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Market Research | October 2026

Property Transaction Reform: What the market wants next.

Four priorities from property professionals and home movers to create faster, more certain transactions



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Introduction

The direction for the property sector has been set

With the government's home buying and selling reform roadmap published in June 2026, the focus is shifting from ambition to practical change: making transactions faster, clearer and more certain for everyone involved.

This new market research from home movers, estate agents, conveyancers and lenders shows where progress is starting to emerge, where friction still exists and where the priorities for change are clearest. Across the findings, it's clear that the market needs a stronger starting point, earlier risk visibility, clearer progress information and shared data standards.

The next challenge for the sector is implementation. Delivering change at the kind of scale needed will be demanding, but it is essential to give home movers confidence from the outset of a transaction and to help professionals adopt processes that remove friction. Meaningful change will depend on the market working together to make stronger information, clearer communication and reusable data part of everyday practice.

These research findings set out four delivery priorities for a more certain transaction process: assessing reform readiness, closing the upfront information gap, building greater certainty and reducing chasing through clearer visibility, communication and trusted data.

"The opportunity now is to shape how reform is delivered in practice – with clearer standards, stronger collaboration and the confidence to act."



Simon Brown
CEO Landmark Information Group

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Executive summary

Four priorities shaping the path to more certain transactions

The research shows a market sharpened by the government's reform roadmap and thinking about how delivery will work in practice. Professionals expect the measures tested to have operational implications, while consumers continue to point to the need for a process that feels clearer, more connected and more transparent.

The findings point to four priorities for property professionals:

01. Assess reform readiness and where change will land first.

02. Close the upfront information gap.

03. Build greater certainty before pressure builds.

04. Reduce chasing with clearer visibility, communication and trusted data.

A common pattern runs through the research findings: information, risk and communication often arrive later than consumers and professionals need. Home movers report gaps in what they knew before offer stage, while professionals identify upfront information and data readiness as important to improving productivity and reducing avoidable friction.

The findings also show how late-emerging issues can create uncertainty for consumers and unnecessary pressure for the market. Consumers describe uncertainty and delays after accepting or making an offer on a property, while professionals link rising fall-through rates, longer timescales and late-stage issues to commercial and operational strain.

Chasing also remains a visible symptom of fragmented processes. The research shows that professionals still spend a substantial part of the working day seeking or providing updates, and that communication and visibility continue to be major sources of frustration.

These findings suggest that early signs of change may be starting to emerge, with the market increasingly clear on where to focus next.

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PRIORITY **01**

Reform is coming: is the sector ready?

The findings show that most property professionals expect reform to create operational change, but readiness varies across the market.

68% of property professionals say there is enough clarity to start considering changes

Reform readiness signals

The findings indicate that the reform roadmap is supported across the professional market, with **81%** of property professionals in agreement that meaningful reform of the home buying process is long overdue. When asked, the areas most commonly associated with significant or moderate change by professionals are earlier buyer and seller commitment (**71%**), earlier access to key property information (**70%**) and standardised upfront sales packs (**67%**).

The results also show how far the market feels able to begin preparing at this stage of the roadmap. Overall, **68%** of professionals say there is enough clarity for organisations to start considering what changes may be needed, while **64%** agree the roadmap is being developed with sufficient collaboration from across the sector.

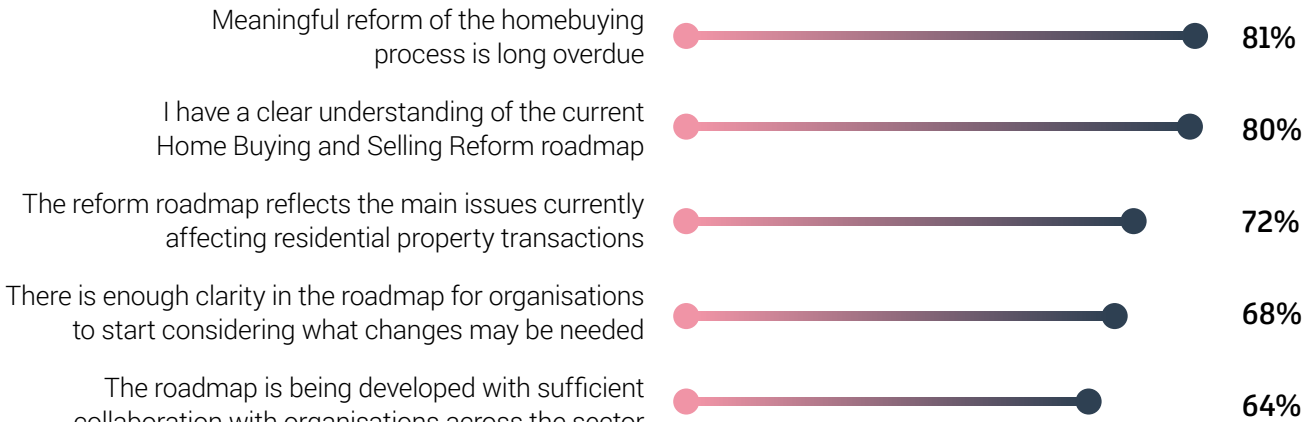


of property professionals agree meaningful reform of the home buying process is long overdue

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Fig 1: To what extent do you agree or disagree with the following statements about reform and the future of the home buying process?

(Respondents selected their top three)





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Market deeper dive: lenders report the clearest view of what needs to change

Although the sector agrees reform is overdue, differences are most visible in how ready each group feels able to respond to reform. For example, lenders report the highest clarity on the changes needed and expect the biggest operational shift from connected data.

Lenders most positive about reform readiness

Question: Is there enough clarity in the roadmap for organisations to start considering what changes may be needed?

(% agreeing)



Lenders require most operational change

Question: How much operational change would reusing verified property data through common standards and trusted sharing protocols require?

(% saying significant or moderate operational change)



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KEY TAKEAWAYS **01**

Turning alignment into delivery

The research suggests that lenders have the clearest view of where reform needs to land, but progress will depend on access to verified property information. A key change will be bringing the building condition survey upfront, which would give lenders trusted insights earlier, enabling more valuations to be digitised and speeding up mortgage offer turnaround times.



The implications for the market include:

- Reform readiness depending on shared standards that different organisations can apply in the same way.
- Verified and trusted property information moving across the transaction without being recreated, rechecked or reformatted at each stage.
- AI and technology having most value where the underlying data, workflows and decision points are already connected.

Much of the delivery needed for change is a data-confidence challenge: the more consistently the market can standardise, verify and reuse trusted property information, the easier it becomes to reduce friction across the whole transaction.



Graeme Edwards

Graeme Edwards
Managing Director, Landmark Valuation Services

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PRIORITY **02**

Upfront information remains a key gap

Consumers and professionals agree that stronger information at the start is essential to reducing uncertainty later.

95% of consumers agree key property information at listing would make moving less stressful

72% of property professionals selected at least one upfront information or data-readiness measure as having the biggest positive impact on productivity and business success

What home movers are missing

The research found that only **48%** of consumers felt they had all the information they needed before making or accepting an offer, and **73%** later said there was something about the property or location they wished they had known.

That gap helps explain why **95%** of consumers agree that key property information at listing would make moving less stressful.

It also helps explain why, when asked to choose from a list of possible improvements, **45%** selected a sales pack at the start of the process – the joint-highest response across the seven options tested *(see figure 2 overleaf)*.

Where professionals see the productivity gain

Industry evidence also shows that the sector is in support of having the right information ready at the start: **72%** of property professionals selected at least one upfront information or data-readiness measure as a potential productivity improvement.

When professionals were asked to identify the single most likely cause of an otherwise viable transaction failing, missing, incomplete or inconsistent upfront information ranked second, selected by **17%** from a list of seven factors. Only mortgage-related issues ranked higher, at **22%**, underlining that information quality is a key contributor to transaction risk.

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Fig 2: Which practical changes would have improved the property transaction process for you as a buyer or seller?

(Respondents selected their top three)



73%

of consumers wished they had known more about the property or location before making or accepting an offer



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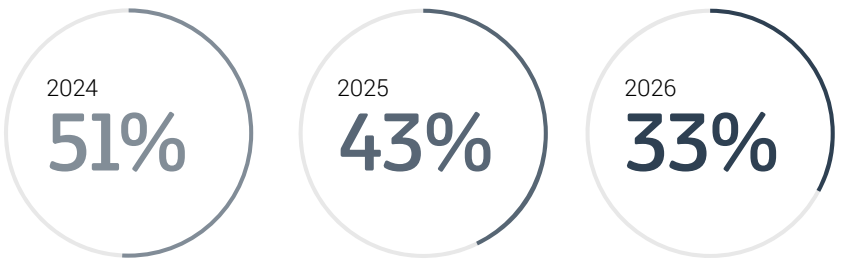
Market deeper dive: is earlier information starting to reduce rework

The share of conveyancing cases requiring additional enquiries because of missing, incomplete or inaccurate information has fallen year-on-year from 2024 to 2026, suggesting that earlier, more complete information might already be helping to reduce avoidable work later in the transaction.

Fewer enquiries linked to missing information

Question: What percentage of conveyancing cases needed additional enquiries due to missing, incomplete or inaccurate information?

(*Respondents were asked to provide an estimated percentage, using a sliding scale from 1% to 100%)*



Conveyancers see upfront information and data readiness as the biggest productivity opportunity

When breaking down the biggest productivity opportunity by audience, conveyancers were most supportive of upfront information and data readiness as the biggest productivity improvement.

Question: Which of the following would have the biggest positive impact on your productivity and business success?

(% that selected upfront information and data readiness answers)



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From listing to readiness

Estate agents have the first opportunity to shape whether a transaction starts with clarity or with gaps that have to be filled later. When instruction captures the right information early, agents can do more than market the property: they can set expectations, build confidence and give every party a stronger foundation for the stages that follow.



What this means in practice for professionals:

- Estate agents need onboarding and sales-pack workflows that make transaction readiness part of instruction.
- Conveyancers benefit when information arrives earlier and in a form that supports review, not rework.
- Lenders and other stakeholders need confidence that accurate information captured at the start can be relied on later in the transaction.

Agents are the first professional touchpoint for most sellers, so they have a real opportunity to set the transaction up properly from day one. Readiness needs to become part of instruction, not something the market tries to retrofit after an offer has been accepted.



Ben Robinson
Managing Director, Landmark Estate Agency Services

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Building greater certainty

Greater certainty and speed depends on earlier visibility of risk and fewer late-stage surprises for consumers and professionals.

90% of consumers said avoiding unexpected issues would help them feel more informed, confident and in control

74% of property professionals agree rising fall-through rates significantly affect business performance

Where uncertainty hits home movers

The evidence shows why certainty needs to be built earlier in the transaction. Consumers experience uncertainty after commitment, with **67%** stating they experienced significant or some uncertainty or delays after their offer was accepted. A further **90%** said avoiding unexpected issues would have helped them feel more informed, confident and in control.

Their concerns are practical as well as emotional. One third of respondents (**33%**) selected discovering an unknown problem after moving in as a worry, the most frequently chosen option, while **31%** selected the sale falling through and completing on time *(see figure 3)*.

Where uncertainty and fall-through pressure hit the market

Across the market, the knock-on effects of uncertainty are evident. Almost three-quarters (**74%**) of professionals agree rising fall-through rates are having a significant impact on business performance, and a similar proportion agree fall-through pressures make it harder to attract and retain good people. In addition, **64%** of professionals rate protracted timescales affecting chain certainty as a major or moderate concern for the next 12 months.

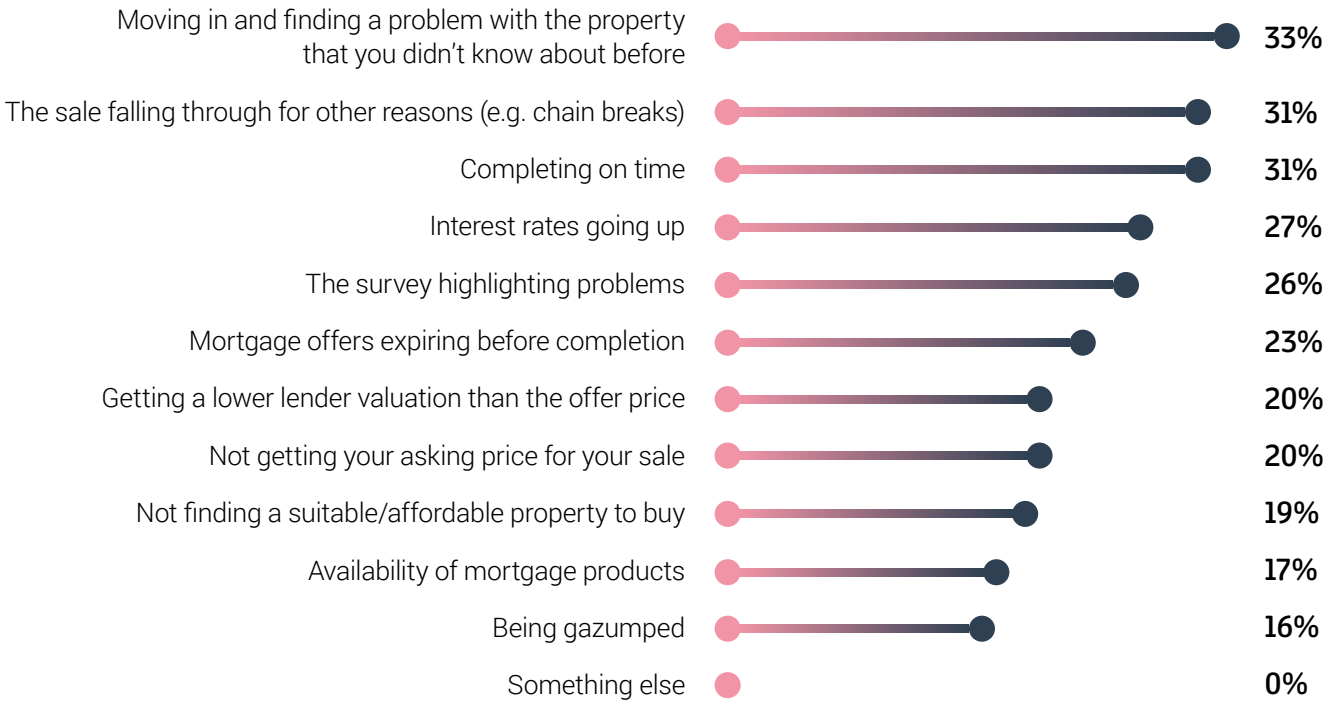


of consumers experienced significant or some uncertainty or delays after their offer was accepted

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Fig 3: When you think about your last house move as a consumer, what were your biggest worries during the house sale/purchase process?

(Respondents selected their top three)





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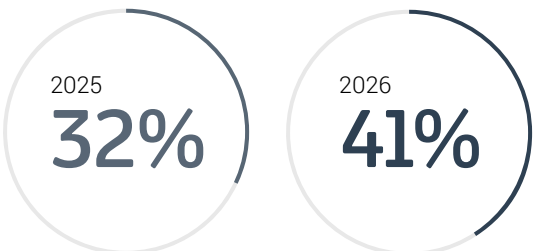
Market deeper dive: estate agents' frustration with transaction length is rising

Estate agents are feeling the impact of longer transactions more sharply, with frustrations about transaction length rising year-on-year. All professional groups reported the commercial impact of fall-throughs, with lenders most likely to say rising fall-through rates are significantly affecting their business.

Agents increasingly frustrated by transaction length

Question: Thinking about the residential property transaction process, what are your biggest frustrations in your role?

(Respondents selected their top three)



Rising fall-through rates are affecting business performance across the market

Question: To what extent do you agree that rising transaction fall-through rates are having a significant impact on business performance?

(% agreeing)



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KEY TAKEAWAYS **03**

Building certainty before pressure

Unexpected issues are particularly damaging because they usually appear after consumers and professionals have already invested time, money and emotion into the move. Earlier risk visibility can help conveyancers triage matters more effectively, prioritise the issues that need legal judgement and allocate the right level of expertise sooner.



What this means in practice for professionals:

- Risk data needs to be surfaced early enough to support confident action, not simply explain problems once they have already caused delay.
- Earlier visibility can help conveyancers focus on genuine issues rather than information gaps, and ensure the right fee-earner is working on the case.
- Resolving issues earlier can reduce fall-through pressure by giving consumers and professionals more time, certainty and control.

Earlier insight is not only about speeding up transactions. It turns better information into earlier certainty, helping conveyancing teams prevent avoidable enquiries, reduce rework and focus professional judgement where it adds most value.



Rob Gurney
Managing Director, Ochresoft

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PRIORITY 04

Reduce chasing and inefficiencies

Reducing manual follow-up depends on clearer progress visibility, stronger communication and more connected systems.

95% of consumers agree stronger digital tools and joined-up systems would make the process feel more transparent

67% of property professionals selected visibility and communication as a productivity improvement

Chasing and visibility gaps for professionals

Overall, professionals estimate that just over one third of the working day is spent chasing stakeholders or being chased for updates.

The wider frustration data *(Fig 4)* shows why chasing remains so persistent: communication and visibility issues are the largest combined frustration theme, selected by **61%** of property professionals, followed by workload and capacity pressure (**46%**) and transaction speed (**35%**).

Consumers crave transparency and control

Consumers feel the same friction from the other side of the transaction. An overwhelming **95%** agree that stronger digital tools and joined-up systems would make the process feel more transparent, and **87%** said not having to chase professionals would help them feel more informed, confident and in control.

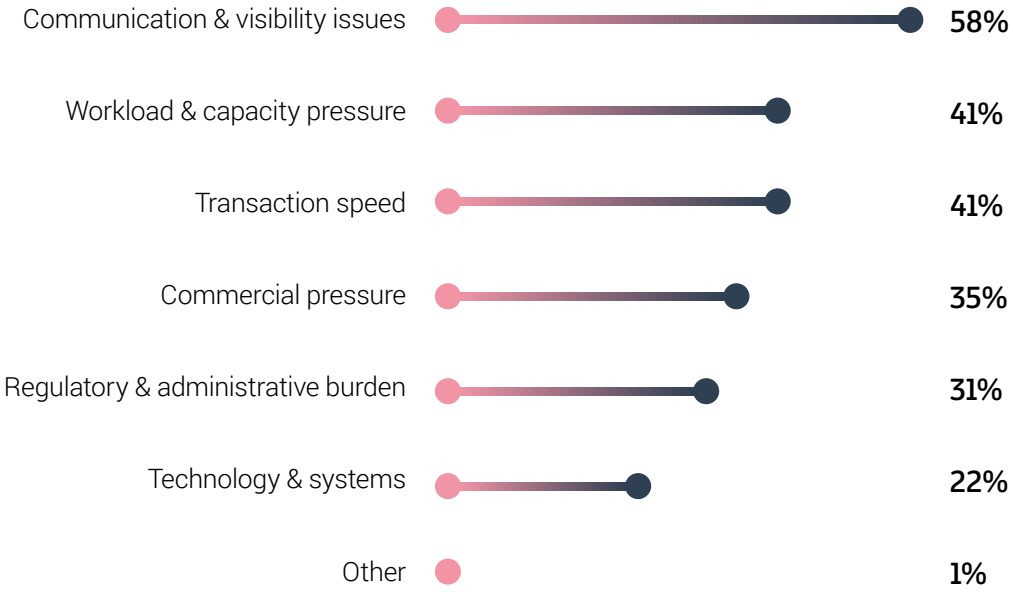


Over 1/3 of the working day is spent chasing stakeholders or being chased for updates

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Fig 4: Thinking about the residential property transaction process, what are your biggest frustrations in your role as a property professional?

(Respondents selected their top three)





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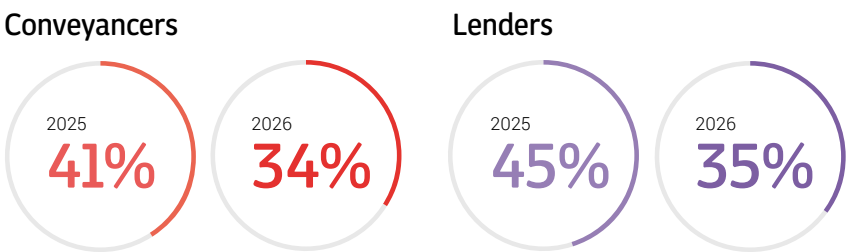
Market deeper dive: less chasing, but communication still lags

Property professionals are spending less time chasing than in previous years, but this time still accounts for a substantial share of their working day. Less time is being spent chasing, but communication frustrations are increasing for professionals, suggesting that greater visibility alone will not solve the coordination challenge.

Time spent chasing is falling – but not enough to make a material difference

Question: How much of your working day is spent chasing stakeholders or being chased for updates?

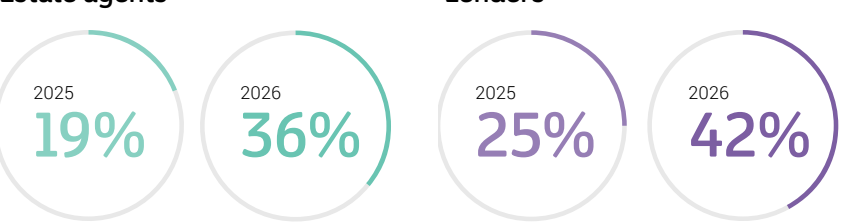
(Respondents provided an estimated percentage, which was grouped into ranges for analysis)



Communication frustration is increasing

Question: Thinking about the residential property transaction process, what are your biggest frustrations in your role?

(% selecting poor communication among all the transaction stakeholders)



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From chasing to visibility

Chasing is a visible symptom of process friction: manual updates, disconnected systems and repeated reassurance. For lawyers, reducing chasing means making progress information easier to see, interpret and act on. In addition, chasing often reflects the limits of a process managed in silos: each party may understand its own next step, but has limited visibility of what is happening outside its area of control.



What this means in practice for professionals:

- Progress information needs to be visible across parties, not repeatedly requested through separate channels.
- Digital tools should reduce duplication and status-seeking, not simply digitise the same manual process.
- Improved communication depends on clear ownership, timely updates and information that is consistent across each party's systems.

The eventual goal should be fewer status requests because progress information is already visible, understandable and actionable across the transaction.



Liz Jarvis

Elizabeth Jarvis
Director of Legal and Search, Landmark Information Group

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Conclusion

A market ready for a clearer transaction model

The research reflects a market that understands where the transaction process is breaking down. Home movers, estate agents, conveyancers and lenders describe the same pressure points from different points of view: missing context before decisions are made, risks surfacing too late, repeated follow-up and too little confidence that information will carry reliably from one stage to the next.

The answer is ultimately sequencing the transaction in a logical order to bring about better certainty and speed.

The four priorities set out in this research suggest a practical direction for improvement: prepare earlier, close the upfront information gap, build greater certainty before pressure builds and make progress easier to see.

The findings show a sector with an increasingly clear view of what needs to change, with businesses already reviewing operational practices and considering where processes can be sequenced more effectively.

This research suggests that there are some promising signs of progress, but the foundations for more certain transactions now need to be built consistently across the market.

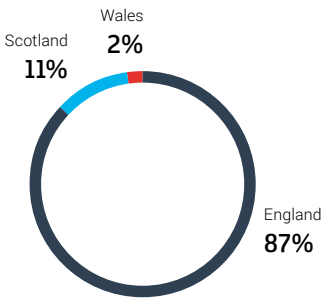


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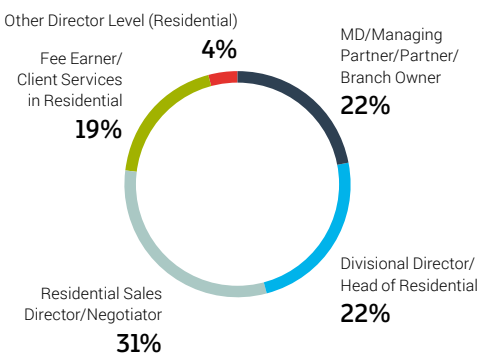
Methodology and evidence base

Residential research overview

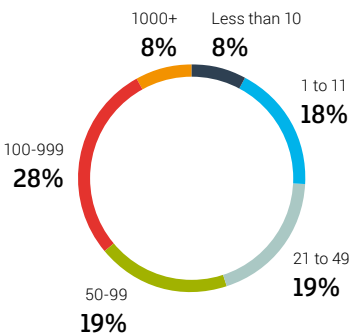
Where business is based



Role / seniority



Number of staff in residential business



Research scope

This report draws on responses from 500 home movers, 100 estate agents, 100 conveyancers and 50 mortgage lenders, with all fieldwork conducted during August 2026.

Sample profile

The professional sample includes residential property businesses across England, Scotland and Wales, with respondents spanning senior management, directors, partners, branch owners, fee earners, client services and other senior roles with visibility of residential operations. The consumer sample comprises 500 people who had sold and/or bought a property in the previous 18 months.

We would like to thank all research participants and Landmark contributors for sharing their time, views and expertise.

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As the UK's largest property and land data business, Landmark Information Group supports the entire value chain of the property industry. With unrivalled datasets, a comprehensive team of in-house experts, an extensive partner network, and advanced technology innovations and system capabilities, our mission is to make every property transaction feel effortless; making it both simpler and faster while reducing risks for all stakeholders.

With more than 30 years' experience, we power confident property and land decisions for architects, surveyors, estate agents, environmental consultants, mortgage lenders, real estate professionals, land developers, property lawyers and search providers across all these markets.

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Further enquiries

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propertytrends@landmark.co.uk

LandmarkConnect.

LandmarkConnect is helping to make seamless property transactions a reality for everyone. Delivering smoother and more profitable transactions through a secure, unified ecosystem, it brings together estate agents, conveyancers, lenders and surveyors by providing the tools to access information and rich data securely, and at scale. By connecting people, data and insights, it is helping to create a more united industry and support faster, smoother transactions for everyone involved.



Project 28: A Charter for faster, more certain property transactions is a bold commitment to drive lasting change in a property market that is slow and inefficient.

Our mission is to bring certainty to how we buy and sell homes by setting a new industry target of 28 days from sale agreed to exchange.

The Charter is the result of unprecedented industry collaboration, discussion and debate – with practitioners from all sides of the industry joining forces to reduce transaction times.

Join the property industry leaders committed to a better way forward



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