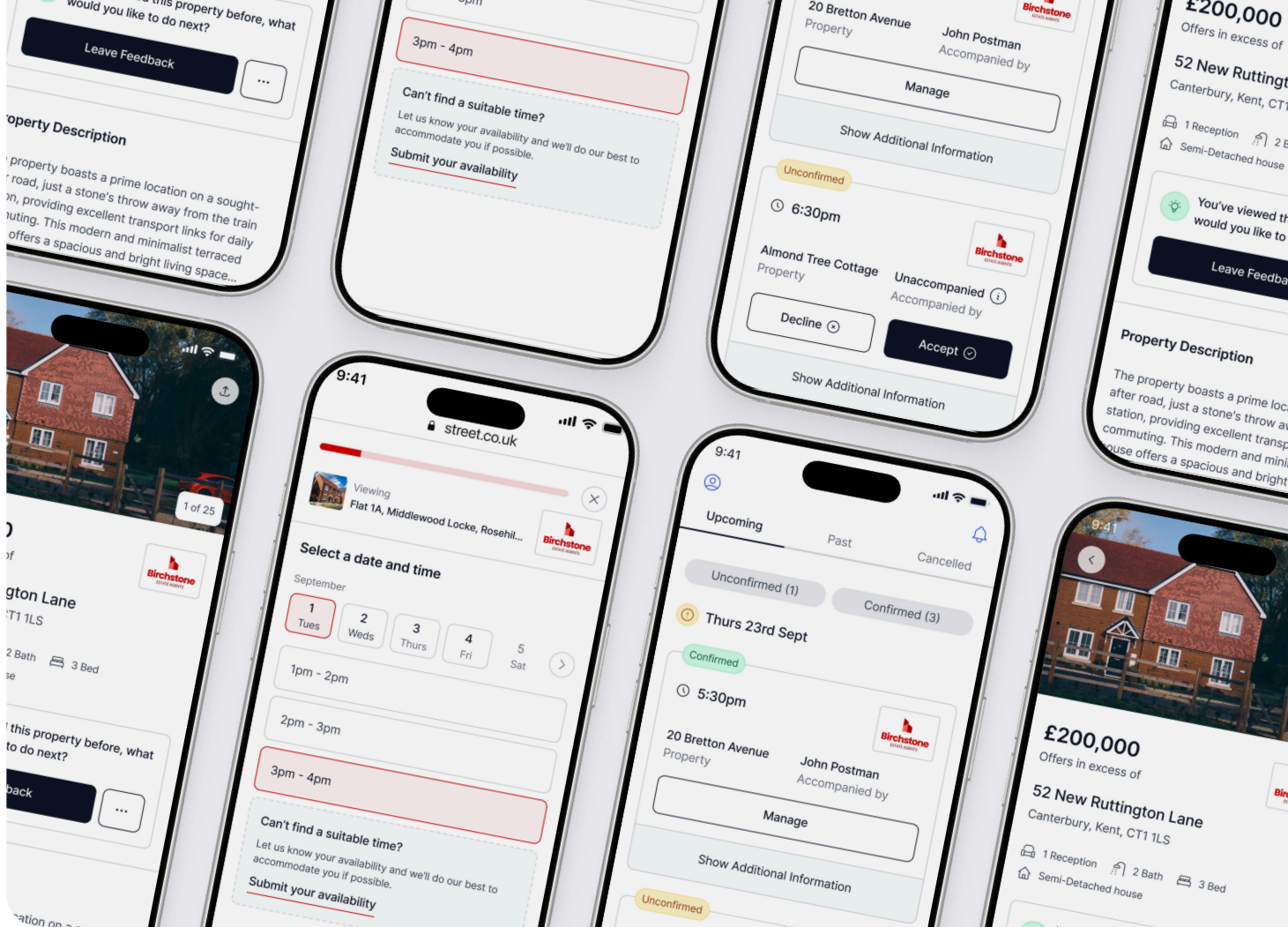


STREET.CO
UK

Beyond Business Hours.

Why Online Booking is Redefining Estate Agency.





Chapters.

Throughout this guide, you'll learn about...

- ✓ The changing landscape of consumer convenience
- ✓ Why manual appointment scheduling is holding you back
- ✓ Discovering a smarter, faster way to schedule appointments
- ✓ The impact of online bookings

The changing landscape of consumer convenience.

Imagine losing a potential client simply because they couldn't book an appointment when they were ready?

From booking a hair cut to getting an appointment with a doctor, today's consumers expect seamless, on-demand booking experiences in every aspect of their lives. And the property industry is no exception...

84% of property seekers conducting their search entirely or partially online... while less than **1%** rely solely on offline methods.

— Voice of the Agent, We Are Unchained

However, estate agents currently rank just 9th out of 15 industries on Trustpilot, highlighting an urgent need for better customer experiences.

Industry:
Average Trustpilot Score:
Index Score out of 100:

HR & Recruiting

★ 4.6

89.7

Health & Medical

★ 4.4

88.0

Real Estate Agents

★ 4.0

78.4



The main frustration among consumers.

The absence of digital, on demand services. Although estate agency still thrives on personal, face-to-face interactions, consumer habits have shifted. Your customers expect convenience at every touchpoint, and that includes something as simple as booking their appointments.



The solution for estate agents.

By enabling clients to self-serve and schedule appointments at their own convenience, agencies can eliminate barriers for applicants, increase conversion rates, and reduce admin time. In this guide, we'll be exploring the inefficiencies of manual scheduling as well as how you can best utilise instant booking technology to transform the customer experience.

Instant online booking is now an expectation, not a luxury. Let's dive in and discover why.





Why Manual Appointment Scheduling Is Holding You Back.

Estate agents operate in a fast-paced environment where timing is everything.

Yet, many agencies still rely solely on manual scheduling methods for booking appointments, whether that's phone calls, emails, or back-and-forth diary coordination with colleagues. While this may have worked in the past, the consumer expectations we're seeing today demand speed and convenience.

The problem? Manual scheduling is inefficient, frustrating for clients, and is costing agencies valuable business.

In this chapter, we'll be debunking some of the negative misconceptions surrounding online bookings and analysing the reasons why doing them manually could be holding you back.

Online bookings: Myths vs reality.

Estate agency is built on personal relationships, trust, and a deep understanding of client needs, so it's no surprise that some agents remain hesitant about embracing online bookings.

But let's be clear: the reluctance isn't unfounded. It often stems from real concerns that deserve to be acknowledged.

Myth #1:

What if I lose control of my diary?

Reality: A good online booking setup gives you more control, not less. Modern systems allow you to define availability, book after hours, dodge double bookings, and even route different types of appointments to different team members. You're not giving up control - you're creating a structured way for clients to connect with you, at times that suit them.

Myth #2:

How will I prequalify applicants?

Reality: Online booking doesn't mean removing this vital step. Previously, you may have pre-qualified applicants separately using your own form or document. The right solution will even let you add pre-qualifying questions into the workflow before a time is even selected.

Myth #3:

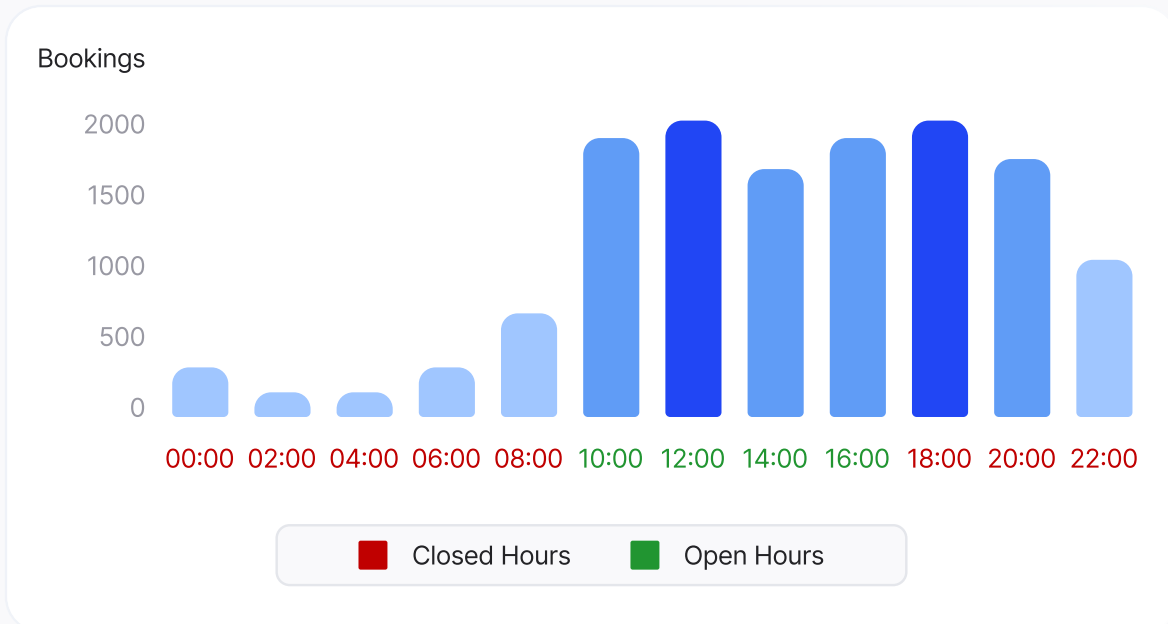
Online booking systems feel too technical for me to implement.

Reality: Many CRMs offer online bookings as a bolt-on or part of their wider service, but the difference lies in how easy they are to put into practice. The right CRM won't just offer the feature - it'll make sure it's simple to activate, easy to use, and fully supported with helpful guides and resources. With the right provider, evolving how you take bookings should feel like progress, not a project.

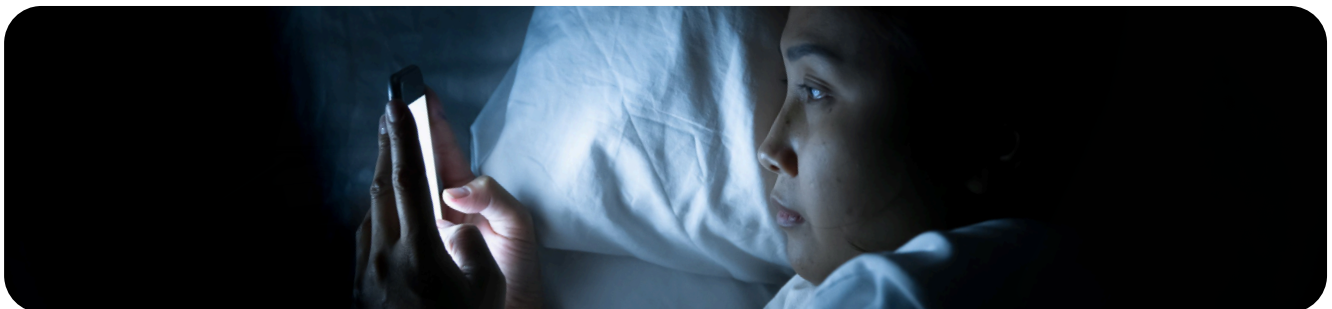
When do your consumers *really* want to book?



50% of bookings are made outside of business hours.



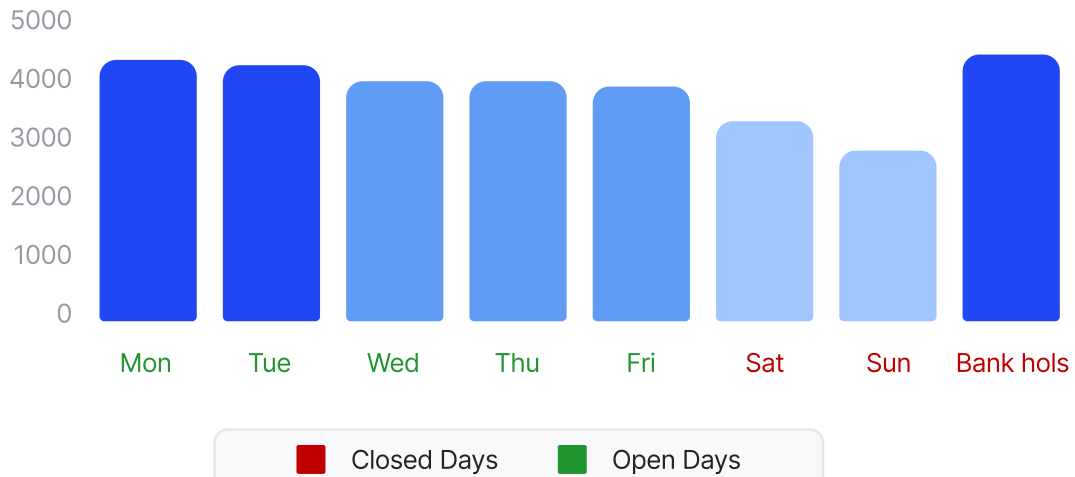
- **Lunchtime rush:** The busiest time for bookings is during lunch.
- **Evening surge:** 6pm is a peak time with applicants booking during their commute or right after work.
- **Night owls:** High demand continues until 9-10pm when consumers tend to be most active.





22% of bookings are made over the weekend.

Bookings



- **Weekend scrollers:** 22% of bookings happen over the weekend
- **Holiday hikes:** Over the last Bank Holiday, we found there were 10% more bookings than on an average Monday



Why manual booking is holding you back.



You're missing after-hours opportunities.

Our research has shown that 72% of property enquiries happen outside standard office hours, yet many agencies only process bookings during working hours.

This gap results in lost opportunities, as many buyers and sellers don't want to wait until the next morning for a call back - they want to act now, and they'll choose an agent who can meet their needs.



Back and forth communication frustrates your clients and increases admin.

Agents and clients are often trapped in email chains or phone calls to find a suitable time, often juggling multiple calendars, trying to coordinate with lots of people at once. This back-and-forth frustrates clients and damages their perception of your efficiency.

But it isn't just getting bookings in diaries that's costing hours of your time, manual booking and scheduling creates a massive administrative burden, requiring you to:



Confirm appointments manually via email or phone calls



Coordinate with sellers, landlords, and applicants



Adjust schedules when cancellations occur and send correspondence to clients



Send reminders to reduce no-shows



You might miss out on opportunities for growth.

When choosing between agencies, one requiring phone calls during business hours and another offering instant online scheduling, modern clients increasingly favour convenience.

Online booking systems eliminate these issues by allowing 24/7 scheduling, synchronising availability in real-time, automating confirmations, and positioning your agency as modern and customer-focused.



Discovering a Smarter, Faster Way to Schedule Appointments.

In an industry where speed is everything, manual appointment booking is costing you time and business. Phone calls, emails and other more traditional ways of arranging appointments are creating unnecessary friction, slowing the entire process down.

Instead, you could be delivering a better consumer experience with Street.co.uk.

Street.co.uk is a CRM built around the way you work, offering a level of flexibility that's totally unmatched. The smart, user-friendly booking system lets you tailor availability to suit your schedule, putting you in full control of when customers can book.

By allowing your clients to schedule viewings and valuations at their convenience, you can remove barriers, increase conversions, and save countless hours of admin.

In this chapter, we'll be explaining how best to use Street.co.uk's Online Bookings and investigating some of the success it can bring.



The benefits of using online bookings.

- ✓ Customers can self service, giving them a better experience.
- ✓ Leads can be converted totally hands-free, any time of day or night.
- ✓ Calendars can be optimised easily across the entire team.
- ✓ Time clashes or double bookings are eliminated.
- ✓ The process of handling confirmations is streamlined and improved.
- ✓ Save hours on admin and focus on high value conversations instead.

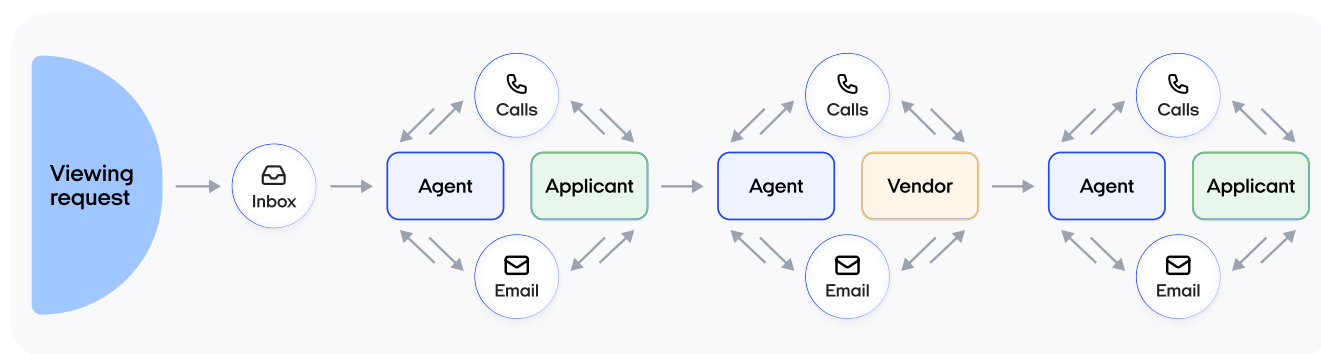


Your appointment process vs Street.co.uk's online booking.

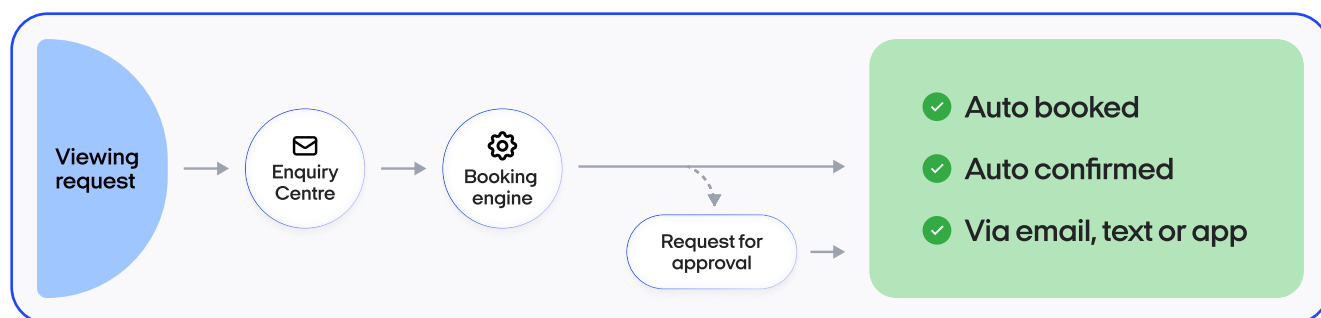
Traditional viewing bookings can be time-consuming, often involving hours or even days of back-and-forth calls between agents, applicants, and owners just to find a suitable time. Enquiries from portals or your website typically land in your inbox, kicking off a slow and manual process.

With Street.co.uk, the experience is seamless. Leads go through a smart booking engine with customisable pre-qualification questions and can be either instantly approved by you or auto-confirmed by Street.co.uk, saving time and cutting out the hassle.

The traditional process - takes hours/days








The Street.co.uk process - done in an instant








How are online bookings made better with Street.co.uk?

Street.co.uk's Online Booking system is intuitive, easy to use, and means you can automatically convert enquiries into appointments, all without giving up your control.

Traditional booking:

-  Enquiries land in your inbox
-  Manual coordination between agent, applicant, and owner
-  Multiple back-and-forth calls and emails
-  Can take hours or even days to confirm a viewing
-  High chance of delays and miscommunication

Booking with Street.co.uk:

-  Enquiries appear instantly in the Enquiry Centre
-  Automated booking engine handles coordination
-  Instant booking or approval, depending on your preferences
-  Viewings can be booked in seconds
-  Streamlined, consistent process with less friction



Gain ultimate control with a configurable, easy-to-use booking system.

Street.co.uk is built to fit the way you work, no other booking system is as intuitive or configurable, giving you full control over when and how clients can book.

Rather than losing control of your diary, Street.co.uk makes it easier to manage. When it comes to finding the best time slot for an appointment, Street.co.uk automatically takes a range of factors into account to help you find the ideal slot. These availability factors include things like:

- ✓ **Branch & agent availability:** Input your branch or teams' working hours so Street.co.uk knows exactly when you're free for appointments.
- ✓ **Existing viewings you already have booked:** Street.co.uk automatically removes any time slots when another appointment is taking place so you never double book.
- ✓ **Travel times:** Street.co.uk instantly calculates the travel time of every journey between properties in your patch for efficient appointment blocks.
- ✓ **Traffic calculation:** Travel times are overlaid with local traffic data, custom generated for each branch for total accuracy.
- ✓ **Vendor availability:** Select which days and times are preferable for vendors and specify pre-approved slots that can be instantly confirmed.
- ✓ **Your team's roles:** Street.co.uk considers the role of your agents to ensure that the appropriate person always attends viewings and valuations.

This information is used to automatically grade all of the available slots for appointments. Slots that fit with more of these factors are graded with a higher number of stars so you can easily choose the optimum time.



Only the best quality leads get through with pre-qualification.

A big fear of online booking systems stems from the quality of leads that will be enquiring. If there is no way to filter through applicants or qualify them, then the lead quality may mean it's not worth following up.

But this isn't an issue with Street.co.uk. Pre-qualification questions are already built into the online booking workflow to ensure that only the best leads make it through. Agents can even customise the questions to write their own, add follow ups and decide the kind of answers they want to receive. All this improves lead quality and reduces time spent on admin.



Appointments can be confirmed by your vendors instantly.

Regardless of whether you're using an online booking system or are relying on over-the-phone bookings, you'll likely have endless phone calls with your vendors just to get those viewings approved. That's why Street.co.uk doesn't just tackle the booking of appointments, it helps streamline the confirmation too.

Getting your viewings confirmed is made easier and more efficient with Street.co.uk. Alongside your more traditional methods of calling vendors for booking confirmation, you also have the option to pre-set bespoke confirmation emails and SMS messages using Street.co.uk.

"The other day, I took a phone call for a viewing request. While I was still on the phone registering them and talking about the property, the vendor had already confirmed the viewing through their app. The caller was amazed, saying 'You haven't stopped speaking to me yet!' My clients love it because it's so slick."

— Ross, Chartwell Noble Estate Agency



Booking confirmations can be confirmed any time through the Street.co.uk App.

Digital bookings are taken to the next level with the help of the Street.co.uk App to get appointments confirmed quicker. The App will send your vendors an automated push notification on their phone, asking them to confirm the date and time of the appointment, right from their phone - perfect for when vendors are out on the go, at work, or away from home.

Simultaneously, your applicants will get an email notification and the choice to add the appointment to their personal calendar to help reduce the risk of no-shows.

"I believe in picking up the phone and talking, but, for example, I've got a client with a four-month-old baby who I recommended the app booking to. If I ring when the baby is having a moment, she's not going to pick up. She might mean to call me back but forget. At 3am when she's doing the night feed, she can go on the app, confirm a viewing request, and know it's done. She really loved that, she felt that was beneficial for her needs."

— Michelle Gallagher, JD Gallagher Estate Agents





Bookings can happen any time, anywhere.

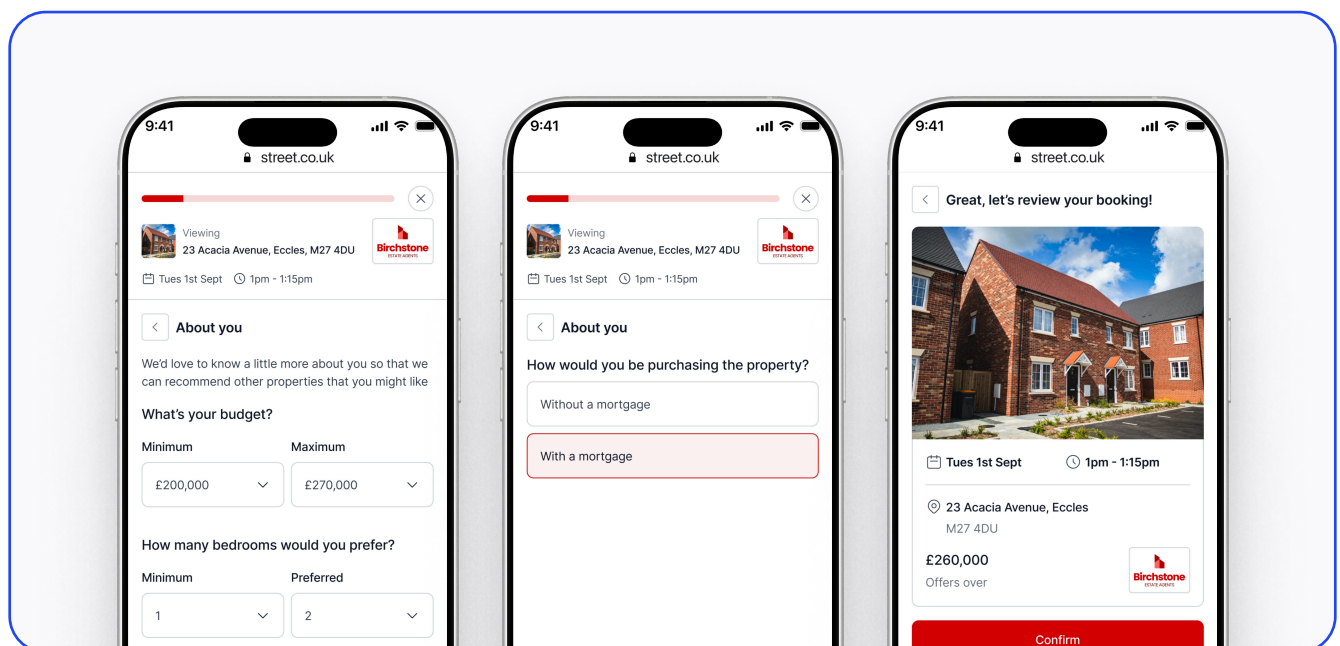
Street.co.uk doesn't just make it easier to handle bookings during your office hours, it helps you win instructions 24/7.

Since around half of booking requests happen after office hours, Street.co.uk has been designed to help you capture those requests, even when you're not in the office yourself.

Every after-hours enquiry, whether that's from Rightmove or your own website, will be converted with an automated booking workflow that allows applicants to find a time slot that suits them and fits into your schedule.

Customisable pre-qualification questions are added into the workflow, ensuring only the most relevant leads move forward, while also identifying any cross-selling opportunities where applicants have a property of their own to sell.

Any enquiries that come outside of office hours are responded to instantly and automatically with Street.co.uk's autoresponder and are ready and waiting for you to tackle as soon as your day begins.





Convert leads hands-free for hours of time saving.

Street.co.uk is intuitive and built to work around you, rather than forcing you to adapt to a complex system. That's why, when you log in each morning, your Enquiry Centre is automatically populated with leads, sorted, labelled, and ready for action.

This allows you to:

- ✓ Instantly see which leads meet property criteria.
- ✓ Prioritise follow-ups with clear status updates.
- ✓ Focus on securing deals instead of playing catch-up.

With Street.co.uk's Online Booking, you eliminate scheduling headaches, secure more viewings, and stay ahead of the competition - without lifting a finger.



The Impact of Online Bookings.



In a world where convenience is everything it's no surprise that today's buyers and renters expect the same level of convenience from estate agents. The property market has evolved, and so have consumer expectations.

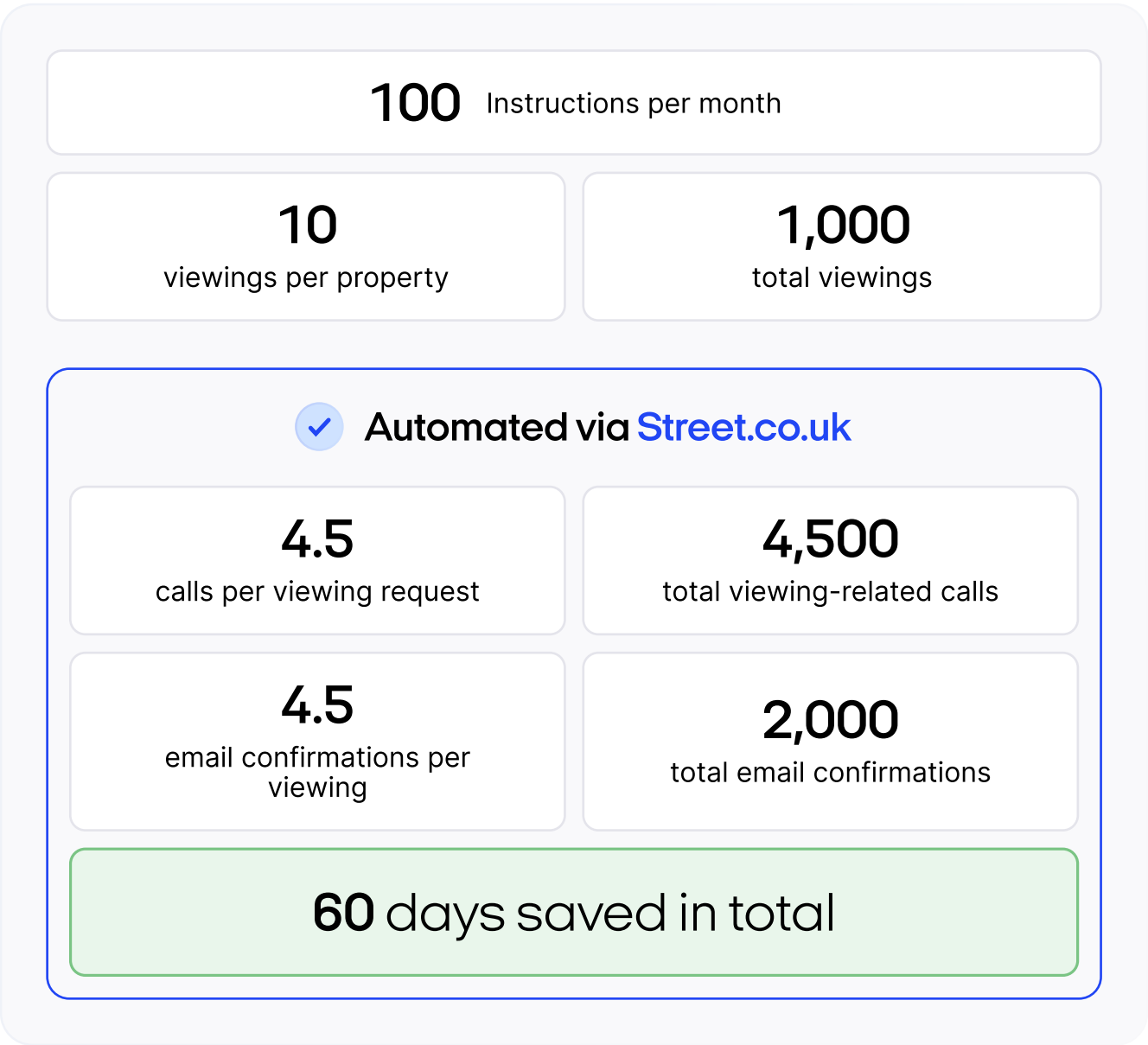
Now that we've looked at the benefits of online booking experiences for your customers, let's look at the countless other benefits for you and your agency.



Measuring success with Street.co.uk's Online Bookings.

As well as drastically enhancing the client experience, opting for an online booking system also saves you a huge amount of time by cutting down on calls, emails, and admin.

To demonstrate how, let's quantify the success of using Street.co.uk's Online Bookings for viewings based on a branch that's winning an average of 100 instructions per month.



Increasing instruction opportunities.

The impact of 24/7 availability and real-time calendar syncing is reflected directly in the number of instructions you're able to secure.

Manual bookings are limited to office hours which means you're potentially missing out on serious interest. Taking bookings online expands availability from 9 hours a day to 24, so you're capturing more leads, more often.



Capture leads at peak moments

24/7 booking means you're not missing the high-intent moments when potential buyers or tenants are most engaged. Online booking ensures you're available whenever the customer is ready to act, even if it's during the night feeds, or on their commute.



Faster response wins instructions

Applicants notice speed and ease. If your booking process is instant and effortless, you're more likely to impress. This all helps to create a seamless experience that builds trust, strengthens your brand, and boosts conversions, loyalty, and referrals.



More accurate diaries means more bookings

Real-time syncing keeps calendars up to date, unlocking more viewable time slots. With better diary visibility, multiple negotiators can book confidently without overlaps or missed opportunities.

The shift toward online booking systems is a natural evolution in how estate agencies operate, not a replacement for the personal touch that defines great property service.

Understandably, a lot of agents express concerns about adopting online bookings but the truth is that online booking is an enhancement, not a disruption.

With Street.co.uk's Online Booking, you're not giving up control, you're gaining a structured, user-friendly way for clients to connect with you at their convenience. The system is intuitive and configurable, and gives you complete control over your booking process.

Online bookings aren't about replacing your current operations but augmenting them.

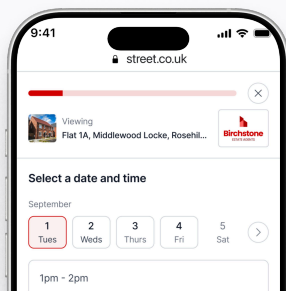
You still set the rules. You still shape the customer journey. But now, it happens on your terms, with a process that feels seamless to clients and efficient for your team.



Control Without Compromise.



Instant booking doesn't mean losing control. With Street.co.uk, you decide which times are available, you decide if appointments are auto-confirmed or need approval, the system adapts to you - not the other way round.



Instantly convert leads.

Office hours are a thing of the past. Day or night, consumers can self-serve and book appointments at their own convenience - meaning you'll never miss an opportunity.

Optimise your calendars.

Save yourself the logistic headache of trying to figure out availability, locations and travel times. Street.co.uk calculates it automatically in the most efficient way.

	Reece Morgan	Adrian Clarke
All Day		
8AM		5 Elm Road 9:30am
9AM		12 Oak Lane 9am
10AM		8 Pine Street 9:30am
11AM	9 Park Street 11am	18 Ash Drive 10am
12PM	12 West Street 11:30am	6 Birch Place 10:30am
1PM	1 Station Road 12pm	21 Lime Way 11am
		3 Ivy Close 11:30am
		Quick Book 12pm



Save on hours of admin.

With Street.co.uk's instant online bookings and auto-confirmations, you can remove countless calls and emails from your to-do list and concentrate on important matters.

STREET.co.uk

The future of estate agency technology.

Drive your agency forward with Street.co.uk, the only cross device CRM on the market that caters to you and your clients.

Gain an undeniable USP, win more instructions, and deliver the most modern and convenient service.

Book personal demo

Watch 10-min demo

