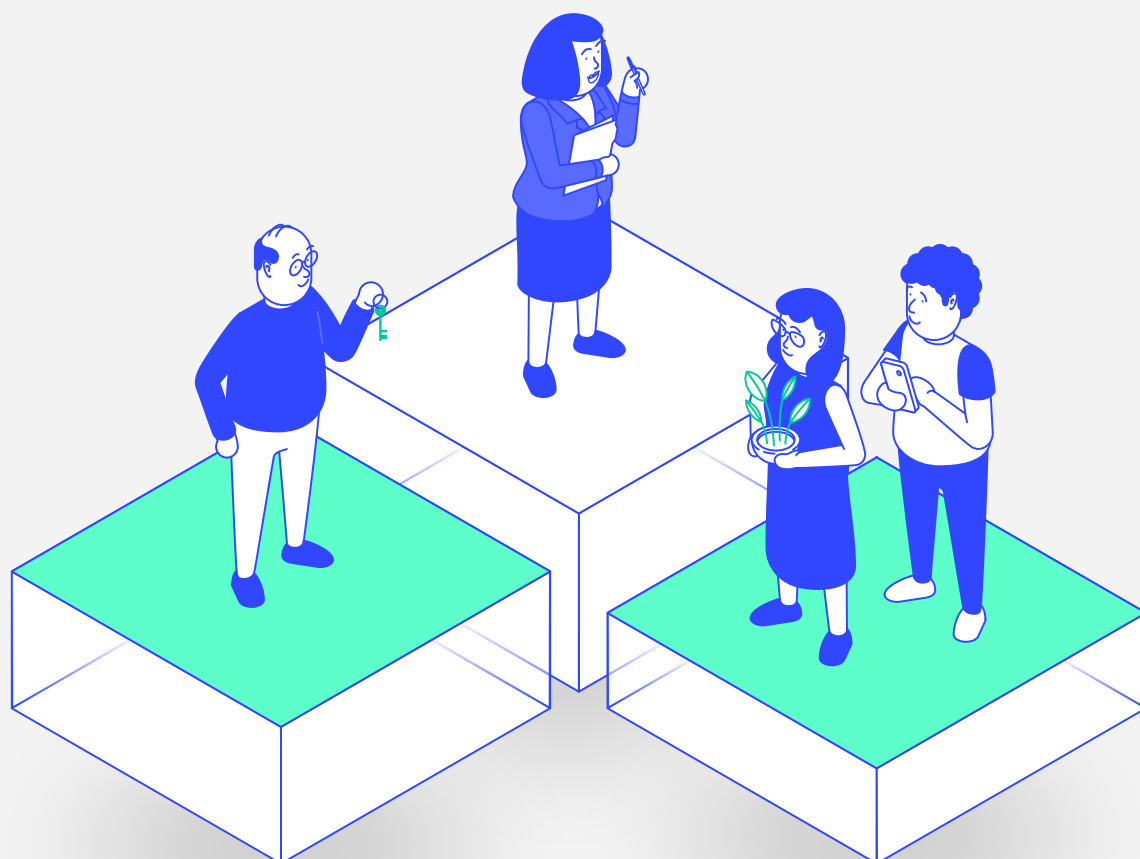




# Property Valuations and Estate Agents

Conducted by YouGov on behalf of Spec  
Fieldwork Dates: 15th - 16th July 2019



## Key findings include:



89%

say the size of a property influences the price they're willing to pay for it.



90%

believe the marketing materials estate agents produce should have accurate property measurements.



91%

believe estate agents should be required by law to produce accurate measurements when selling a property.



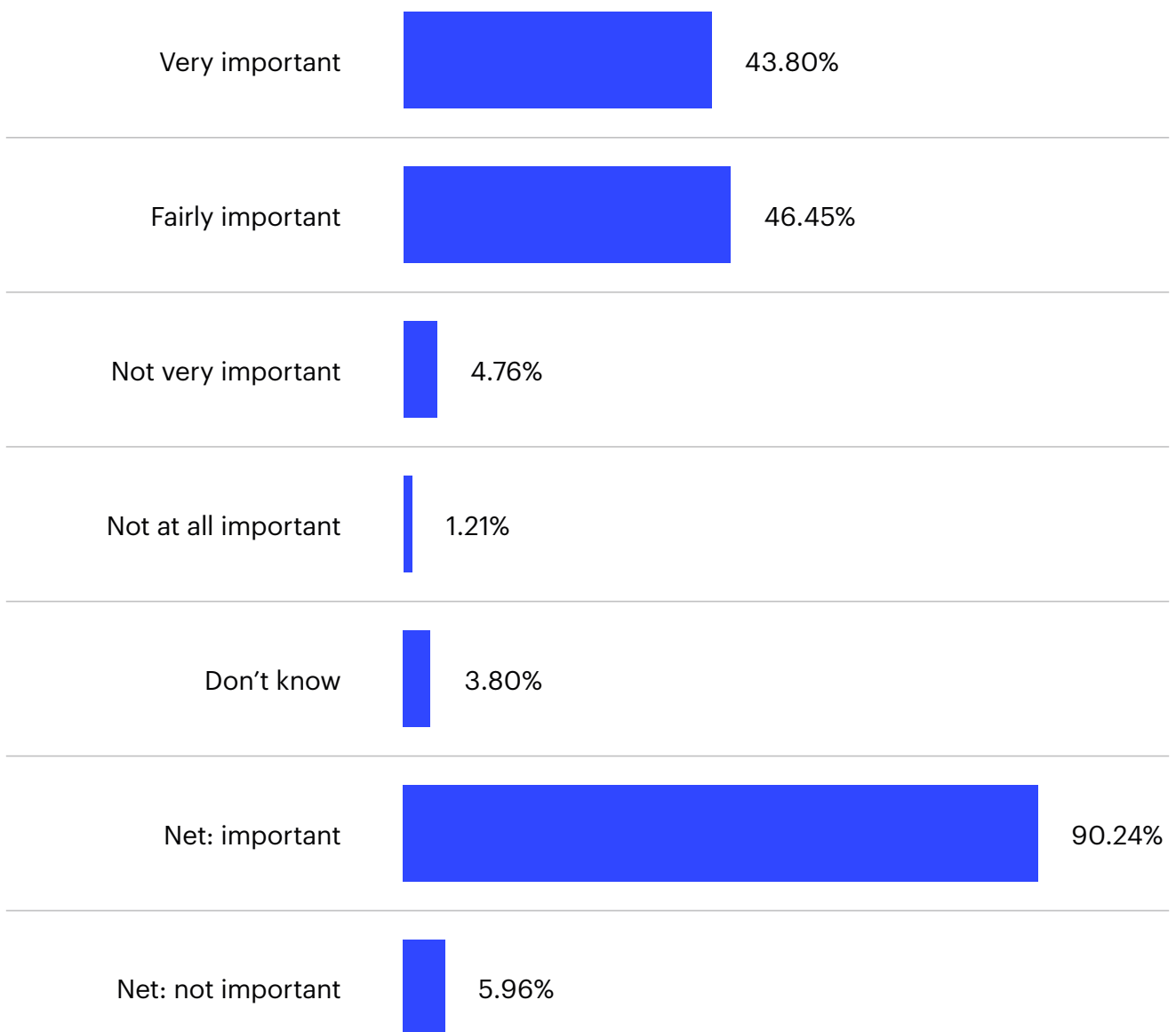
45%

would expect compensation if they found out the home they bought was significantly smaller than the size marketed by the estate agent.

LMS\_Q1.

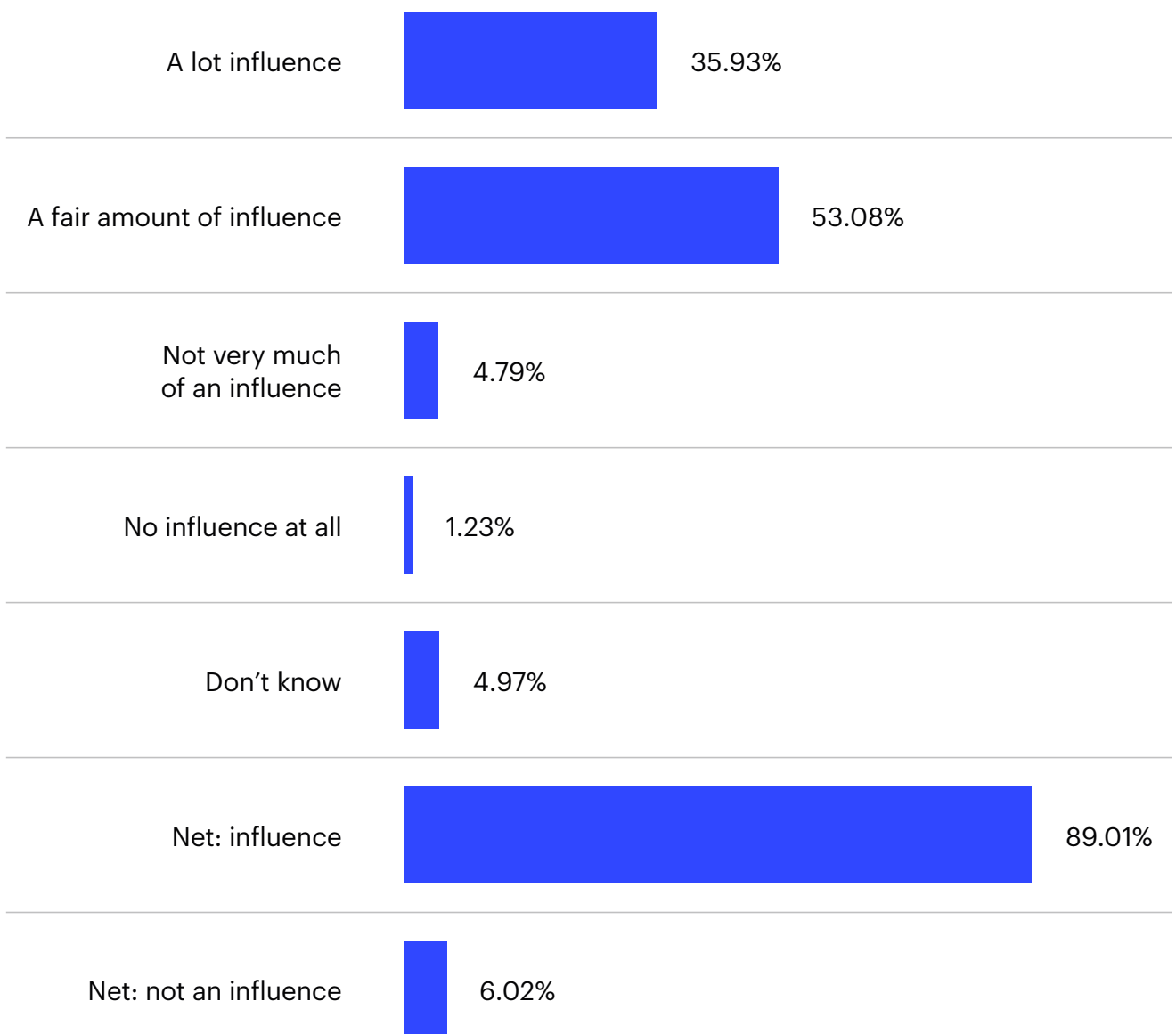
For the following questions, even if you have never bought a home, we are still interested in your opinion...

In general, how important, if at all, is the size of the property to you when buying a new home?



LMS\_Q2.

How much of an influence, if any, would you say the size of a home has on the overall price you would be willing to pay for a new home?

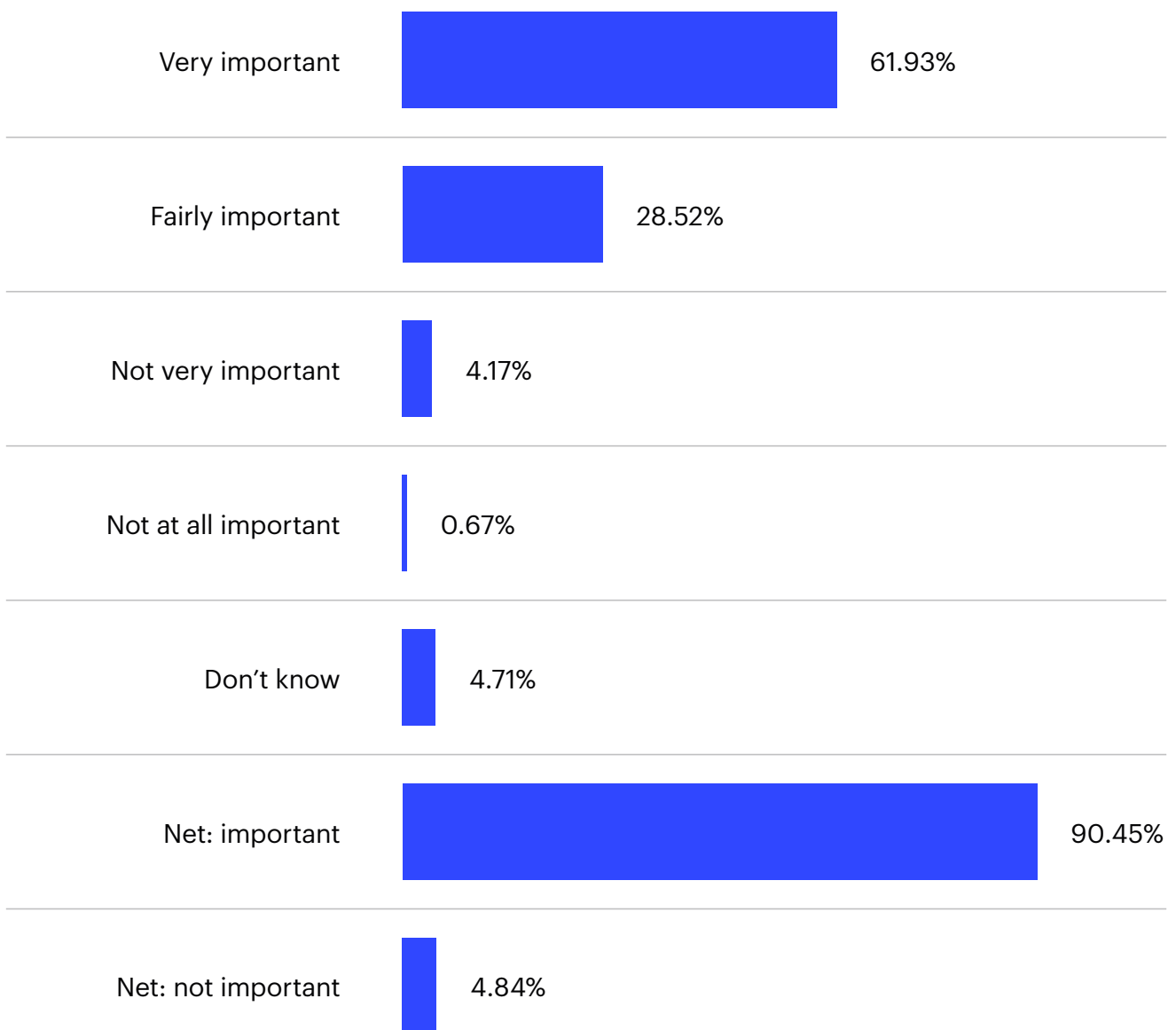


LMS\_Q3.

As a reminder, even if you have never bought a home, we are still interested in your opinion...

Thinking about when an estate agent produces measurements of the size of a home in their marketing materials (e.g. property photos, floor plans etc.)...

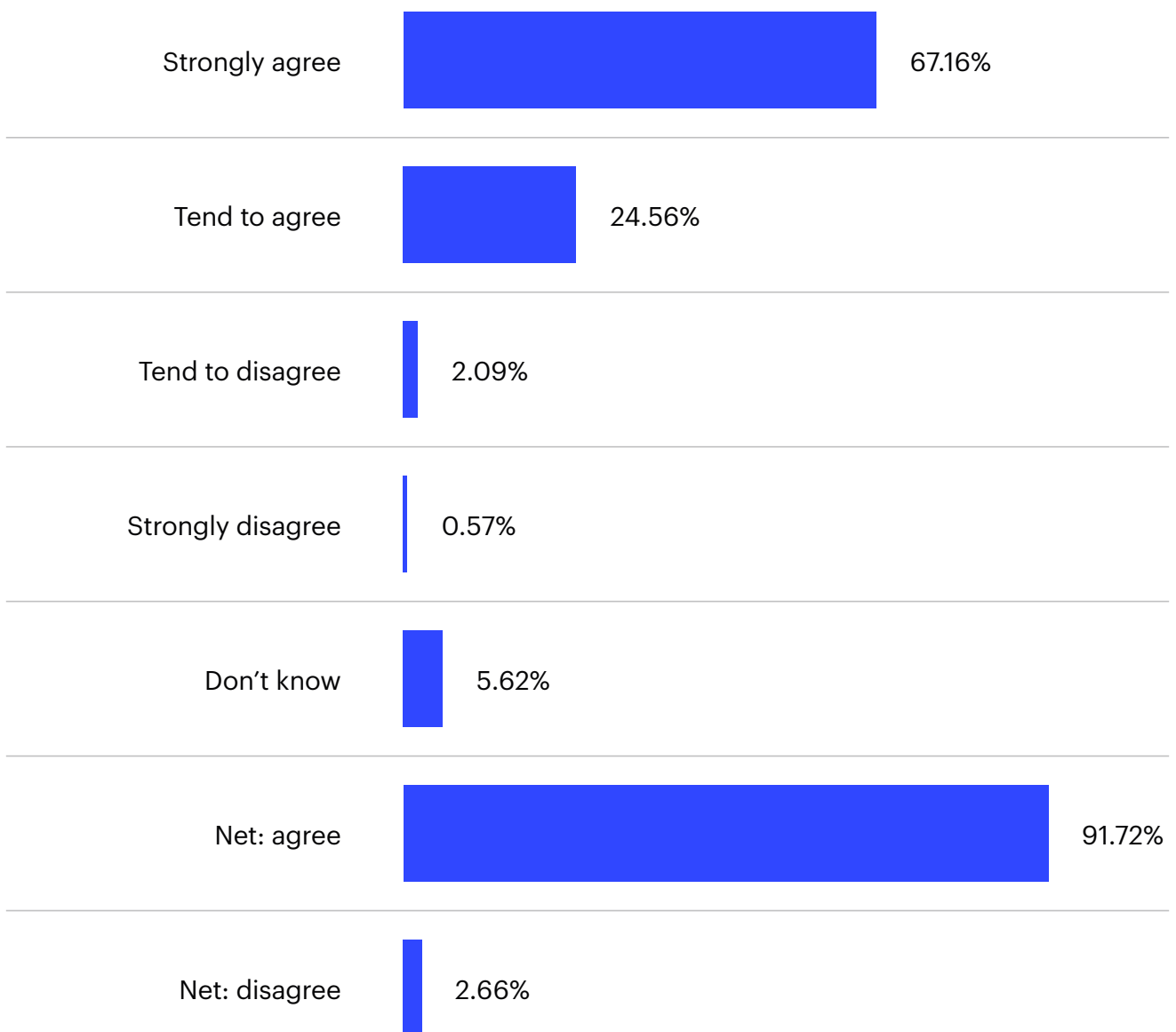
How important, if at all, do you think it is that those measurements are accurate (e.g. to the nearest foot/metre etc.)?



LMS\_Q4.

To what extent, if at all, do you agree or disagree with the following statement?

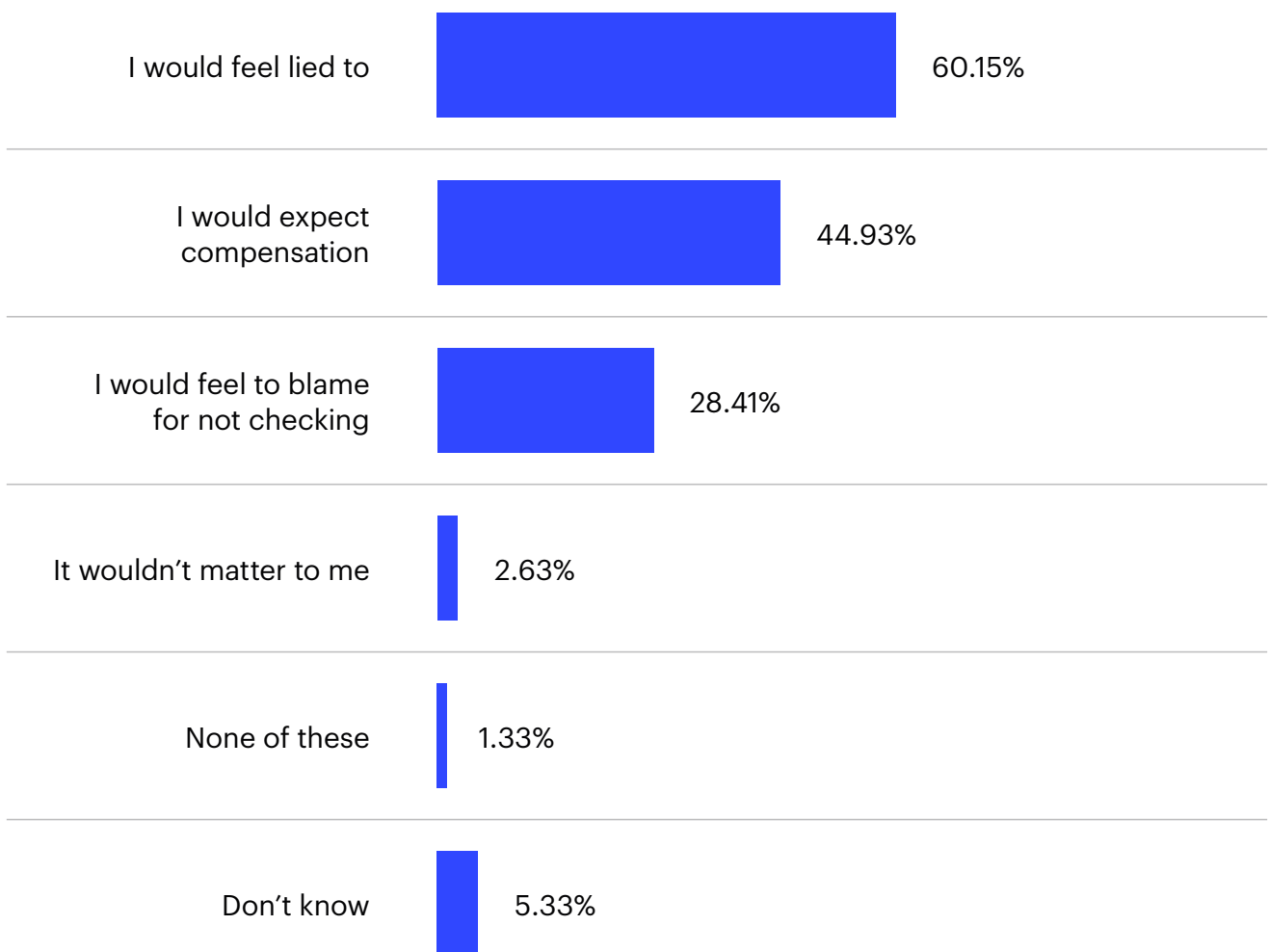
When estate agents produce measurements for the size of a home they are selling (in square feet or square metres), they should be required by law to produce accurate figures.



LMS\_Q5.

Please imagine that you bought a home which the estate agent selling the home has marketed as being of a certain size in terms of square feet. However, when you move in, you find out that the estate agent's measurements were inaccurate, and that in fact the home was significantly smaller than you had been told.

Which, if any, of the following do you think would describe how you would feel?  
(Please select all that apply)



# About Spec

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Our proprietary software and Leica 3D cameras are engineered for consistent quality, accuracy and speed. By capturing millions of data points per property we deliver more accurate and reliable floor plan measurements.

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