

COMPANY



CASE STUDY



Contract Ready – A Proven Advantage for Estate Agents

✓ Faster Sales ✓ Fewer Fall-Throughs ✓ Stronger Market Share



Ryder & Dutton showed just how powerful it is to get sellers Contract Ready. Between October 2020 and February 2022, they ran a trial designed to speed up the home buying and selling process by preparing essential information and ordering Searches right at the start. The results were striking

- Faster completions – some sales wrapped up in as little as two months.
- Fewer fall-throughs – sales collapsing practically disappeared.
- Market share growth – Ryder & Dutton's share jumped from 19% to 37%.

When the trial ended in 2022 due to a change in ownership, market share fell back to 20%, proving how impactful the Contract Ready approach really is.

Why it matters for you

- Smooth, faster transactions for your sellers and buyers.
- A clear competitive edge over rival agencies.
- Proven system that consistently drives results.
- Compliance confidence – helping agents fulfil Material Information requirements with ease.
- Future-ready – gearing your business up for AI-driven interrogation of property data.

Put Contract Ready into Action

We provide the tools and support you need to offer a service that sets you apart – helping you win more instructions, complete sales faster, and keep clients happier.

Get started today and see the difference Contract Ready can make.

