



CARDIGAN
BAY
PROPERTIES

EST 2021

MEDIA INFORMATION

**“Absolutely superb service from Cardigan Bay properties!...
Thank you so much! A true 5* recommendation.”**
Trustpilot review



**OVER
£82M**

VALUE OF PROPERTIES
SOLD IN WEST WALES

**MULTI-
AWARD
WINNING**

INCLUDING WELSH ESTATE AGENCY
AWARDS & TRUSTED AGENT

**12
WEEKS**

AVERAGE EXCHANGE TIME -
COMPARED TO NATIONAL
AVERAGE OF 16 WEEKS

Our History

Cardigan Bay Properties was launched in February 2021 – in the middle of the Covid pandemic – by Helen Worrall and Tania Dutnell.

Tania has worked in West Wales estate agency since 2002 and Helen since 2005, and while they'd worked together previously, it was the pandemic that made them take stock and come together to create their own agency – one with a commitment to doing things better, for property buyers and sellers.

Over the years they had become disillusioned with the way many estate agents worked. They wanted to be able to do things in the way they thought was best and right – with a focus on providing the best possible service for clients across West Wales.

At the heart of this is – ‘a commitment to treat everyone as we would want to be treated ourselves by being open, honest and transparent’.

Setting up an office from Helen's home in Glynarthen, they set out to challenge the status quo of rural estate agents in Wales. It's an approach that has seen them go from strength to strength.

A fresh approach to estate agency in West Wales

Today, Cardigan Bay Properties brings together a winning combination of local knowledge, online marketing expertise and professional estate agency services, ensuring buyers and sellers have all of the information, advice and support they need.

Its fresh, innovative approach combines both traditional and online property services, creating a hybrid agency business model that streamlines the estate agency process.

It is their 'customer first' ethos that has driven Helen and Tania to deliver a level of service that goes well beyond that of competitors, with clients recommending them again and again.

“Such a contrast to the first estate agent we employed and sacked 6 weeks later. Nothing was too much trouble...If we ever need to sell again we will definitely go to Cardigan Bay Properties. Their service is second to none...” Trustpilot review.

The success of their approach saw them move out of the home office and into dedicated new offices in Aberporth in 2025, two years ahead of target.

Both Helen and Tania have lived in West Wales all of their lives, giving them in-depth local knowledge.



Award Winning Service

Since Cardigan Bay Properties was founded in 2021 it has won numerous awards that recognise not only its service levels but also its business performance and regional success.

In 2026 the company was recognised as a Trusted Agent, placing it in the top 10% of estate agent offices in the UK for client reputation. 2026 has also seen them win Entrepreneur of the Year at the Business Growth West Wales Awards and two awards at the Welsh Estate Agency Awards – Residential Estate Agency of the Year and Small Agency of the Year.

Since its launch it has won numerous other awards, including Best Independent Estate Agent at the SME UK Enterprise Awards; New Agency of the Year in the Negotiator Awards; Rural Start-Up of the Year at the StartUp Awards Wales; Best Online Only Estate Agent and Best Hybrid Estate Agent at the Business Awards UK; and the Wales Start Up Business of the Year Award at the FSB Awards. It was also a Finalist in the RESI Awards and was awarded an Excellent Rating for Sales at the EA Masters.

Committed to their Communities

All of the team at Cardigan Bay Properties is committed to giving back to the communities in which they work – Ceredigion, Carmarthenshire and Pembrokeshire. As part of this they support a different local charity each year.

In 2026 they are supporting West Wales Domestic Abuse Service, with support in previous years given to Cat Rescue West Wales and Cardigan Cancer Care.

They are also a main sponsor of local football club – CPD Crannog FC, in an agreement that will run until 2027, while they have sponsored the Cardigan Agricultural Show and Cardigan Town Football Club Junior Tournament, as well as several smaller local charities and events.



Meet the Founders

Cardigan Bay Properties was founded in 2021 by Helen Worrall and Tania Dutnell, with a commitment to do things better for property buyers and sellers across West Wales.



Helen Worrall MNAEA Company founder and director

Helen started her career in estate agency in 2005 as a Sales Negotiator in a Welsh agency. She was quickly promoted to a Senior Sales Negotiator, responsible for working with buyers and sellers across a range of properties.

In 2008 she joined online start-up ASAP Ventures, heading up the marketing to take it from zero to a multi-million pound turnover company, with brands including leading car hire comparison site carrentals.co.uk.

In 2016 she re-joined the estate agency as a Property Valuer and Sales Negotiator, and completed her NAEA qualifications in 2017. In 2021 she founded Cardigan Bay Properties with Tania. Her experience in marketing, search engine optimisation and website development have been a key part of the success the company has achieved in property search and sales.

Tania Dutnell MNAEA Company founder and director

Tania initially trained as a beauty therapist in West Wales, before deciding to switch careers. She worked in a local call centre for a few years before joining a regional Welsh estate agency in 2002.

She worked for the agency for 18 years, starting as a negotiator and completing her NAEA qualifications during her training. Working across West Wales, Tania built her career becoming manager of one of the agency's key offices and then being promoted to manager of multiple offices within the company.

In 2021, during the pandemic, Tania joined forces with Helen to found Cardigan Bay Properties, bringing her local expertise and agency experience to create an estate agent that offers a customer-first approach for buyers and sellers.

contact

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