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Operating right at the heart of the prime property market, but often under the radar, the best acquisition specialists will keep their clients streaks ahead of the competition and well away from costly mistakes; indeed, buyers approaching the current market without expert representation are looking braver by the day.

Advising clients on high-stakes decisions in a complex and shifting landscape requires a rare combination of skill, tenacity and – above all – experience.



There are no shortcuts, and the most accomplished professionals are always in demand, especially in a downturn.

To make sense of this fascinating but often misunderstood sector (there are currently 735 residential buying agencies registered with The Property Ombudsman across Britain, a rise of nearly 30% on last year's total of 530), PrimeResi's *Prime Movers* index, updated for 2019, profiles the 50 most influential, successful and respected players.

The indices are based on independent research and a range of sources – including a survey of PrimeResi Professional Members, which resulted in over 1,000 nominations for individual firms. PrimeResi.com tracks notable prime residential deals, instructions and business moves throughout the year, closely monitoring which agencies are involved on both the buying and selling sides.

The last twelve months have seen a number of notable new agencies enter the field, led by some formidably experienced individuals.

## View the interactive online version of the rundown here

Operations including Aykroyd & Co, Sterling Private Office & Jess Simpson Property Search, featuring alumni from some of last year's top-flight firms, have launched to much acclaim, and kept anyone from resting on their laurels. Meanwhile, long-established names have continued to demonstrate why they are so deeply valued by their clients, unearthing elusive best-in-class stock and negotiating extraordinary deals with regularity.

Under ever so challenging conditions, the bar in the UK's residential acquisition sector continues to be raised.



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