

Guide

What Estate Agents Say About Bayzos.

By Gary Simpson



bayzos.

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Introduction.

At Bayzos, we've always put our **focus on our clients**, not our competitors.

Our policy is simple—we never speak poorly about other estate agents. Back in 2019, when I was researching the market, I noticed a trend of agents criticising their competitors.

While we've never engaged in this behaviour, we're aware that others may sometimes have less-than-kind things to say about us during their valuations. For us, professionalism and **putting our clients first will always remain our priority.**

Here's a summary of what people have said about Bayzos:

"Marketing Company"

Well the bayzos idea was born from the concept of relationship marketing from my university days.

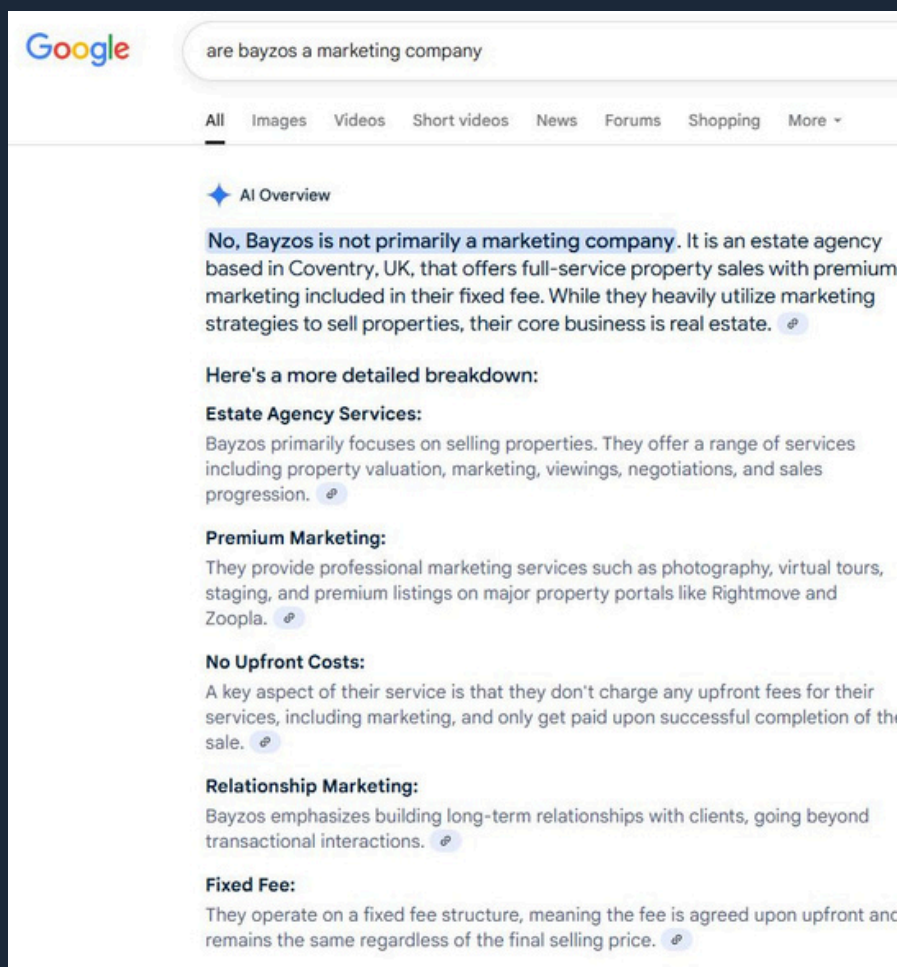


I believe good marketing is essential when selling a property. This means using high-quality photos, writing great property description and having a clear plan once your listing goes live: See the guide ["A Guide to Property Performance."](#)

More importantly building strong, long-term relationships with our clients.

Some may say Bayzos is all about marketing. We're not all about that but good marketing is what **helps us stand out and sell your property.**

We asked Google AI what they thought to the question: “**are bayzos a marketing company**”.



The image is a screenshot of a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text "are bayzos a marketing company". Below the search bar is a horizontal menu with tabs: "All", "Images", "Videos", "Short videos", "News", "Forums", "Shopping", and "More". The "All" tab is selected and underlined. Below the menu, there is a section titled "AI Overview" with a blue star icon. The main content area contains a paragraph: "No, Bayzos is not primarily a marketing company. It is an estate agency based in Coventry, UK, that offers full-service property sales with premium marketing included in their fixed fee. While they heavily utilize marketing strategies to sell properties, their core business is real estate." This paragraph is followed by a section titled "Here's a more detailed breakdown:". Below this, there are four sub-sections, each with a bold title and a paragraph of text: "Estate Agency Services:", "Premium Marketing:", "No Upfront Costs:", and "Relationship Marketing:". The final sub-section is "Fixed Fee:". Each paragraph in the detailed breakdown is followed by a small blue icon with a white 'P' inside a circle.

Google

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◆ AI Overview

No, Bayzos is not primarily a marketing company. It is an estate agency based in Coventry, UK, that offers full-service property sales with premium marketing included in their fixed fee. While they heavily utilize marketing strategies to sell properties, their core business is real estate. ⓘ

Here's a more detailed breakdown:

Estate Agency Services:

Bayzos primarily focuses on selling properties. They offer a range of services including property valuation, marketing, viewings, negotiations, and sales progression. ⓘ

Premium Marketing:

They provide professional marketing services such as photography, virtual tours, staging, and premium listings on major property portals like Rightmove and Zoopla. ⓘ

No Upfront Costs:

A key aspect of their service is that they don't charge any upfront fees for their services, including marketing, and only get paid upon successful completion of the sale. ⓘ

Relationship Marketing:

Bayzos emphasizes building long-term relationships with clients, going beyond transactional interactions. ⓘ

Fixed Fee:

They operate on a fixed fee structure, meaning the fee is agreed upon upfront and remains the same regardless of the final selling price. ⓘ

“No Experience”

Back in 2019, I had some experience in the property industry and often questioned how things were done. Combining that with my life experience and time spent reading, I saw a chance to take a different approach. That’s how Bayzos started, one step at a time. **Interestingly, not having much prior experience ended up shaping how we operate today.**

For example, I was nervous about valuing properties, so I created a simple document to help with valuations. I also noticed I wasn’t giving helpful details during viewings, like the age of the boiler or whether the loft was boarded. To fix this, I made a guide for homeowners. **These little tools made a big impact!**

When I started hiring, I chose people with no industry experience too. I didn’t focus on CVs but instead looked for friendly, **personable people**. We figured we could teach them everything they needed using our own training videos.

That’s how Bayzos started. Nowadays, we’ve got a mix of experience on the team. Some of our sales progressors have over 10 years of expertise, and our valuers have been in the industry for 30+ years. It’s awesome to see how these experienced professionals now use the Bayzos system to focus on what they love most – **valuing properties in their local areas.**

MEET THE TEAM

"They're Cheap for a Reason"

We hear this one often.

We built our business to run efficiently with modern technology and simple processes, so we can offer the best possible prices to everyone who uses our service. Our name, Bayzos, is inspired by Jeff Bezos, who believes in using technology to keep prices low.

As he once said,

"There are two types of companies: those that try to charge more and those that try to charge less. We will be the second."

“Studies suggest that only a small portion, **less than 15%, of past purchasers go on to list their property with the same agency**, with over 80% opting for a competitor.”

We focus on long-term value by earning **repeat business and referrals from those that use us.**

Finally, it wouldn't feel right to charge a homeowner £5,000 to sell a £500,000 property while charging £3,000 to sell a £300,000 property. The work involved is almost the same, except for maybe **10 extra minutes to take photos for a £2,000 difference.**

"Founder Always up the Mountains"

I love running Bayzos and will always be hands on, but I also enjoy spending time in the mountains. My focus has always been on building the right team – people who can keep Bayzos running smoothly, even when I'm not around. From the start, my goal was to create a business that doesn't rely solely on me, **ensuring Bayzos long-term success.**

If you're curious, here's a book I read that helped me: [From Stress to Success \[how to build a successful business that operates without you\] by John Paul](#)

The mountains are also where I find my best ideas and inspiration. They keep me from burning out, and, most importantly, I want my children to grow up enjoying the outdoors, so they often join me.

Yes, I go to the mountains often, but it never affects bayzos negatively—in fact, **it helps it thrive.**



"Small Team"

Everyone has to start somewhere, right?

For us, the plan was always to **stay small until we were ready to grow**. We wanted to create a strong base so that when we did get bigger, we wouldn't lose the good reputation we'd worked so hard to build. It's all about thinking long-term.

Right now, June 2025, we're growing from 9 team members to 28.

We achieved incredible things as a small team, working with 205 properties listed on Rightmove. Now, we're excited to see what we can do as we grow!

Big team or small team, **what matters to us is delivering results.**

Performance Is All That Matters.

Here's what I tell my team to focus on:

Focus on results: Our clients care about what we achieve, so make sure to deliver great outcomes for them.

Be professional and positive: Keep things upbeat and avoid gossip or negative talk about others in the industry.

Here are some tips to help you do your own homework:

Check Google Reviews: See what their past clients have to say.

Look at their listings: Ask about how many properties they're handling right now.

Ask about sales: Find out how many properties they've managed to sell.

Watch out for tie-in periods: If they have one, ask why. My advice? A good company shouldn't need to lock you in if they're confident in their service.

Final message from the founder.

At Bayzos, results matter above all else. The team is encouraged to remain professional, deliver outstanding outcomes, and steer clear of industry negativity. When choosing an estate agent, we advise **checking their reviews, current listings, sales record, and any tie-in period policies.**

Bayzos combines innovative marketing, fair pricing, and a customer-focused approach to redefine estate agency, building a trustworthy and performance-focused brand.

If an estate agent criticises another while you're viewing a property or during a valuation, take it as a red flag. **Focus on the facts by doing your own research.**

If you've heard any negative feedback about Bayzos from another estate agent or have suggestions on how we can improve, **please share them with us by emailing gary@bayzos.co.uk**

- GARY (FOUNDER)
JUNE 2025

