Advertising
Branding
Sales Process
Database
Freedom
Automation
Workflows
Prospecting
Digital Ads
Website
Relationships
Marketing
Security
Financials
Reminders
Reporting
Training
Follow-up
Personalisation
Business
Opportunities
Performance
AI
Service
Experience
Integrations

You. Powered by rex

Platform
Listings

Together in partnership with agents, we help people find, change and make home.

Meet us for a coffee

3rd Floor,
51 Moorgate,
London,
EC2R 5BJ

New customer?

No matter what your size, if you're looking for a new proptech partner contact our sales team and let's discuss how we can take your business to the next level.

Tel: 020 3885 2778

Email: uksales@rexsoftware.com

Existing customer?

Already with Rex and need a little help, looking to upgrade, or just want to see how you can get more out of the Rex platform? Please contact our friendly UK based customer care team or visit our help centre.

Email: support@rexsoftware.com

Contents

Software solutions for your estate agency growth

Simplify your property journey into an all-in-one growth engine. Empower agents, delight customers, and increase your market share effortlessly.

Great alone, *Better Together*

Our products are powerful individually, but they truly shine when used together. With our comprehensive suite of services you can supercharge your operations. Your tech stack becomes streamlined, enabling you to work more efficiently.

This isn't just about convenience; it's about giving you sharper insights. Our integrated approach enriches data and clarifies customer profiles, revealing opportunities and signals that you might otherwise miss. Unlock the full potential of your database with our synergistic solutions and prime yourself for business growth.

Our suite includes

Sales and Lettings CRM + COMING SOON Property Management + Reach + Websites

One-stop platform for all property journeys

Our platform is designed to propel your estate agency business forward. From sales to rentals, we've got you covered, offering you tools that drive both growth and customer satisfaction.

We go beyond mere transactions, enhancing the entire customer journey. Whether it's a tenant turning into a buyer or a landlord becoming a seller, we offer seamless experiences that not only retain but also elevate your client relationships.

You.
Powered by Rex.

You're the cornerstone of our mission. Our unique approach focuses on elevating agents as the critical force in delivering exceptional service and securing repeat business. We provide industry-leading property software designed to empower, amplify and optimise your estate agency business.

Partners not suppliers

At Rex, you're not just a customer—you're a valued partner. Our commitment extends beyond providing a product; it's about facilitating your business success every step of the way. With industry-leading customer service, tailored training, and strategic adoption plans, we're devoted to unlocking the full potential of the Rex product suite for you.

Service at our core

We believe exceptional service is the key to lifelong customer loyalty. That's why our suite of tools and services is designed to empower you to elevate your brand, deliver unparalleled service, and increase your market share. We're committed to not just meeting, but exceeding your expectations.

Simple, accessible.

Our philosophy is simple yet impactful. We prioritise usability in every product we develop, offering you a visually pleasing and barrier-free experience. Designed to integrate seamlessly into your workflows, our industry leading mobile experience ensures accessibility across all features, enabling you to be more productive, every day.

99.4%
Customer Review Score

Rex agents regularly sell **more than 90%** of their listed properties

£268bn
Property sales globally through our platform

14
Years focused on **ONLY** the property industry

Backed by leading SAAS investors to unlock product growth

Partnership.
Powered by Rex.

Our UK team is dedicated to powering you up in the property world. From CRM to digital ads, our user-focused solutions make your day easier and your business stronger.

Here's some of the valued partners we superpower:

HardingGreen   TA UK   the estate agency   The Property Experts   HUNTERS HERE TO GET you THERE

G|R GILBERT & ROSE   haart   LINLEY & SIMPSON   DDRE GLOBAL   MOVELI   kw SCOTLAND

BELVOIR!   spicerhaart   THOMAS MERRIFIELD   LOMOND   iad

Your success. Built-in.

Our approach to training

Your CRM and property software is only ever as good as the adoption within your business. We offer comprehensive training to cater for every learning style, whether that's in-person, digitally or watch on demand.

Weekly Webinars

Our product specialists host topical weekly webinars covering the Rex basics. Available to all Rex users, these are a great way to get the most out of the CRM in small manageable chunks followed by a Q&A session.

Help Centre

The Rex Help Centre provides comprehensive guidance on all of Rex's features. With clear language, detailed documentation, and engaging video tutorials, it's perfect for both self-paced learning and as a reference when in doubt.

Learning On-Demand

Our Rex Training Learning Management System (LMS) is packed with 15hrs of on-demand core and best practice content which you can progress through at your own pace.

Tailored Training

For an additional fee we offer training webinars tailored to your business practices and host a Q&A session specifically for your group.

Internal Team Training

If your group or franchise possesses an internal training team, we can enhance their skills to meet our standards. Additionally, we'll keep them informed on the latest functionalities to ensure your success.

Group Training Events

We also provide options to invite Rex to your in-person group run training events where our team provides hands-on, customised instruction.

Extra services and support as your business grows

Dedicated Success Managers

We provide tailored support and implementation of training, so you can leverage the platforms full potential. Regular product updates, best practices and industry trends are shared to help you maintain your competitive edge.

CRM / Reach Key Account Manager

We engage with your group to understand your business goals, strategies and challenges and align our solutions services and support. We'll proactively monitor your performance and satisfaction and support to position you for success.

ENTERPRISE

Select Your Support Style

For our larger groups, franchise and enterprise partners you can choose your support level for your group. Choose from our all-inclusive option (we'll cover all support requests) or you may choose to provide your own internal support and use our team as an escalation point.

Develop In-Office Influencers

A system is only as good as those using it. That's why we're committed to helping you develop 'Rexperts' – highly engaged Rex users who become your internal Rex influencers to boost engagement.

Note. Some services are available as optional extras and/or are available as your business grows. Please contact the Rex team for more details.

Onboarding with Rex

From a personal onboard manager to ongoing support, Rex CRM's six-step onboarding process is designed for your success. We offer a detailed checklist, hands-on training, and weekly webinars to make your transition seamless and effective.

> I can tell you every single person in the business now, six months on, absolutely love it and would not go back!

Nick Carter,
CEO of Harding Green

HardingGreen

The 6-step process

1 **Onboard Manager:** Your journey to success with Rex begins here. Your personal onboard manager will reach out within 2 business days to be your point of contact.

2 **Onboard Checklist:** You will receive your own personalised onboard checklist, this will guide you through the setup process. Keep an eye out for the forms we'll send you via email.

3 **Data Submitted:** All data needs to be submitted to your onboard manager at least 3 weeks prior to your onboard. Then, we'll begin the process of checking or quoting your data spreadsheets.

4 **Training Begins:** Once you receive your logins you'll be set to begin our training program, Rex Training! This platform will help you familiarise yourself with the product, with the added bonus of free weekly webinars each Tuesday.

5 **Onboard Check-in:** Your Onboard Manager will be there to assist through out the go live process. We want to ensure that you are beginning with Rex as smoothly as possible.

6 **Ongoing Support:** Once you're set up, you'll have access to ongoing assistance from our capable support team. The team are here to help you with any issues or questions you may come across.

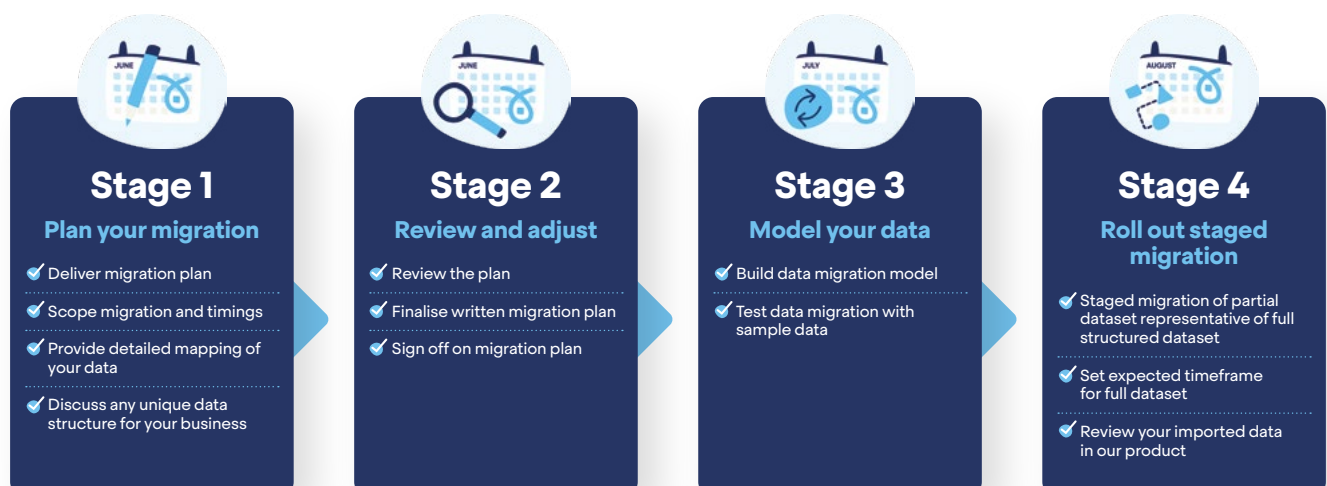
ENTERPRISE

Streamlined Data Migration

The bigger your business the more precious your data is to your success. Trust Rex with your data migration and sidestep the headaches. Our 10-week guided process ensures a seamless, worry-free transition.

Enterprise Onboarding

Typical migration for our enterprise clients is 6-9 months which includes data migration, training and communication with key stakeholders.

Network Rollout Timeline

For our larger, franchise and enterprise customers we work with your team to develop a rollout timeline to your network, making sure your supported at each stage.

Stage 1
Plan your migration
- Deliver migration plan
- Scope migration and timings
- Provide detailed mapping of your data
- Discuss any unique data structure for your business

Stage 2
Review and adjust
- Review the plan
- Finalise written migration plan
- Sign off on migration plan

Stage 3
Model your data
- Build data migration model
- Test data migration with sample data

Stage 4
Roll out staged migration
- Staged migration of partial dataset representative of full structured dataset
- Set expected timeframe for full dataset
- Review your imported data in our product

Purposefully human-centred automations

At its core Rex believes in empowering you to deliver the best service possible. That's why we keep people at the heart of all of our automation and AI driven enhancements, leaving you in control of your brand and reputation.

Automate workflows for consistency and productivity

Standardise agency processes and maximise your team's productivity with the help of the built-in, customisable workflows.

Put your task automation into overdrive with the Rex + Zapier integration. Zapier handles your busywork by connecting all your apps and services together to run automated workflows behind the scenes.

Deliver customer service that wins clients for life

Today's buyer is tomorrow's seller, that's why it's important to build relationships that last a lifetime. Delight buyers with real-time updates from Rex's matching features.

Automatically send SMS and email listing updates to the right buyers at the right time with properties that match their requirements.

Automated follow-up reminders help agents stay in touch at critical points in the homeowner journey ensuring your agency is top of mind when they are ready to sell.

Save hours on maintaining your database

Your database is your most valuable asset. Save hours on maintaining it with features that automate the manual work that has traditionally been required to maintain a clean database.

With leads auto-parsing, new portal leads are directed straight into your CRM without the need for manual processing.

New leads can be matched to existing contact records and Rex's data de-duplication saves admins hours on merging existing duplicate records.

Be there for their whole property journey

All the tools you need to list and sell more

Delivering all the tools you need to maximise productivity, secure more stock and close more sales. Find out why high-performing agencies are choosing Rex's powerful estate agency CRM solution.

Build relationships at scale

Rex works behind the scenes to streamline agency processes and deliver powerful agency marketing tools. Agents can rely on built-in workflows and automation to stay engaged with large contact databases, and focus on building deep personal relationships with in-market property owners.

Stay on top of your growing business

Coaching high performing agents relies on real-time data. Rex CRM live dashboards and performance reporting give you visibility over the metrics the matter, so you know exactly what's going on.
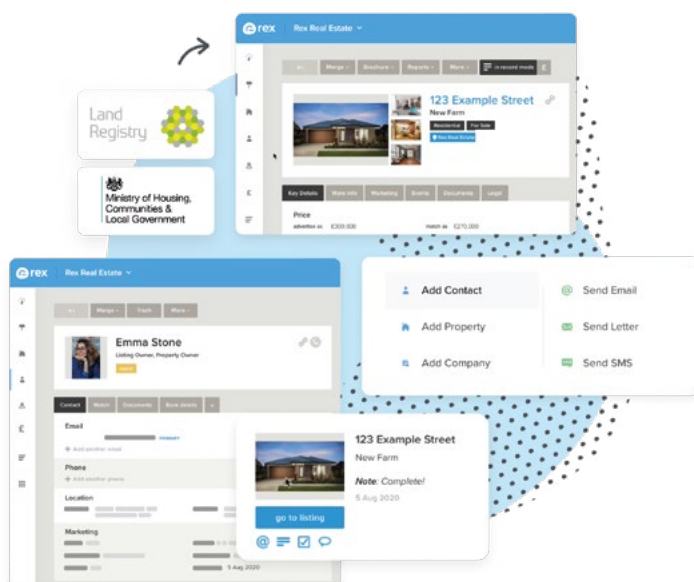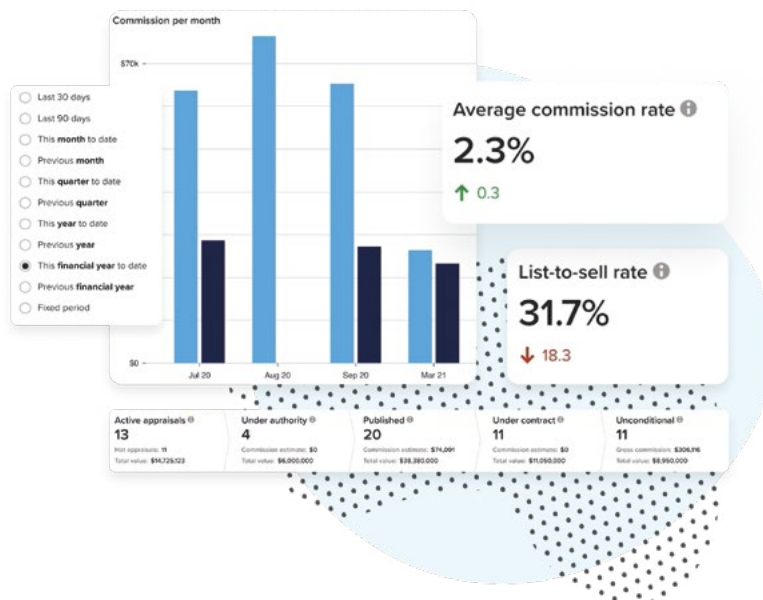
Build Rex into your custom tech stack

Out of the box, Rex delivers powerful native integrations with leading property sites. Our open API then lets you blow the box out of the water, giving you open access to build your integrated tech stack.

Feel empowered, stay focused and productive with all these benefits:

✓ Prospecting

✓ API Connections

✓ Listings Feeds

✓ Mobile Functionality

✓ Custom Fields

✓ Integrated Calendar

✓ Portal Uploads

✓ Automations

✓ Follow-up workflows

✓ Full control of your data

> Rex truly is a PropTech pioneer and they're going places

Nick Carter
CEO at Harding Green

HardingGreen

rex | Sales and Lettings CRM

Anytime. Anywhere.

Break the chains to your desk and work where you want, when you want. Whether you're running inspections, door knocking, meeting with clients, appraising a property or just picking up groceries, the Rex app keeps you connected and makes sure you never miss a step or lose an opportunity.

Benefits of going mobile with Rex

Make clients feel like VIPs

With Caller ID any contact within your Rex database will display as a known contact when they call so you can have more personalised conversations with your buyers, sellers, tenants or landlords.

Keep building your database around the clock

When you're out of the office, your work doesn't stop. With Rex's fully-featured mobile app you can check in on the most important interactions with your buyers and sellers and make sure all the details are added to your CRM no matter where you are.

Be more productive

With simple but valuable features Rex keeps you at your most productive when you're away from your desk.

- ✓ Quick access to property details and appraisals
- ✓ Match buyers to listings that fit their needs
- ✓ Use reverse buyer matching to show homeowners the power of your database
- ✓ Add, change status and view contracts
- ✓ Stay up-to-date with announcements in your agency

- ✓ Manage leads, listings, contacts and inspections on the go.
- ✓ Instant open home feedback and follow-up
- ✓ Managing Door Knocking campaigns and route efficiently
- ✓ Caller ID gives you the confidence to answer the phone with the right name, every time
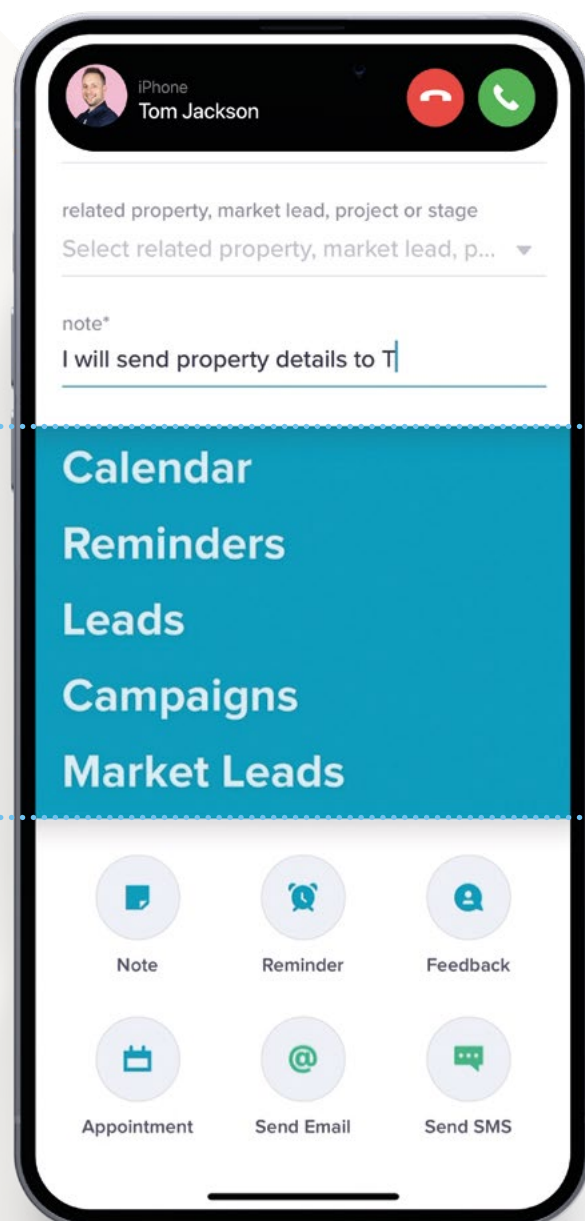
Get more from your hard-earned data

Take control of your estate agency database management with our custom data and reporting features. Easily track the efficiency and productivity of both agents and admins and gain actionable insights to share with your team.

> The ability for agents to login on the road or at home so easily is massive, it enables us to be flexible.

Sean Barrett
Director at Fine & Country Surrey

FINE & COUNTRY

Visibility over your team's productivity

Monitor and manage KPI's across your team by building reports around the data you want to explore. Use the productivity metrics that matter to your agency to coach and grow agents.

Improved data quality

Encourage better data quality through increased transparency. Custom Reporting will help to highlight data improvement opportunities across your agency.

Pipeline progression and follow up made easy

View more data at a glance without needing to click into records. Unlock insights that will allow you to convert more listings and sales. Build specific call lists to contact hot prospects.

More actionable insights with custom reporting

Whether you use our built-in reports or customise your own, you can create the best reports for you. With dozens of adjustable columns and the ability to group, aggregate, and pivot data, you have the power to make data-driven decisions that propel your business forward.

Simple plans for every agency model

We like to keep things simple, so we offer a choice of plans across our products to suit every type of property business – from solo operators to franchise giants. Whatever your needs, we've got you covered.

Starter

Plan includes:

✓ Core Sales & Lettings CRM

✓ Mobile App (iOS / Android)

✓ Unlimited Portal Uploads

✓ Portal Leads (Automated Lead & Enquiry Capture)

✓ Integrated Calendar

✓ Custom Fields

✓ Zapier Integration

Professional

Plan includes all of Starter plan plus:

✓ Rex AI NEW

✓ Calendar two-way sync (iCloud/Gmail/Outlook)

✓ Custom Fields on System Tabs

✓ E-Sign Integration

✓ Reporting Dashboards

✓ Custom Reporting Centre

✓ Outbound VOIP

✓ Campaigns

Enterprise

We offer a comprehensive solution for our enterprise grade customers. See more about our enterprise offering on page 18.

Bundles & Suites

With our extensive range of estate agency products and services we can offer you bespoke packages and suites to suit your particular needs and business stage.

For more information on Rex Sales & Lettings CRM, pricing or bundling with our other products email our sales team **uksales@rexsoftware.com** or call **020 3885 2778.**

![rex | Reach logo]

Estate agency advertising, simplified.

Rex Reach is like having a dedicated property-focused marketing agency on hand to generate multiple variations of your property listing, just sold or branding campaign ads across multiple platforms and sizes... in just a few clicks.

Creating ads has never been easier

For estate agents who want to create effective ads with minimal time and effort, Rex Reach is the ultimate marketing solution. With our **26+ ad formats** specifically designed for the estate agency industry, it's never been easier to capture the attention of your target audience.

Boost prospecting efforts and build listings interest

Take your estate agency marketing to the next level with Rex Reach. Build your profile, promote your brand and advertise your listings.

Rex Reach connects you with over **90% of people online** through social media and the web and allows you to quickly generate ads for Facebook, Instagram, and millions of websites across the Google Display Network, giving your listings maximum exposure.

Reach the right people, at the right time

Rex Reach identifies key signals from potential buyers and sellers and landlords based on their online behaviour, so you can engage with the right people, at the right time, with the right message.

On top of that, our Ad Performance Formula ensures you always have maximum online appeal by analysing the combination of images and text that get the most engagement, and optimises accordingly.

Get in front of the right people at the right time

facebook

9:41

Loft Properties
Sponsored

Wanting to invest in property this year but have no idea where to start? Or maybe you are just looking for the latest advice on the current market. This guide has it all!

LOFT Real Estate

"Tom Stevenson sold our property for a great price in very difficult market conditions. He is the ultimate professional and his local knowledge acheived a..."

★★★★★

Amy - Seller from Ascot

Get in touch with Tom
Wanting to

Essential tools to find and convert estate agency prospects

Advertise listings

Supercharge your estate agency marketing with built-in buyer categories, your CRM contacts and website visitors so you're always targeting the right people.
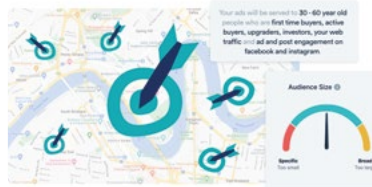
Advertise your agency

Advertise your estate agency to reach homeowners before they're looking to sell. Get called into more valuations and plant the seeds for your next sale.

Advertise yourself

Become the agent of choice by promoting your personal brand in your area. Market your specialised skill set and stand out from the crowd.

Engage your audience

Rex Reach determines the best audience for your ads, including your website visitors and CRM contacts. If you want to get tricky, Rex Reach also lets you edit your audience.

> We will continue to use indefinitely, there's no way that I would consider not having Rex Reach as the core of our marketing.

Luke Jones, Director at Hunters Bridgend

HUNTERS
HERE TO GET *you* THERE

Simple pay as you reach pricing

No matter your agency size or type we offer simple subscriptions for our advertising campaigns so you can make the most of your digital marketing.

Starter

Plan includes:

✓ Reach Platform Access

✓ Web Traffic Re-targeting

✓ Live Support

Professional

Plan includes all of Starter plan plus:

✓ Designated Account Manager

✓ Custom Reporting

✓ Monthly Reporting

Enterprise

Plan includes all of Professional plan plus:

✓ Reach Elite Campaign Access

✓ Account Manager Monthly Strategic Planning

✓ Team Training

✓ CRM Integration

For more information on Rex Reach, pricing or bundling with our other products email our sales team **uksales@rexsoftware.com** or call **020 3885 2778.**

Estate agency websites built to deliver leads

Estate agency websites designed to enhance user experience and conversion rates. Start generating more buyer and seller leads with Rex Websites.
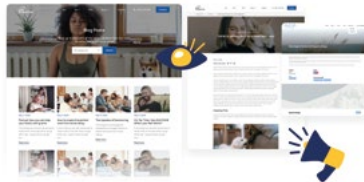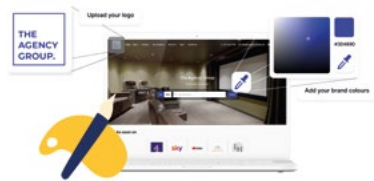
Future-proof your estate agency website

We customise your website to the branding, style, and unique selling proposition of your agency. Ongoing updates ensure a future-proofed online presence that remains relevant and effective over time.

Attract prospects and win instructions

Provide a premium user experience to your prospects with Rex Websites. Our intuitive and engaging website designs help you to effectively capture and convert more leads, resulting in a higher rate of successful instructions.

Tailored to any size or type of estate agency

No matter your requirements our websites are designed with flexibility in mind. Whether you're a fledgling startup or an established agency seeking to expand, Rex Websites provides a sturdy foundation for showcasing your business in the best light.

Easy to update and edit

With Rex Websites you can...

Attract more prospects

Portals cover buyers – but how to attract sellers and buyers? We get it, no matter how beautiful your website is, if it doesn't bring you the leads its not performing.

- ✔ **In-built SEO tools help you attract prospects through search engines**
- ✔ **Reach thousands more on social media and the web with the Rex Reach integration**
- ✔ **Utilise integrated analytics to improve performance**

Engage your audience

Provide a seamless user experience with responsive layouts, easy navigation and advanced property search. Engage your prospects with video, VR tours and interactive map views.

- ✔ **Look great on every device with fully responsive website layouts**
- ✔ **Engage your website visitors with video, VR tours and interactive map search**
- ✔ **Build trust with agent profiles, blog articles and client testimonials**
- ✔ **Re-target your subscriber list with CRM and marketing integrations**

Convert more website leads

Customisable forms allow you to remove friction points, add custom CTA's and capture the information you need. Follow up with lead nurture through CRM integration.

- ✔ **Easily navigable website structure takes your visitors where they need to go**
- ✔ **Convert with customisable forms and buttons**
- ✔ **Apply follow-up nurture using your integrated CRM**

Analyse audience data and re-target

Integrated analytics captures the audience data that matters then allows you to turn clicks into leads by dynamically re-targeting your website traffic.

- ✔ **Connect with Google Analytics and capture the data that matters**
- ✔ **Re-target your website visitors through social media using Rex Reach**
- ✔ **Apply automated lead nurture workflows using your CRM integration**

Get your site online in as little as 4 weeks

Whether you're starting fresh or switching from a different platform, the majority of our websites are launched within just four weeks. We pride ourselves on our seamless onboarding, designed to do the heavy lifting when launching your site. We guide you through each step, committed to clarity and simplicity in communication.

> ## Of all the products I've investigated, Rex Websites was certainly the best.
>
> **Julie Harris**,
> Principal at Julie Harris Realty.
>
> *home*

Website Plan

- ✔ Design Mockup and development of your website
- ✔ Content migration from your existing website
- ✔ Google Analytics Integration
- ✔ Integration with your CRM
- ✔ Hosting and browser updates
- ✔ Optimised for new devices
- ✔ SEO Updates
- ✔ Unlimited changes in the backend of the website
- ✔ SSL Certificate

GET ONLINE IN JUST 4 WEEKS

For more information on Rex Websites, pricing or bundling with our other products email our sales team **uksales@rexsoftware.com** or call **020 3885 2778.**

One property partner, all the possibilities.

Our platform is designed to surface more opportunities and deliver maximum adoption with the help of first-class customer support. Our product principles are aimed at consolidating your tech footprint whilst facilitating a smooth integration with CRM, Property Management, digital marketing, and continual website enhancements.

Unlock revenue with single view

Seamlessly connect your sales and property management departments to foster cross-team collaboration and client engagement. Bridge the departmental gaps and fine-tune your marketing to transform leads into loyal customers.

With our in-production Single View of a Customer (SVC), you're not just looking at data, you're uncovering revenue opportunities. All designed to be future-proofed with third-party integrations, while empowering consumers through self-serve options.

Elevate service, win more business

Transform your service game with Rex. Our platform enhances your consumer experience through targeted advertising and automation, ensuring you're the first choice at every stage of the property journey stage.

Achieve service at scale, effortlessly. Rex CRM streamlines agency processes, enabling agents to manage large databases without compromising on personalised relationships. Built-in workflows and automations take the heavy lifting off your shoulders.

Boost staff retention and product uptake

Lower your training costs and keep your team engaged with our user-friendly tools. They can focus on building strong relationships, driving usage and maximising productivity.

With Rex CRM, centralised admin functions are at your fingertips. Boost efficiency while keeping top agents engaged through advanced customisation and adaptable core features.

> The old system was about the here and now. With Rex, we can see the whole customer pathway. That's the simple difference.
>
> **Steve Lamb**
> CIO at Spicerhaart.
>
> spicerhaart

Unleash full power with open APIs

Our open API gives you access to 200+ endpoints and 230+ services. Integrate your favourite tools and create a tech stack that's as unique as your agency.

Future-proof your operations with our focus on automation. Minimise manual effort, optimise data connections, and streamline nurturing—empowering agents to focus on relationship-building.

Your hard-earned data, uncompromisingly safe

Entrust us with your data; we've got it safeguarded. We're implementing ISO27001 standards so your information is as secure as it would be in a bank vault.

Experience high availability and peace of mind. Our cloud infrastructure is as robust as they come, hosted on Google Cloud alongside giants like PayPal and Spotify. Plus, constant backups ensure minimal downtime.

For more information on our Enterprise offering email our sales team **uksales@rexsoftware.com** or call **020 3885 2778.**

HardingGreen

The Open API was a very important aspect for us. We wanted to build integrations and add-ons into our offering for our agents, but we also wanted to be able to set ourselves apart from our competitors.

Nick Carter, CEO at Harding Green.

Driving Fine & Country Surrey's new approach to sales

Fine & Country Surrey is part of the renowned Fine & Country estate agency brand that has a global network of over 300 offices. Their 'normal gets you nowhere' motto and the market-leading methods of promoting properties on not only the standard property portals such as Rightmove & Zoopla but also social media platforms such as Instagram, Facebook, YouTube & TikTok have delivered exceptional growth in the past year. They can maximise the exposure of their client's homes and yield instant results.

The Challenge: Struggling with Inefficient CRMs in an Evolving Landscape

Fine & Country Surrey, an extension of the globally recognised Fine & Country estate agency brand, thrives on their "normal gets you nowhere" motto. Specialising in prime locations, they employ innovative property marketing methods, from featuring homes on standard property portals like Rightmove and Zoopla to aggressive social media campaigns across Instagram, Facebook, YouTube, and TikTok. Despite the advanced strategies, Fine & Country Surrey faced difficulties when it came to their CRM systems. They tried multiple CRMs, including some of the most popular ones, but couldn't find the unique features they were looking for.

The Turning Point: Adopting Rex as the Ultimate Solution

It was Rex that finally offered the estate agency something distinct — a CRM that harmonised with their modern, forward-thinking approach to real estate.

> "Rex has given us something different, not only is the system much better but we can get hold of the team for support if we need it, no request has ever been turned down."
> Sean Barrett, Director at Fine & Country Surrey

Features That Make a Difference: A CRM Designed for Estate Agents

Fine & Country Surrey discovered that Rex was a CRM built with estate agents' needs in mind. The CRM wasn't just a database; it was an operational backbone that allowed agents to streamline their work, make data-driven decisions, and engage effectively with clients. It's evident that Rex was engineered to simplify agents'

lives. It's intuitive, unlike anything they've used before.

Mobility: A Crucial Component in the Modern Estate Agency

In an internal survey conducted while developing Rex Mobile, it was found that agents spent approximately 60% of their time away from their desks. Fine & Country Surrey was no exception. Their agents are often on the road meeting clients, visiting properties, or even working remotely. Rex's mobile app has changed the game, making it possible to manage numerous tasks efficiently regardless of location. Being able to log into Rex while on the go or even from home is a game-changer for Sean's team. It grants them the flexibility they need to excel in today's fast-paced estate agency environment.

Operational Excellence: Unleashing the Full Potential

With Rex, agents at Fine & Country Surrey can accomplish more than ever before. From making calls to updating listings and capturing buyer feedback, they can manage it all through a single interface. They can continue to operate at peak efficiency, whether they're in the office or out and about. Rex allows them to juggle multiple tasks seamlessly. Its design enables them to maintain a fluid workflow, making the team as effective on the road as they are in the office.

Summary: The Journey to Modern Estate Agency Practices

Rex has transformed the operational landscape at Fine & Country Surrey, aligning perfectly with their ethos of continuous improvement and unique service offerings. It has not only improved their CRM capabilities but also provided

them with the flexibility needed in today's unpredictable market. Fine & Country Surrey intends to stick with Rex, as it embodies the blend of innovation and support they require to stay ahead.

Adopting Rex has been a pivotal moment for Sean and his team. It aligns with their motto of 'normal gets you nowhere', pushing to continuously innovate and evolve in an ever-changing market.

> **The ability for agents to login on the road or at home so easily is massive, it enables us to be flexible.**
>
> **Sean Barrett**,
> Director at Fine & Country Surrey

Hunters Bridgend achieving impressive growth using Rex

HUNTERS®
HERE TO GET *you* THERE

For Luke Jones, the decision to implement Rex Reach as the central digital marketing platform for Hunters Bridgend has proven to be a game-changer. After an initial foray into digital marketing that was scattered and unsuccessful Luke decided to give Rex Reach a try. Shortly after implementation, Hunters Bridgend started to witness impressive results. By the end of 2022, their year-on-year growth metrics were remarkable.

The Challenge: Navigating Through Inefficient Digital Marketing

Before integrating Rex Reach into their marketing toolkit, Hunters Bridgend faced significant obstacles in their digital advertising endeavours. Recognising the burgeoning trend of online promotion, they tried to adapt but lacked a clear strategy. As a result, their efforts yielded little in terms of tangible benefits. Before Rex Reach, Hunters Bridgend were spinning their wheels, investing money and time but achieving negligible ROI.

The Transformation: Rex Reach as the Catalyst

When Hunters Bridgend got acquainted with Rex Reach through a fellow agency in their network, they were quick to recognise its potential. Not only did Rex Reach promise an easier user experience, but it also provided a roadmap for a more organised, budget-friendly advertising strategy. For Luke and his dedicated team, Rex Reach swiftly became an essential instrument in their digital arsenal. Rex Reach now underpins their entire digital marketing paradigm. From sending regular campaigns to coordinating with social media endeavours, it's their central hub.

Execution: Building a Strategic Foundation

One significant benefit of partnering with Rex Reach was the access to ongoing support and guidance. The Rex team collaborated with Hunters Bridgend to develop a three-month marketing plan, reinforcing their strategy with regular check-ins and constructive feedback.

"The support was fantastic from the start. It was one of the main reasons we decided to use Rex Reach...We put a three-month plan together. We had regular meetings. And by the end of January, we were starting to see some really good results."

Outcomes: A Flourishing Business

Throughout the year 2022, Rex Reach consistently supplemented Hunters Bridgend's marketing strategy, significantly enhancing their brand visibility and lead generation capabilities. Comparisons with the previous year revealed a dramatic upswing: a **78% increase in valuations**, a **170% growth in instructions,** and an **85% surge in sales**. Additionally, lettings—a pivotal business focus—grew by an outstanding **125%**.

Rex Reach's integration has turned them into the go-to estate agent, particularly in postcodes where Hunters Bridgend previously had minimal influence. This increased visibility has propelled sales and valuations alike.

Keys to Success

According to Luke Jones, the remarkable results can be attributed to a synergistic blend of planning, impactful content, and consistent execution:

Planning: The initial marketing funnel and strategic framework laid the cornerstone for success.

Content: Utilising personal branding, including staff images in ads, boosted engagement and click-through rates.

Consistency: Maintaining a steady flow of campaigns and social media content significantly contributed to their improved metrics.

"The content's gotta be right...but it's consistency that's absolutely key"

While Rex Reach has acted as a catalyst for these impressive outcomes, Luke emphasises that it's not a magical solution; maintaining ongoing, consistent effort is crucial for sustainable growth.

In Summary

Rex Reach has fundamentally altered the trajectory of Hunters Bridgend's business growth. It has streamlined their marketing operations, significantly improved their key performance indicators, and positioned them as a leader in their market.

"Rex Reach is something that we will continue to use indefinitely, there's no way that I would consider not having Rex Reach as the core of our marketing really."
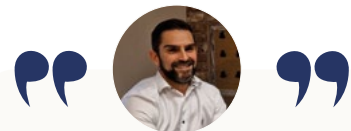
Rex Reach is the core of our digital marketing now. We send campaigns off probably every two to four weeks and build the rest of our social media efforts around it.

Luke Jones, Director at Hunters Bridgend

Elevating Operations and Client Satisfaction at Harding Green

HardingGreen

Harding Green operates in London and prime country regions, offering its Consultants the benefits of self-employment while also providing an innovative broker model of estate agency. The unique structure allows Consultants to retain a significant share of their generated fees and maintain a healthy work-life balance. Despite its innovative approach, Harding Green faced the challenge of staying competitive, especially in tech adoption. Enter Rex Sales & Lettings CRM—a game-changer that streamlined their operations and amplified their competitive edge.

The Challenge: Navigating the PropTech Maze for a Robust CRM

In an industry that thrives on innovation and staying ahead of the curve, Harding Green's CEO, Nick Carter, felt the urgent need for a comprehensive technology solution. Nick described the landscape of existing PropTech solutions as fragmented and disorganised, leading to both financial and operational inefficiencies. "I was getting fed up at paying for 300 quid here, 400 pounds here for new pieces of PropTech," Nick shared, emphasising the urgent need for an integrated, cutting-edge CRM solution that could serve as a one-stop shop for all their needs.

The Solution: Unparalleled Customisation with Rex Sales & Lettings CRM

After diligent research, Harding Green found their match in Rex Sales & Lettings CRM. What distinguished Rex was its Open API, allowing Harding Green to customise solutions to meet their unique business requirements. Features like Zapier integration and Custom Fields not only brought in a much-needed layer of customisation but also added automation into their workflow. "Rex feels like for our brokers, that they have a negotiator working for them. It's actually the first CRM that I've used that really feels like it's actually working with the data. It's harnessing that data, and it's utilising it for you, you know, when you're sleeping," Nick noted, praising the transformative potential of the platform.

Implementation: Overcoming Resistance and Ensuring Seamless Transition

Switching CRMs is never a straightforward task, and Harding Green was no exception. Around half of their agents were initially resistant to this new shift. However, the robust onboarding and training resources provided by Rex ensured a smooth transition. With time, even the most sceptical agents became advocates of the new system, championing its effectiveness and ease of use.

Results: Setting a New Benchmark in Operational Efficiency

One of the most significant impacts of adopting Rex was the elimination of the need to toggle between multiple software solutions. Rex's robust Zapier integration and Open API have allowed Harding Green to create durable automations that are flexible enough to evolve with the business. The system's comprehensive database, which covers over 12,000 contacts, auto-matches properties, optimising data and operational efficiency.

Moreover, Rex's mobile functionalities have been a revelation. Immediate lead generation from platforms like Rightmove and Zoopla has become a cornerstone for quicker client engagement, which has significantly enhanced both client relations and service delivery. Harding Green didn't just stop at mere implementation; they took a giant leap by leveraging Rex's capabilities to integrate with OpenAI's ChatGPT for auto-generating property descriptions.

Conclusion: Re-imagining Real Estate Through Innovation

The symbiotic relationship between Harding Green and Rex Sales & Lettings CRM has not only set a new industry standard but also proven what's possible when technology and vision converge. From streamlining convoluted operations to empowering data-driven strategies and enhancing client relationships, the transformation has been holistic and groundbreaking.

Nick Carter aptly summarises this journey into the future:

> "Rex truly is a PropTech pioneer and they're going places."

"The biggest challenge for us as a UK broker model is staying ahead of the competition. I think, you know, we have to be very heavy on the tech front and that's why Rex is absolutely fantastic for us.

Nick Carter,
CEO at Harding Green

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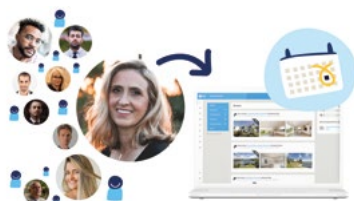
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