

Review of Online Estate Agents

Thinking of using an online agent and want to know the best and worst out there? Our review of online estate agents lets you compare, tells you what is and isn't included in their packages and helps you decide the right online estate agent for you. The following table was updated in November 2014 using a sample of online agents. Please see individual sites for latest deals.

Online Estate Agents	Packages on offer	Photos & Floorplans	Valuation (using online data)	Arrange viewings	Conduct viewings	"For Sale" Board	EPC	Listed on Rightmove & Zoopla	Premium listing on major property portals	Optional Extras and information
Emoov 	Standard £395+VAT	✓	✓	✓	-		Plus £59 +VAT	✓	-	Price includes sales progression, offer negotiation, buyer qualification +£45+VAT for sale board delivered and erected
	Premium £599+VAT	✓	✓	✓	-	✓	Plus £59 +VAT	✓	✓	Price includes sales progression, offer negotiation, buyer qualification, personal account executive
	Balanced £199+VAT now, £399+VAT on completion	✓	✓	✓	-	-	Plus £59 +VAT	✓	-	Price includes sales progression, offer negotiation, buyer qualification
	Traditional: £49 upfront, £999 on completion	✓	✓	✓	-	-	Plus £59 +VAT	✓	-	Price includes sales progression, offer negotiation, buyer qualification


Good to know: EMOOV has been operating for 5 years and has sold just under 3000 properties in that time. Offer a good range of packages, of which the Standard option is their most popular package. No online area (although one is coming soon) but viewing appointments and feedback are confirmed by email. The call centre is helpful and open seven days a week.

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Hatched 	Option 1 £0 upfront. 0.6%. on completion. Min fee of £1200 (inc VAT)	✓	✓	✓	-	Plus £42	Plus £72	✓	Plus £60-£75	Virtual tour an additional £30 Other optional extras available
	Option 2: £150 upfront. 0.3% on completion. Min fee of £600 (inc VAT)	✓	✓	✓	-	Plus £42	Plus £72	✓	Plus £60-£75	Virtual tour an additional £30 Other optional extras available
	Option 3: £270 upfront and £270 on completion (all inc VAT)	✓	✓	✓	-	Plus £42	Plus £72	✓	Plus £60-£75	Virtual tour an additional £30 Other optional extras available


Good to know: Established for 6 years. In 2013 they sold 1223 properties. All prices on their site helpfully include VAT. Option 3 is the most popular package. We like the fact Hatched use Trustpilot to show customer reviews. We didn't like that the list of optional extras on the site doesn't include prices so you'll need to track down the costs of any extras you want. The online webchat (open until 6pm) and call centre (open weekdays and weekends) were helpful, quick and easy to use in answering questions. You can keep track of scheduled viewings and feedback on dedicated online area.

Top tip: See our guide ["Should I use online estate agents to sell my home?"](#)


And [join us today](#) to help you through the home buying and selling process, every step of the way

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House Network 	Basic £395 +VAT Paid upfront	✓	✓	✓	-	Plus £50 +VAT	Plus £95 +VAT	✓	Plus £75- £99 +VAT	Printed brochures available for additional £145+VAT Fastrack marketing (avoiding 48 hour wait from home visit) costs an additional £50+VAT Sales progression costs an additional £295+VAT
	Essential £495 +VAT Paid upfront	✓	✓	✓	-	Plus £50 +VAT	Plus £95 +VAT	✓	Plus £75- £99 +VAT	Same as Basic package but you get a " dedicated account manager " who is one point of contact "progressing your sale" as opposed to different call centre staff fielding your call. Additional extras as above
	Commission £990 +VAT. (£195 upfront and £795 on completion)	✓	✓	✓	-	Plus £50 +VAT	Plus £95 +VAT	✓	Plus £75- £99 +VAT	Same as Essential package but with split fees. Why opt for Commission packages? This may suit your cash flow situation better. They also appeal to those feeling sceptical about selling online allowing them not to commit too much upfront. But you'll be paying more over all....
	Star Buy £695 +VAT Paid upfront	✓	✓	✓	-	✓	✓	✓	✓	Includes premium listings on property portals, "Dedicated sale progression" and "Fastrack marketing".
	Star Buy+ £795+VAT Paid upfront	✓	✓	✓	-	✓	✓	✓	✓	6 months extra marketing time (18 months in total) for those worried their house will take longer to sell. Also includes £99 legal start-up fee. This does not necessarily cover all the legal costs for selling your home and you will want to shop around before opting for HNs conveyancing service.


Good to know: Established for 10 years, sold 7,895 homes in that time. Seems good value with range of packages which are easy to compare on the site. Essential package is their most popular. If you are based in central London then they are also able to accompany viewings under their no sale no fee package (0.5%+VAT) but unable to conduct viewings elsewhere in UK. The online chat facility available between 9am and 10pm most days of the week was helpful. They are also open on weekends. You can keep track of scheduled viewings and feedback on dedicated online area.

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House Simple 	Package starts at £95+VAT	✓	✓	-	Plus £29 +VAT per view	Plus £25 +VAT	Plus £95 +VAT	-	-	Listing on RightMove, Zoopla comes at an additional cost. £95 for 3 months, £125 for 6 months and so on. Negotiations service costs + £75 "Sales progression" + £125
	Full Service £395 +VAT upfront or nothing upfront, £1295 on completion	✓	✓	Yes	Plus £299 +VAT	Plus £25 +VAT	Plus £95 +VAT	-	-	Portal listings, negotiations and "sales progression" are included in this price.

Good to know: House Simple has been operating for 7 years. In 2013 they sold approx. 1625 properties. The starting £95+VAT package is nonsense as you need to pay an additional £95 to advertise on property portals and will pay more if you don't sell in three months. Both packages are popular, with the majority of people who select the full service opting to pay the fee upfront. Opt for the Full Service and viewings will be organised for you. Otherwise, where enquiries come via a property portal, the viewers' details are simply passed to you to arrange the meeting direct. One of their "network of attendants" can conduct viewings for £29+VAT per viewing (or £299 all in). No online chat facility but call centre open weekdays until 8 and weekends and was helpful.

Purplebricks .com 	Sell for £665 +VAT	✓	✓ +local expert input	✓	Plus £125 (inc VAT)	✓	Plus £84 (inc VAT)	✓	Plus £60 + VAT	Price includes a post sales team which helps through to completion
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Good to know: Set up in April 2014, they class themselves as a hybrid between an online and high street agent. You are put in touch with a "Local Property Expert" (who is National Association of Estate Agent trained) to value your house and takes photos etc. You only pay when you instruct them to go ahead. Your "Local Property Expert" then organises viewings. You can keep track of scheduled viewings and feedback on a dedicated online area. We like the fact Purplebricks use Trustpilot to show authentic customer reviews. The helpful online webchat and contact centre are open a whopping 24/7. Prices went up this September from £599 inc VAT to £665 exc VAT. Looks like they've got wise to this common estate agent trait of excluding VAT to appear cheaper...

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tepilo 	Option 1 Pay up front £495+VAT	Plus £99+VAT for photos & £40 +VAT floor plan	✓	-	-	Plus £50 +VAT	Plus £75 +VAT	✓	Plus £75 +VAT	Full account management (dealing with your listing) and sales progression (dealing with other agents, solicitors and playing traditional estate agent middle man role) included Professional virtual tour plus £75+VAT
	Option 2 Bundle £795 +VAT	✓	✓	✓	-	✓	Plus £75 +VAT	✓	✓	Full account management (dealing with your listing) and sales progression (dealing with other agents, solicitors and playing traditional estate agent middle man role) included Professional virtual tour plus £75+VAT
	Option 3 Split the cost £195+VAT up front, £895+VAT on completion	Plus £99+VAT for photos & £40 +VAT floor plan	✓	✓	-	Plus £50 +VAT	Plus £75 +VAT	✓	Plus £75 +VAT	Listed on Rightmove and Zoopla Full account management (dealing with your listing) and sales progression (dealing with other agents, solicitors and playing traditional estate agent middle man role) included
<p>Good to know: Tepilo was previously a private sale site but has recently re-launched as an online estate agent with TVs Sarah Beeny at the helm. Option 1 now includes advertising your property on the main property portals. Tepilo's most popular package is Option 2. You can keep track of scheduled viewings on a dedicated online area. Call centre office is open from Monday to Friday 9 to 6 and Saturday from 9 to 5. Online chat service is available.</p>										