

## Introduction

The property score algorithm has been designed to fairly represent a buyers progress towards selling their property. Scores are calculated in percentages against 3 key milestones:

- **Valuations** - How far progressed the buyer is in getting valuations on the property.
- **Marketing** - How far progressed the buyer is in listing the property on the open market for sale.
- **Offers** - How far progressed the buyer is in receiving offers on the property.

Additionally, marks are also awarded for evidencing the above.

Evidencing in some cases (such as evidencing a valuation or offer) requires both the buyer to provide the details and the estate agent to 'verify' (independently confirm) these details. In other cases (such as evidencing that a property is listed on the open market for sale) only requires the buyer to provide a URL for whoever is reviewing the score (agent/seller) to check.

Percentages for each of the 3 milestones are then combined and averaged to provide an overall '**Property Score**'.

Where a buyer has more than 1 property, a property score is calculated and made available for each property and their headline score shown is the lowest of these.

Where a buyer has no properties to sell, the property score is 100%.

## Algorithm Details

The below details how each of the individual milestone scores are calculated.

### Valuations Progress Score

The valuations score is calculated cumulatively as follows:

<b>Status</b>	For each property valuation within the last 12 months. Scores are cumulatively added for up to 3 valuations.	<b>13.33 %</b>
	For each property valuation requested (via Hipla) within the last 12 months. Scores are cumulatively added up for up to 3 requests if there are no 'verified' valuations, 2 requests if there is 1 'verified' valuation or 1 request if there are 2 'verified' valuations. If there are already 3 'verified' valuations then valuation requests do not contribute to the valuations score.	<b>3.33 %</b>
	If an offer is accepted on the property the valuations score is set to 100%.	<b>100.00 %</b>
<b>Evidence</b>	For each valuation that is 'verified' by the estate agent within Hipla	<b>20.00 %</b>

### Marketing Progress Score

The highest scoring set of marketing details (for the property) contributes to the marketing score and is calculated cumulatively as follows:

### Marketing Progress Score continued ...

<b>Status</b>	On the market for less than 3 months with current agent.	<b>40.00 %</b>
	On the market between 3 and 6 months with current agent.	<b>20.00 %</b>
	On the market for more than 6 months with current agent.	<b>10.00 %</b>
	Price no more than the average of the maximum 2 'verified' valuations (within the last 12 months).	<b>20.00 %</b>
	Price no more than the maximum 'verified' valuation (within the last 12 months).	<b>20.00 %</b>
	If an offer is accepted on the property the marketing score is set to 100%.	<b>100.00 %</b>
<b>Evidence</b>	Property URL provided for agent/seller to view.	<b>20.00 %</b>

### Offer Progress Score

The highest scoring set of offer details (for the property) contributes to the offer score and is calculated cumulatively as follows:

<b>Status</b>	Offer 'exchanged'.	<b>80.00 %</b>
	Offer 'accepted'.	<b>40.00 %</b>
	Offer 'rejected', but received less than 6 months ago.	<b>10.00 % *</b>
	Offer 'rejected', but received more than 6 months ago.	<b>0.00 % *</b>
<b>Evidence</b>	If they are chained to their buyer in Hipla (i.e. their buyer has documented their 'buying position' and their documented position can be viewed by those in the chain) then 20% is added.	<b>20.00 %</b>
	If the accepted offer has been 'verified' by an agent then 20% is added.	<b>20.00 %</b>
	A the rejected offer has been 'verified' by an agent then 10% is added.	<b>10.00 % *</b>

\* A rejected offer can contribute towards the 'offer score' only if it is 'verified' by an agent as it shows that there is some interest in the property albeit not at a level that is deemed acceptable by the vendor.