The Commercial Property Experts

ESTATE AGENT SUCCESS SUMMIT

10 Top Takeaways

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Compiled by Steve Bell

The Commercial Property Experts

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Ten ideas I am putting straight to work

These are the ten ideas I took away from the Estate Agent Success Summit in Birmingham on 18 June 2026, and I am implementing each one directly into The Commercial Property Experts. The event was built for residential agents, yet the principles translate cleanly to commercial property.

Every takeaway here is grounded in what was actually said on the day, not a tidied up summary. Featuring insights from **Tom Panos, Raj Kotecha, Tyler Newman, Chris Watkin, Sally Lawson and Toby Martin.**

INSIDE THIS GUIDE

TAKEAWAY ONE

01 Start with tension, not an introduction

Tom Panos and Toby Martin

You have one second. If the first sentence does not stop the scroll, nothing else matters. Tom Panos was blunt about it. The agents posting "Hi guys, so today I want to talk about" have already lost. Nobody asked for the introduction.

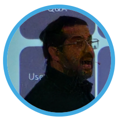
Tom's formula is simple. Open with something that makes the viewer think, that is about me. "Something is wrong with your property and most owners don't know what it is." That is a hook. It creates tension before a single word of content has been delivered.

Toby Martin reinforced the point from another angle. By the time a client meets you at a market appraisal, they are already up to seventy percent of the way through their decision. Every piece of content is a breadcrumb, and if the first line is forgettable, the trail leads nowhere.

> ***You never get a second chance at a good hook. You get one second, and if you don't use it, you enter scroll cemetery.***
>
> TOM PANOS

TAKEAWAY TWO

02 Close the gap between your real life and your online presence



Raj Kotecha

Raj Kotecha has built personal brands for some of the biggest real estate names in Dubai, including agents working with Gary Vaynerchuk and Tony Robbins. He introduced a concept every commercial agent needs to sit with, the IRL URL gap.

IRL is your real life. Your track record, the deals you have done, the landlords you have helped, the properties you let or sold that nobody else could shift. URL is what people find when they look you up. For most agents those two things are wildly different.

High value decision makers do their due diligence before they pick up the phone. If they search your name and find nothing of substance, you have already lost ground to someone who made the effort to document what they do. Your track record is an asset, and it needs to exist somewhere people can find it.

> ***They are doing wonderful things in real life, creating so much value. But when I go online to find out more about you, there is nothing there. And that is a problem.***
>
> **RAJ KOTECHA**

TAKEAWAY THREE

03 Your existing audience is enough, stop chasing strangers first

Raj Kotecha and Tyler Newman

Raj Kotecha described what he calls watering the plant pot. Most agents fixate on growing their audience, chasing more followers, reach and impressions. But if you have a database of past clients and warm contacts who already know what you do, you already have an audience. The question is whether you stay visible to them.

Tyler Newman took it further with a tactic almost no agent uses. Every time someone follows you after watching your content, that is a signal of interest. Message them. Thank them for the follow and ask what prompted it. That conversation starts far ahead of any cold call.

Both speakers made the same underlying point. The obsession with reach is a distraction. The agents doing serious numbers are not the ones with the biggest audiences, they are the ones who work their existing connections properly and stay consistently present.

> *It is wild that agents will spend eight hours cold calling strangers, then have ten people follow them that same day and never reach out.*
>
> **TYLER NEWMAN**

TAKEAWAY FOUR

04 Apply the 2-4-6-8 method from day one

Tom Panos

Tom Panos shared one of the most practical frameworks of the day for managing clients through a campaign. He calls it two, four, six, eight. These are review checkpoints at week two, four, six and eight. At each point you review the three variables you actually control, price, presentation and marketing.

The critical part, and the one most agents miss, is that these checkpoints must be set before the board goes up, not introduced mid campaign when things are off track. Tell a client at week four that you need a serious conversation about price and it feels like a sledgehammer. Tell them at the listing that week four is a scheduled review and the same conversation feels like professionalism.

The way you handle price at the listing determines how you service the client throughout. Vendor management and the listing presentation are married to each other. Set the process up front and every difficult conversation that follows becomes expected rather than confrontational.

> ***It is the unexpected that lands heaviest. Set them up for it from the start. It is when it comes a little sudden that they feel conditioned with a sledgehammer.***
>
> **TOM PANOS**

TAKEAWAY FIVE

05 Frequency builds trust, silence creates panic

Tom Panos

No client has ever complained that their agent communicated too much. Plenty have walked away, and handed instructions to competitors, because the agent went quiet.

Tom's model is straightforward. In the first four weeks of an instruction, speak to the client every 48 hours and send a vendor report once a week as a minimum. In Australia the standard has moved to two reports a week, one Monday and one Friday. When an agent goes quiet, the client fills the gap themselves, and they never fill it with positive conclusions.

He made a useful distinction. Low offers lead clients to blame the market. No offers lead them to blame the agent. Regular communication is the single most effective way to manage expectations through a difficult campaign and retain the instruction when things take longer than hoped.

> ***Silence creates panic. Be proactive with your feedback. You have got to become a feedback machine.***
>
> **TOM PANOS**

TAKEAWAY SIX

06 Only sixteen percent actually want the cheapest agent

Chris Watkin

Chris Watkin opened with a statistic that should reframe every fee conversation. Peter Knight's Home Buyer Survey interviews ten thousand vendors a year. Consistently, only sixteen percent say the agent's fee is their primary consideration. Eighty four percent decide on something else, trust, competence, communication, track record, confidence.

The implication matters. If you regularly lose instructions on fee, the fee is not the real problem. You have not yet made a compelling enough case for your own value. An agent who folds on their fee the moment a client pushes back has just shown exactly how they will negotiate on the client's behalf when a buyer makes a low offer.

The cheapest agent is not the one with the lowest commission. It is the one who gets the lowest price. If the best agent in a market achieves significantly more per sale than the average, the fee difference is irrelevant. The conversation has to shift from what an agent costs to what they are worth.

> *If you are losing a property to fee, it is not the vendor's problem. It is you. You have not proved your worth.*
>
> CHRIS WATKIN

TAKEAWAY SEVEN

07 Stop posting listings, own the market conversation

Chris Watkin and Toby Martin

Chris Watkin pulled up a live feed from an agent in the room. Listing. Listing. Just sold. Meet the team. Listing. His point was blunt. This is not an attraction strategy, it is an advertising board. It does nothing to set you apart or to make an owner think of you as the expert they should call.

Property is the second most talked about topic in Britain after the weather. Every agent is the gatekeeper to that conversation, yet almost none are having it. Instead of talking about what prices are doing and why properties are sitting, they post what they have listed and hope someone notices.

Toby Martin added the customer journey map. Every stage of a sale has questions attached, the ones owners lie awake thinking about. Should I paint before going to market? What if the first offer falls through? Each question is a piece of content. Answer them before they ask and you become the obvious expert before they have even spoken to you.

> *You are the gatekeepers of the second most interesting topic in the world to the British. And all you do is go listing, listing, listing.*
>
> CHRIS WATKIN

TAKEAWAY EIGHT

08 Be selective, the instructions you decline matter

Chris Watkin and Tom Panos

Chris Watkin shared a framework he calls the triangle, vendor motivation, fee and asking price. His rule is that he will not take an instruction unless at least two of the three are solid, and motivation must always be one of them.

The reasoning is simple. In the UK only around fifty four percent of properties that go on the market actually sell. The agents who list everything regardless of motivation, price or fee are not building a business, they are building a portfolio of stale stock that makes them look ineffective.

Tom Panos reinforced it. A genuinely motivated owner will work with you on price when the feedback demands it. An unmotivated one, testing the market or protecting an unrealistic figure, will resist every conversation and drain your time. Being known as the agent who only takes on what they can sell is a stronger position than being the agent who takes anything.

> *List what sells. For every hundred homes we put on the market in the UK, we shift fifty four. That means forty six percent of your listings, you are wasting your time.*
>
> CHRIS WATKIN

TAKEAWAY NINE

09 Content compounds, the quitters were three months early

Tyler Newman

Tyler Newman runs a content operation for agents in Dubai. He shared the story of his business partner Aidan, who produced 427 videos in twelve months at a cost of around 48,000 pounds and generated 680,000 pounds in commission, almost entirely from inbound social leads. That is roughly 1,600 pounds returned per video.

The more important part was the timeline. The first six months produced almost nothing visible. Output and income do not move in parallel. There is a delay, then an inflection point where momentum becomes self sustaining. The agents who give up at month three were three months from that shift.

Content does not work like a cold call, where effort produces an immediate result. It works like compounding interest. Every video builds familiarity with someone who does not yet need an agent but will. By the time they are ready to act, you are already the person they associate with the subject. Measure it in quarters and years, not likes and weeks.

> ***Post content today and it does not mean commission lands tomorrow. Trust that if you keep building your brand, it will compound and the money will come.***
>
> TYLER NEWMAN

TAKEAWAY TEN

10 The gap between average and elite is consistency, not talent

Tom Panos

Tom Panos closed the day with the clearest summary of everything before it. He has spent four decades studying top performing agents across Australia, New Zealand and now the UK. When he analysed what separated the agents doing two and a half million pounds a year from the rest, it was not talent, intelligence, luck or circumstance.

The top one percent treat their business like a profession, not a job. They manage vendors with high frequency and lead the campaign rather than follow the client. Their systems are strong enough to pull them back when they drift. They stay in training, protect their reputation above all, run their day around three high return activities, and make more calls than anyone else.

None of that is complicated. None of it requires exceptional ability. What it requires is the discipline to do ordinary things with extraordinary consistency over an extraordinarily long time. Motivation comes and goes. Habits stay.

> *The gap between average and elite is not talent. The top one percent do ordinary things with extraordinary discipline for an extraordinary length of time. That is the whole game.*
>
> TOM PANOS

FROM THE SUMMIT TO THE DESK

Putting it into practice

If one of these ideas earns a place in how you work this quarter, the day in Birmingham was worth it. I am working through all ten inside The Commercial Property Experts, and I am always happy to compare notes.

Steve Bell
The Commercial Property Experts