

ValuQ Launches Free Platform Letting UK Homeowners Compare Estate Agents Anonymously

New proptech startup removes guesswork from choosing an estate agent with anonymous valuation requests and zero upfront costs

Basildon, Essex Apr 22, 2026 ([IssueWire.com](https://www.issuewire.com)) - A new UK property platform called ValuQ has gone live, offering homeowners a way to request and compare estate agent valuations without revealing their identity or paying any fees.

The platform, available at valuq.co.uk, was built to address a long-standing frustration in the property market: homeowners who want to sell often have no simple way to compare what different agents would charge or how they would value the property — without first handing over personal details and fielding sales calls.

ValuQ works differently. A homeowner submits their property details through the platform anonymously. Local estate agents registered on ValuQ can then review the brief and submit their proposed valuation, fee structure, and sales strategy. The homeowner compares responses side by side and only reveals their identity when they choose to connect with an agent.

"The property industry still relies on cold calls and pressure tactics to win instructions," said Evren Ergin, founder of ValuQ. "We wanted to build something that puts control back in the homeowner's hands. With ValuQ, you see what agents are actually offering before you commit to anything."

For estate agents, ValuQ introduces a performance-based model. There are no listing fees, no monthly subscriptions, and no upfront costs. Agents pay only when they win an instruction through the platform — making it a zero-risk channel for new business.

Beyond agent comparison, ValuQ provides homeowners with a suite of free tools including stamp duty calculators, mortgage affordability checks, conveyancing guides, and plain-English legal explanations designed to support informed decision-making throughout the selling process.

The platform is currently live and accepting registrations from both homeowners and estate agents across the United Kingdom, with an initial focus on the Basildon and South Essex area.

About ValuQ

ValuQ is a UK-based proptech platform that enables homeowners to compare estate agent valuations anonymously and at no cost. By combining transparency tools with a performance-based model for agents, ValuQ aims to modernise how people choose who sells their home. Learn more at valuq.co.uk.

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