

Real Competitive Set Identification Worksheet

Who you're actually losing enquiries to — based on real search and AI results, not who's been on the high street longest.

The wrong competitor makes every other comparison in this pack worthless — benchmark against the wrong rival and you're measuring against the wrong bar. This is the groundwork everything else depends on.

Step 1 — search like a real buyer or seller would

Search the exact terms someone would actually type — "estate agent in [your town]", "best letting agent near me" — and write down who genuinely appears, not who you assumed would.

Search term	Who actually appeared (top 3-5)
1.	
2.	
3.	
4.	

Step 2 — ask an AI tool the same way

Ask ChatGPT, Perplexity, or Google's AI Overview a similarly realistic question and note who gets named.

Prompt	Who got named
1.	
2.	
3.	

Step 3 — settle on your real set

[] If the names that showed up weren't who you expected, update your working list to match reality

[] Widen to 3-4 real competitors if you only had one obvious rival in mind — a single rival makes a weak benchmark, since one business's quiet month can look like your own win

[] Revisit this twice a year — who's genuinely competing with you shifts as agencies open, close, or change focus more often than most agents assume

Your final list feeds directly into every other worksheet in this pack — pick one primary competitor from it to use consistently across the Full-Channel Benchmark and Monthly Scorecard.