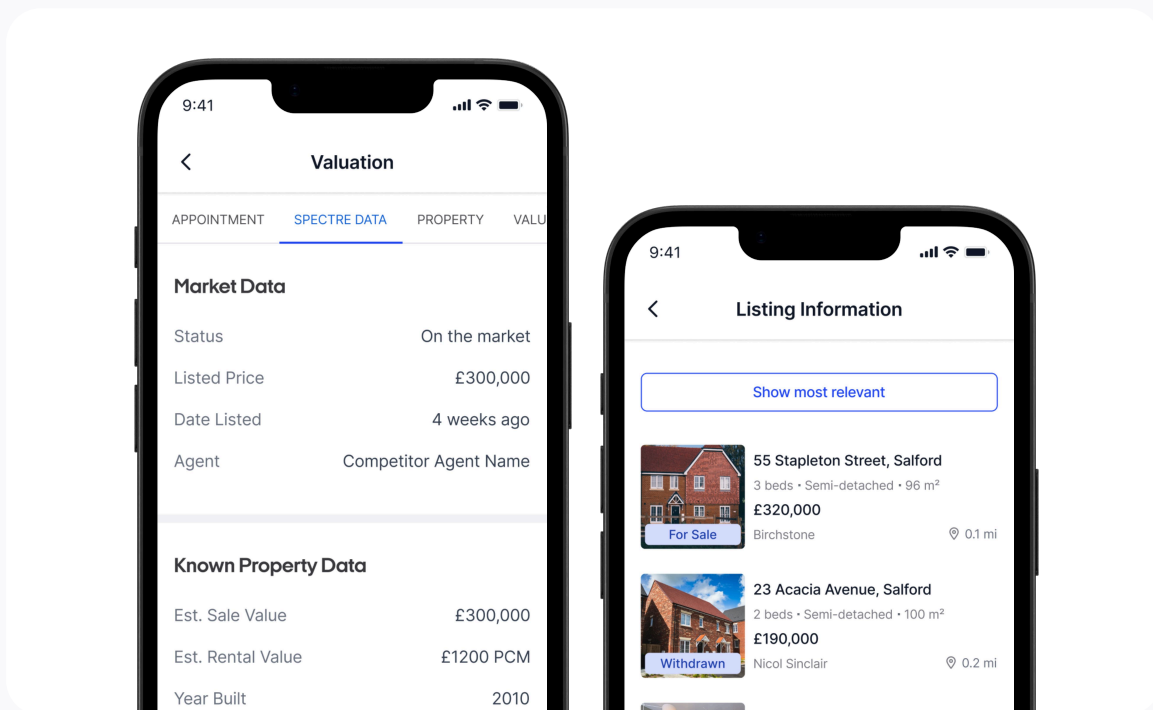
Agent App

While on the go, access property details, estimated value, and property history, **all within the app.** You can even use it to inform door-knocking at nearby properties between appointments, keeping you productive and prepared.
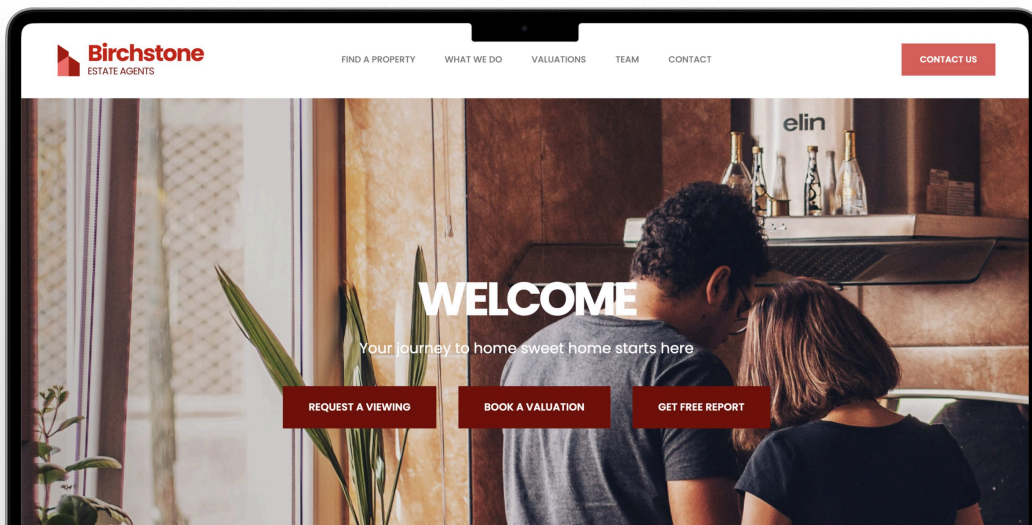
Online Bookings

Let vendors **book valuation appointments** directly from your website. These appointments sync seamlessly into your calendar, taking into account your availability, reducing email back-and-forth and making it easier for clients to take that first step.

Coordinating the listing.

Once you've won the instruction, getting the property live should be quick, smooth, and stress-free, for both agent and vendor.

Street.co.uk streamlines the entire onboarding and listing approval process with smart tools that reduce admin and increase transparency.

Listing approval in the Client App

Once your listing is ready, vendors and landlords can approve or make suggestions directly via the Street.co.uk **Client App.** There's no need for long email chains or PDF attachments, just faster sign-off, and fewer delays.

Property Information Questionnaires

Avoid last-minute scrambles and back-and-forth emails. With Street.co.uk, vendors and landlords can complete their **PIQs** digitally via the Client App, meaning you have all the essential information upfront to create compliant, complete listings without delays.

Material Information Parts A, B and C are clearly signposted, and you can customise your questionnaire to make sure you capture all the information your agency needs. The result? You can get listings live more quickly, and give vendors and landlords a more frictionless experience from the start.

Generate AI Property Description

Add Feature or Description

Hardwood floors   Press [Enter] to add

≡ Premium fixture and fittings   🗑

≡ Large open plan lounge   🗑

Settings

Paragraphs   Length   Style

0 [− | +]   Small [Medium] Large   [Professional] Premium

This stunning property offers a spacious and comfortable living environment, perfect for modern family living. The ground floor boasts a large lounge **Street AI writing...**

Street AI

Use Street.co.uk's built-in **Property Description Generator** to create compelling listings in your chosen writing style. Combine that with **AI-powered photo enhancement** for a beautifully packaged, market-ready listing, all without bouncing between tools.

Work smarter, not harder.

As a valuer, your time is valuable, and often stretched thin. Street.co.uk empowers you to work smarter, not harder, from valuation prep through to instruction, onboarding, and beyond.

With smart tools like a dedicated Client App, and stand-out integrations like Spectre Property Reports, you'll win more instructions, reduce manual admin, and keep every client feeling informed and in control.

Whether you manage 5 valuations a week or 15, Street.co.uk helps you stay efficient, consistent, and focused on what really matters: winning business and delivering exceptional service.

> "From a day-to-day perspective, I'm exceptionally busy – usually, I only have travel time between valuations. Once I'd get back to the office at 6:30 at night, trying to remember the conversations I'd had with clients was almost impossible. Sometimes, when you don't have the resources, that personal touch can get lost.
>
> Now I have access to the Street.co.uk app, within seconds of sitting in my car, clients have everything we discussed — fees, valuation, notes – in seconds. It's fresh, personal, and immediate. I think it's a massively better experience for clients."
>
> **Kelly Day** | Director and Valuer, Home & Manor

STREET.co.uk

Streamline your day-to-day with Street.co.uk.

Schedule a demo with our expert sales team and discover how our tools can simplify your workflow and save you time.

Book personal demo   **Watch 10-min demo**