

UK Estate & Letting Agent Directory List

Every directory worth claiming — property-specific and general — in one place.

Missing directories quietly cost you two things: visibility (fewer places a buyer/seller/landlord/tenant can find you) and trust (search engines cross-reference your details across these to confirm you're a real, established business). This is the full list worth claiming.

Property portals

- [] Rightmove — the largest UK property portal, paid but close to essential
- [] Zoopla — second-largest portal, also drives valuation traffic
- [] OnTheMarket — smaller reach, agent-owned, worth it if your local competitors are on it
- [] PrimeLocation — Zoopla-owned, adds a bit of extra reach at low extra effort

Search & maps

- [] Google Business Profile — the most important listing you have, full stop
- [] Bing Places — smaller share, but genuinely free and quick to claim
- [] Apple Business Connect — powers Apple Maps and Siri results

General local business directories

- [] Yell
- [] Thomson Local
- [] FreeIndex
- [] Scoot
- [] 192.com

Review platforms

- [] Trustpilot
- [] Facebook Page reviews
- [] allAgents — property-specific review site, worth claiming even if less known

Industry & trust bodies (if applicable)

- [] Propertymark (NAEA/ARLA) — if you're a member, make sure your listing is claimed and linked
- [] The Property Ombudsman — same, if you're registered

Claim each one with the exact same name, address, and phone number — see the NAP Consistency Tracker download to check that once they're all claimed.