



MediaVision



PROPERTY BRAND Demand Report

**Ranking Brand Demand For Top Residential, Commercial,
Online Portal And Developer Brands In The UK.**

2022



"The property market has been through some massive highs and lows.

House prices soared last year, and demand outstripped supply in some areas. The end of the stamp duty holiday saw property searches skyrocket, and interest in the suburbs across the UK remained strong.

We returned to the city in droves for the big return to the office, and then we left again. The flexible office space sector gained massive momentum as companies across the UK adapted their real estate footprint, and searches for alternative office space soared.

Industrial and logistics dominated commercial real estate, and although retail saw glimmers of a bounce back, the number of vacant high street stores is still incredibly high.

Despite all these ups and downs, some of the busiest months on record in the property market were recorded, and commercial spaces evolved.

Now, moving at the fastest and possibly most uncertain pace in recent years, we could argue that working in property has never been more stressful, competitive and exhilarating.

Despite seismic shifts, property brands across the board have stepped up and shown resilience, innovation, tenacity, and pure genius when capturing market share in the UK.

To find out who outpaced the rest, we analysed brand demand around some of the UK's top property brands, uncovering those who achieved the most significant share of search in the last year."

Enjoy,

A handwritten signature in black ink, appearing to be 'LV', with a long horizontal flourish extending to the right.

Louis Venter
CEO

WHICH BRANDS DOMINATE ONLINE, AND WHICH ARE IN DECLINE?

In this report, we've ranked brand demand for more than 100 of the biggest residential, commercial, portal and developer brands in the property market.

This shows us who the market leaders are, and which brands have seen the biggest growth or decline in demand over the past year.

To collect the data, we used our Digital Demand Tracker, our in-house tech that helps us track search behaviour fast.

The period analysed is 2021 vs 2020. Brands are listed according to share of search. Please note all percentages have been rounded to the nearest whole number.

WHAT IS BRAND DEMAND?

Brand demand is the number of times people search for your brand by name online.

As a metric, brand demand is one of the most telling measures of overall brand health - especially in ultra-competitive sectors like property. If users are searching for **YOU** by name, it means they're interested or aware of you, consider you an expert, or are simply ready to convert.

Whatever their search motive, it means you're doing something right.

The more people who type your brand name into Google, the larger your share of search - a massive indicator of market dominance and visibility.

The brands ranked in this report have been analysed according to YoY performance but it's worth noting that brand demand can and does increase and decrease often. Different factors can influence it: the economy, a global shift in behaviour like we saw during ***that year***, competitor activity, marketing strategy and more.

It also means staying on top requires a consistent, strategic effort, because searches for a brand typically correlate with an effective marketing strategy.

This is a brand search

rightmove



douglas & gordon

This is a market search

estate agents near me



commercial property agent in London



SEARCH TRENDS: DIGITAL DEMAND TRACKER

We're in the business of being curious about digital performance, so we built a tool to give us the insights we need faster than any other tool can.

Our Digital Demand Tracker analyses the highs and lows of different search trends, enabling us to spot and react to changes in consumer demand four times quicker than other public data allows.

This is extremely helpful in fast-paced sectors like property or fashion, where real-time trend insights can give clients an edge over competitors.

TRY IT FOR FREE



SECTOR RESULTS: WHAT THE MARKET LOOKS LIKE

Overall brand searches across the property industry soared by **35%** last year, with both established brands and disruptive newcomers growing the total market.

These results show the aggregate increase in brand demand across the market.



Residential brand searches up +35% Why?

- Buyers rushed to beat the end of the stamp duty holiday.
- Demand continued for bigger homes, gardens and office space.
- Brands leading with data grew their share of search by building trust and authority through press traction. Savills did this well with the 'UK Housing Market Update'.
- Estate agents like Dexters and Haart were in a good position to react to shifting behaviour with a strong online presence in local markets..

Residential
+35%

Portal brand searches Why?

- Virtually every portal saw an increase in volume of buyer demand.
- Access to vast amounts of data gave portal brands the edge when it came to reporting on market trends. Rightmove and Zoopla were here as market leaders.
- Challenger brand Boomin came into the market in 2021 but managed to grow through an aggressive marketing strategy.

Portal Brands
+11%



up +118%

increase because

onsite and search
upper hand when
market trends in the
ola really benefited

only launched mid-
the market with an
gy.

nds
8%

Developer / Commercial brand searches up +19% Why?

- The industry was in the spotlight last year as development plans halted. L&Q gained industry coverage as one of the housing associations with the most build completions.
- There were differences in demand between sectors and geographies, this helped housebuilders Midland Heart and diversified advisors Gerald Eve.
- Interest around mixed-use and mixed-tenure property surged, and brands like Places for People led the way with thought leadership content on the new ways people can live and work.
- It was also interesting to see Workspace increases reflecting the growth in demand for shared offices..

Developer / Commercial
+19%

MOST & LEAST SEARCHED PROPERTY TERMS

In addition to brand demand, we also looked at some of the most and least popular searches around property in the last year.

MOST SEARCHED



LEAST SEARCHED



SPOTLIGHT: TOP PERFORMERS OVERALL

These brands saw the largest
increase in brand demand YoY



RESIDENTIAL

Brand	Increase
Savills	9%
Dexters	9%
Haart Estate Agents	30%
Foxtons	6%
Chancellors	4%



ONLINE PORTALS

Brand	Increase
Rightmove	29%
Zoopla	24%
*Boomin	716%
OnTheMarket	5%
Yopa	24%

*Boomin was launched in April 2021



COMMERCIAL

Brand	Increase
CBRE	6%
Avison Young	32%
Lambert Smith Hampton	20%
Gerald Eve	55%
Workspace	9%



DEVELOPERS

Brand	Increase
Midland Heart	35%
David Wilson Homes	10%
Miller Homes	14%
L & Q	217%
Places For People	4%

A MANIC YEAR FOR RESIDENTIAL BRANDS

Last year, online searches for 'rental properties', 'houses for sale' and 'property for sale' increased by 15%.

It may not seem like a lot at first glance, but it means there were almost 4 million more searches for these terms in 2021 than the year before.

Residential brands have been adapting quickly. Those who reacted fast to unprecedented demand are reaping the rewards of increased visibility - 21 of the 25 analysed have seen an uplift in demand.

Perfectly placed to take advantage of sales ahead of the Stamp Duty holiday withdrawal, **Savills** and **Dexters** are both up 9%, followed by **Haart** and **Foxtons**.

RESIDENTIAL

BRAND	YOY DEMAND
Savills	9%
Dexters	9%
Haart Estate Agents	30%
Foxtons	6%
Chancellors	4%
Kinleigh Folkard & Hayward	70%
Martin & Co	16%
Strutt & Parker	77%
Douglas & Gordon	33%
Grainger Plc	93%
Chestertons	9%
Castles Estate Agents	19%
Ludlow Thompson	90%
Cluttons	73%
Black Katz	133%
Storey	10%
Chase Evans	25%
Stirling Ackroyd	26%
Jacksons Estate Agents	16%
John D Wood	13%
Atkinson Mcleod	5%
John Payne	-9%
Knight Frank	-2%
Hamptons	-8%
Share To Buy	-11%

Brands are listed according to share of market, from highest to lowest.

COMMERCIAL

BRANDYOY DEMAND

CBRE	6%
Avison Young	32%
Lambert Smith Hampton	20%
Gerald Eve	55%
Workspace	9%
Montagu Evans	82%
Sanderson Weatherall	255%
Fisher German	5%
Cushman & Wakefield	155%
Fleurets	18%
BNPPRE	-1%
JLL	-0%
Bidwells	-3%
Colliers International	-9%
Allsop	-12%
Strettons	-17%
Carter Jonas	-7%
Wework	-24%

Brands are listed according to share of market, from highest to lowest.

THE RESILIENCE OF BRICKS AND MORTAR

The commercial property industry was one of the hardest hit by the pandemic, and recovery has been slow in some areas.

Big-name retailers going into administration saw *1 in 7 shops empty in March 2021, and office space has been on-again, off-again as the country grappled with returning to work and WFH.

Despite uncertainty, brands have adapted and braced, finding new ways to innovate, use space and work with landlords to attract crowds again.

Brand demand for CBRE grew by 6% as the brand reacted quickly to market changes with data and insights, followed by Avison Young with a massive 32% increase.

Of the 18 commercial brands analysed, 10 have seen demand grow. Insights, predictions and data are incredibly valuable during uncertain times, and brands who have built authority around these will continue to capture share of search.

*Source

SKY'S THE LIMIT

Last year's stamp duty rush saw demand skyrocket across UK property portals, with most still riding the upward trend.

With a 29% increase, **Rightmove** leads the way this year. After initially pulling back on advertising during the pandemic, the brand came back in full force with a cross-channel strategy that increased branded searches significantly.

Despite only launching in April 2021, newcomer **Boomin** has been a massive disrupter.

Amid criticism, **Purplebricks**, the only brand to see demand decline, after announcing changes to its operational model last year.

PORTALS

BRAND	YOY DEMAND
Rightmove	29%
Zoopla	24%
Boomin	716%
OnTheMarket	5%
Yopa	24%
PrimeLocation	6%
Purplebricks	-21%

Brands are listed according to share of market, from highest to lowest.



DEVELOPERS

BRAND

YOY DEMAND

Midland Heart	35%
David Wilson Homes	10%
Miller Homes	14%
L & Q	217%
Places For People	4%
Greenwich Peninsula	41%
Avant Homes	15%
Galliard Homes	59%
Notting Hill Genesis	26%
Bellway	10%
Lend Lease	51%
Keepmoat	25%
Cala Homes	10%
Livewest	20%
Hopkins Homes	49%
Lovell Homes	26%
Croudace Homes	39%
Harron Homes	11%
Clarion Housing Group	27%
Derwent	8%
Persimmon Plc	132%
Mccarthy & Stone	43%
Strata Homes	25%
Segro	11%
London Square	21%
Elan Homes	27%
Inland Homes	12%
Shanly Homes	27%
Peabody	1%
Telford Homes	6%

ADAPTING TO A SHIFTING LANDSCAPE

Property developers have faced several hurdles in the last year. The way we interact with physical space has changed, construction was halted across the UK for months, and sectors are bouncing back at a vastly different pace across the country.

As retail and office space saw a drastic dip, industrial, storage and logistic facilities surged, and brands have had to adapt quickly to this radically shifting landscape.

Of the 45 brands analysed, 31 saw demand increase.

Urban Splash	2%
Kier Living	-1%
Catalyst Housing	-2%
Stewart Milne Homes	-4%
Bloor Homes	-1%
Crest Nicholson	-2%
Berkeley Group	-5%
Landsec	-7%
Charles Church	-14%
Orbit	-4%
Jones Homes	-21%
Barratt Homes	-3%
Bovis Homes	-11%
British Land	-25%
Legal & General	-19.09%

Brands are listed according to share of market, from highest to lowest.

FAQS

Q: How can I compete with industry leaders?

A: A branded search shows user intent, but ranking isn't always easy and takes consistent work and attention. Large, established, optimised sites with high authority, tons of backlinks and huge brand awareness are more likely to rank for brand terms, but it doesn't mean smaller, fast-growing sites can't compete.

Q: Why is my brand demand down?

A: There are many reasons why brand demand declines. This could be because your site is not properly optimised, competitors are performing better, or your brand awareness is too low to show up in search. It could also be due to market-related factors, or a Google algorithm update.

Q: How can I improve my brand demand?

A: One of the best ways to improve brand demand is through an integrated digital marketing strategy. If your site is technically sound from an SEO perspective, ongoing content creation, link acquisition and strategic page expansion can improve organic performance and

brand awareness. The ability to identify and react to search trends can also hugely improve visibility.

Q: What is considered a good increase?

A: There is no industry-wide benchmark. A brand that receives millions of searches each month may see a smaller percentage increase in brand demand, while a brand with a few hundred searches a month may see a triple digit increase. All growth is positive.

Q: Why do brand searches matter so much?

A: Searches that directly match your brand name indicate brand awareness. People aware of and searching for you will typically have an affinity for your brand, and are more likely to convert. Number of brand searches is a huge indicator of overall brand health. That being said, it is also vital to focus on broader SEO goals and non-brand terms.

HOW WE CAN HELP



We get results for our clients by growing brand presence across organic channels (owned media) with Content, Digital PR & SEO at the core of our strategies.



Technology gives us the advantage, enabling the brands we work with to identify trends before they happen and be fast and first to react.



To fill the gaps and amplify activity, we leverage Paid Media to effectively maximise reach and penetration across channels and platforms at the lowest possible cost per acquisition.



Integration with CRO, Analytics and CRM allow us to analyse your audience's behaviour and holistically optimise the performance of our campaigns towards key data sets, demographics and user behaviour, further enhancing the performance of our acquisition campaigns and maximising brand awareness in the process.

LET'S TALK



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MediaVision is an integrated digital performance marketing agency that helps brands **Grow Every Day** through SEO, Paid Media, Content, Digital PR and CRO.

Our multi-award-winning agency is powered by a team of 30+ experts across London, New York, South Africa, and India. A combination of brilliant in-house talent and a strong focus on technology helps us deliver valuable insights backed by data.

As proud partners of some of the world's most ambitious global brands, we help clients stay agile, find new opportunities and grow in a remarkably competitive landscape.

