

# SALARY INSIGHTS: RESIDENTIAL

**Sub-sectors:** Estate agency, lettings, prime residential, sales negotiators, branch/office managers, regional directors



## MARKET COMMENTARY:

Residential hiring remains performance-driven but margin-aware. Base salaries have largely stabilised following aggressive post-pandemic uplifts, with total earnings still heavily weighted toward commission and OTE structures in agency and new homes. Prime and Super Prime markets continue to reward local reputation, instruction-winning ability, and proven exchange track records.

Institutionally backed BTR operators are introducing more structured salary bands and KPI-led bonus frameworks, reducing volatility but increasing accountability around occupancy, arrears control, and customer retention metrics. Experience within a defined geographic patch remains one of the strongest salary differentiators in this vertical.

**Market dynamic:** Revenue generators outperform materially; underperformers are exiting faster than in previous cycles.

## EXPERIENCE PREMIUM: +15-25%

Residential rewards immediate revenue impact.

Professionals with direct estate agency or lettings backgrounds command higher base salaries and OTE because they understand:

- Local market pricing and buyer behaviour
- Instruction-winning techniques
- Sales progression and pipeline conversion

Cross-industry hires (e.g. retail sales, automotive, hospitality) typically enter at lower base levels with longer ramp-up periods and reduced initial OTE, despite strong transferable soft skills.

## KEY INSIGHTS:

- Performance-driven roles dominate compensation variability.
- Regional hubs (Manchester, Edinburgh, Birmingham) are closing the London pay gap in senior roles.
- Total earnings often exceed base by 50-80% via commission and bonuses.

## MARKET REALITY:

- Employers prioritise proven local market performance over general sales ability.
- High-performing residential agents rarely move laterally without a pay increase.