

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

You. Powered by



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

Meet us for a coffee

Waterloo Junction,
Level 1/4-12 Commercial Rd,
Newstead, QLD 4006.

New Rex Customers

No matter your business 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.

Email: sales@rexsoftware.com

Existing Rex customers

Need a little help? Looking to upgrade? Or just want to see how you can get more out of the Rex platform? Contact our friendly Brisbane based customer care team or visit our help centre.

Email: support@rexsoftware.com

Help: <https://support.rexsoftware.com>

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Software solutions for your real estate agency growth

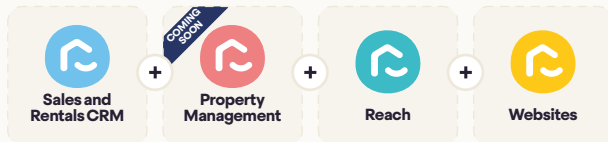
Simplify your property journey into an all-in-one growth engine. Empower agents, delight customers, and elevate your market share effortlessly.

Great alone, *Better Together*

Our products are powerful individually, but they truly shine when used together. By integrating our suite of services, you 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.

Our suite includes



One-stop platform for all property journeys

Our platform is designed to propel your real 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 capabilities, never to replace them.



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.

The only truly independent property solution



12 years focused on **ONLY** the property industry

\$511bn

property sales globally through our platform



Rex agents closed **154,420** deals last year

Backed by leading SAAS investors to unlock product growth



Partnership. Powered by Rex.

Our 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:

 **LJ Hooker** **McGrath** **RE/MAX**



Mike Pero | REAL ESTATE

TOOP+TOOP

 **Professionals**



AdcockPrestige



Harcourts

PRD.

THE **AGENCY**

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 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'll provide a personalised, tailored support and implementation of training, features to leverage the platforms full potential. Regular product updates, best practices and industry trends are shared to help you maintain your competitive edge.

Reach Key Account Manager*

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

ENTERPRISE

Select Your Support Style*

For our larger groups, franchise and enterprise partners you can choose your support level for your group. From all-inclusive (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.

Onboarding with Rex



The team onboarded me quite promptly... my experience has been great.

Steven Barkho,
Managing Director / Selling Principal
at PRIME Estate Agents

PRIME



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.

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 set-up 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

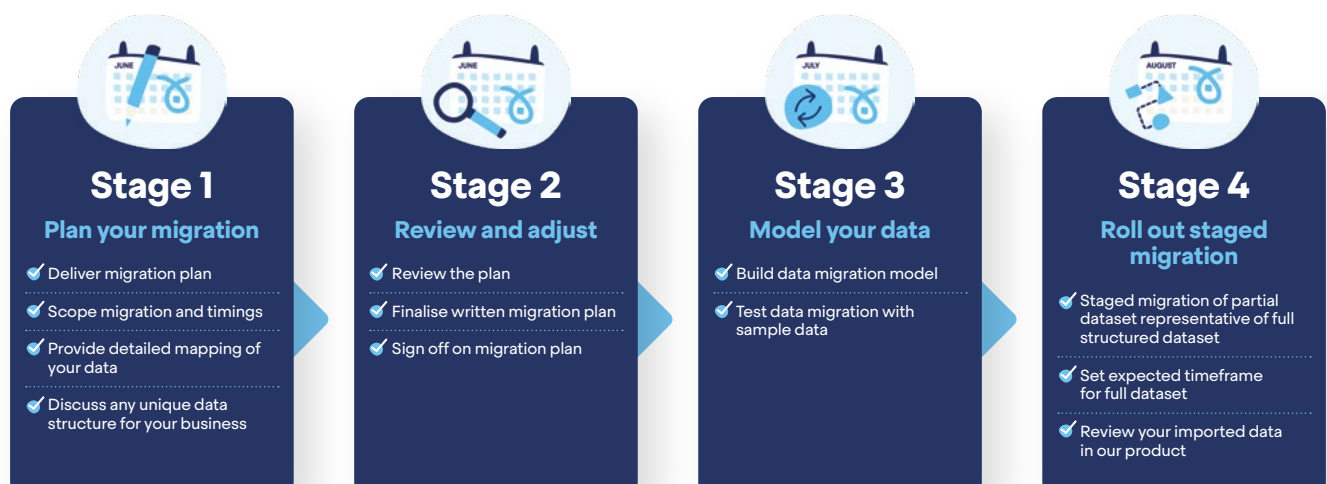
The bigger your business the more precious your data is to your success. Trust Rex with your data migration and sidestep the headaches. Our 10-week guided process ensures a seamless, worry-free transition.

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.



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.



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.



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.



Rex plays well with others

Whether you're looking to connect together your tech stack or replace it entirely with Rex. You can rest assured that we're compatible with all your favourite tools right out of the box.

We have an exhaustive list of integrators for the tools you use daily, however if you need something more custom our fully Open API is designed to enable you to build on top of Rex with very little input from our development team.

To find out more about our integrations or fully Open API or request a demo contact the Rex Sales team on sales@rexsoftware.com or visit [rexsoftware.com](https://www.rexsoftware.com)



Be there for their whole
property journey

Verified Integrators

Verified integrators our trusted approved providers that extend Rex in some powerful ways.



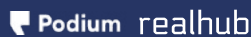
1st Party Integrations

These integrations are built by our very own internal teams to deliver you a productivity boost.



3rd Party Integrations

Using our Open API these integrators have built enhancements to the Rex way of working.



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 real 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.

Reminders

- Phone Calls
- Emails
- Letters
- SMS
- Tasks

Phone Calls

- 1
- 1
- 0
- 1
- 2

Letters

- 1
- 1
- 0
- 1
- 2

SMS

- 1
- 1
- 0
- 1
- 2

Tasks

- 1
- 1
- 0
- 1
- 2

Agenda

- 1
- 1
- 2
- 1

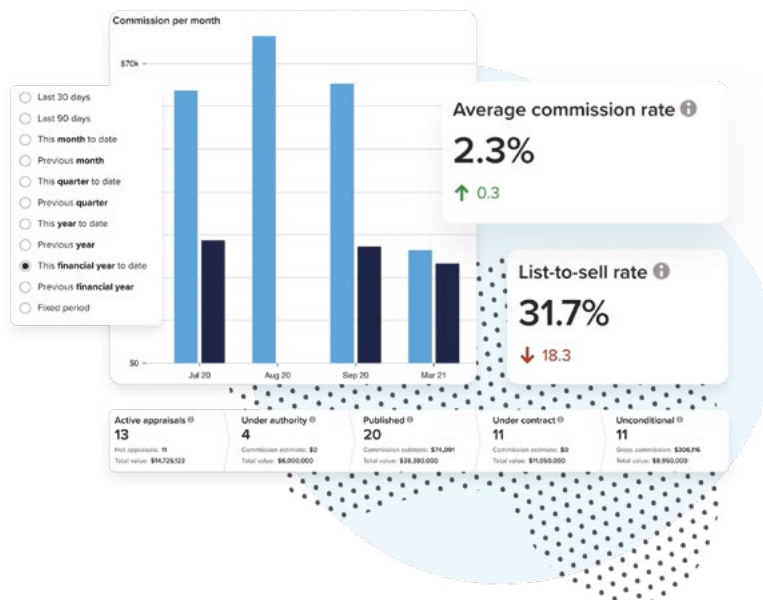
1 Newstead Place, Newstead
Call to arrange an open home at property for Saturday
Attached to Emma Stone
Assigned to Jason Hearn

2 Smith Street, New Farm
Send out buyer match email
Assigned to Jason Hearn

1 Newstead Place, Newstead
Send out SMS reminders for Saturday's open home
Assigned to Jason Hearn

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 focussed 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 Sales and Rentals CRM is a whole of agency solution

Graeme Carmichael
Sales Manager for Agent Growth
at LJ Hooker Property Centre



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.

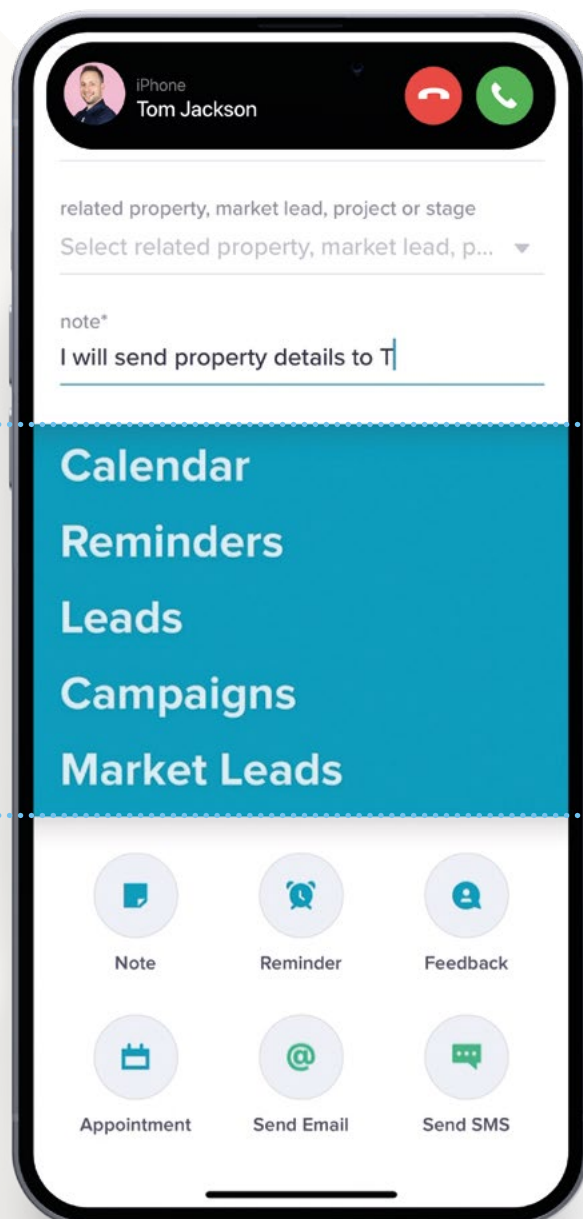
Keep building your database around the clock

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



If you have Rex Mobile on your phone and a random number calls you. If that number is the database that name comes up.” Instantly you are creating a better experience for people

Will Gosse
COO at BresicWhitney

BresicWhitney



Take control of your real 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.

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 & Rentals CRM
- ✓ Mobile App (iOS / Android)
- ✓ Unlimited Portal Uploads
- ✓ Integrated Calendar
- ✓ Custom Fields
- ✓ Zapier Integration

Professional

Plan includes all of Starter plan plus:

- ✓ Calendar two-way sync (iCloud/Gmail/Outlook)
- ✓ Custom Fields on System Tabs
- ✓ E-Sign Integration
- ✓ Reporting Dashboards
- ✓ Custom Reporting Centre
- ✓ Portal Leads and Leads Auto-responder
- ✓ Agent Ledgers
- ✓ Sales Trust

Enterprise

We offer a comprehensive solution for our enterprise grade customers. See more about our enterprise offering on page 22.

Bundles & Suites

With our extensive range of real 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 & Rentals CRM, pricing or bundling with our other products email our sales team sales@rexsoftware.com

Your 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... all in a few clicks.

Creating ads has never been easier

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

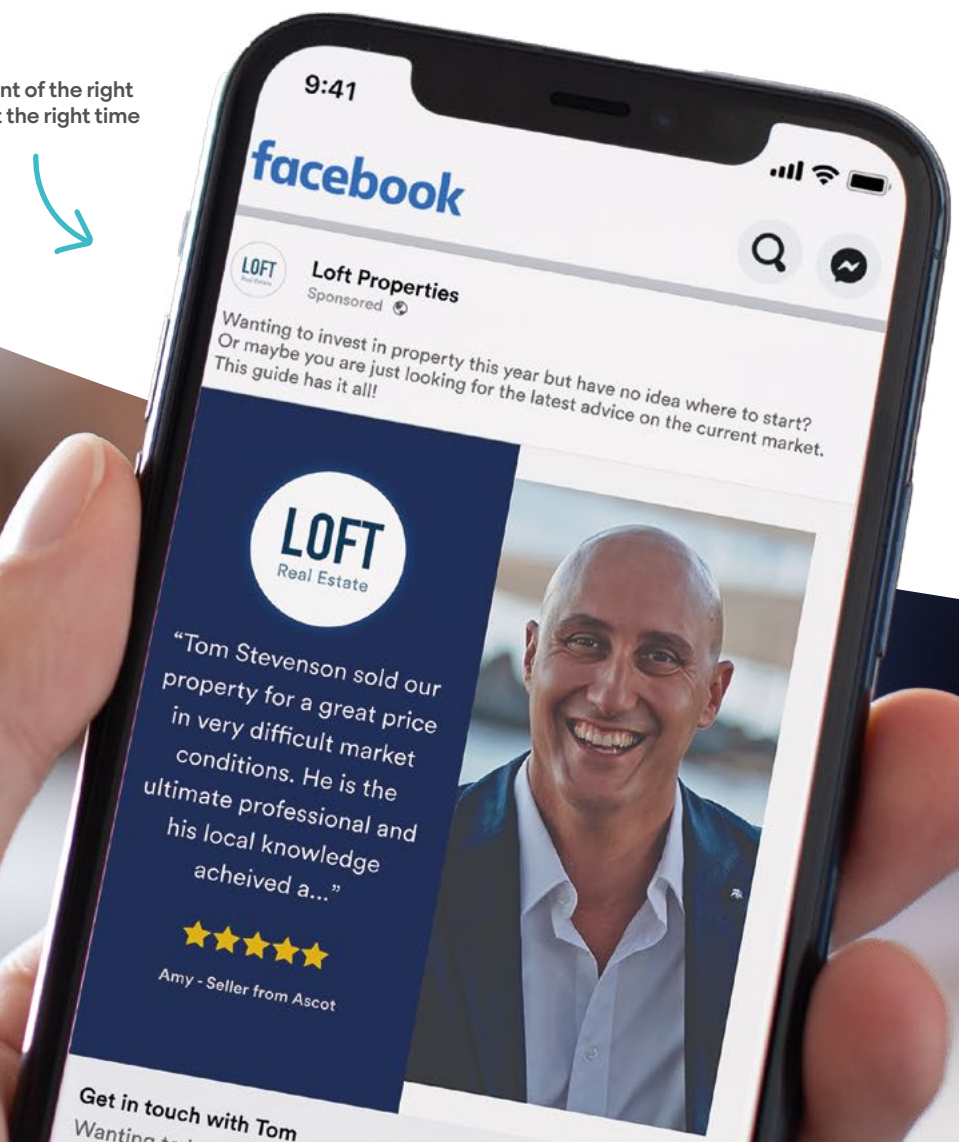
Rex Reach connects you with over 90% of people online through social media and the web and allows you to quickly generate ads for Facebook, Instagram, and millions of websites across the Google Display Network, giving your listings maximum exposure.

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



Essential tools to find and convert real estate agency prospects



Advertise listings

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



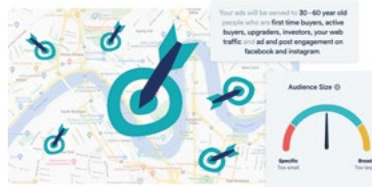
Advertise your agency

Advertise your real 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.



A simple, terrific way to get a message out to a target audience of thousands.

Andrew Blaxland, Principal & Auctioneer at Richardson & Wrench Southern Highlands

R&W



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
- ✓ CRM Integration
- ✓ Live Support

Professional

Plan includes all of Starter plan plus:

- ✓ Designated Account Manager
- ✓ Custom Reporting
- ✓ Monthly Reporting

Enterprise

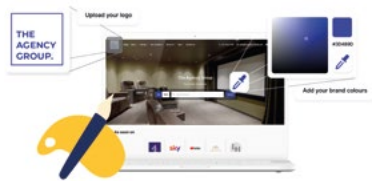
Plan includes all of Professional plan plus:

- ✓ Reach Elite Campaign Access
- ✓ Account Manager Monthly Strategic Planning
- ✓ Team Training

For more information on Rex Reach, pricing or bundling with our other products email our sales team sales@rexsoftware.com

Real estate agency websites built to deliver leads

Our websites are designed to enhance user experience and conversion rates. Start generating more buyer and seller leads with Rex Websites.



Future-proof your real 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.

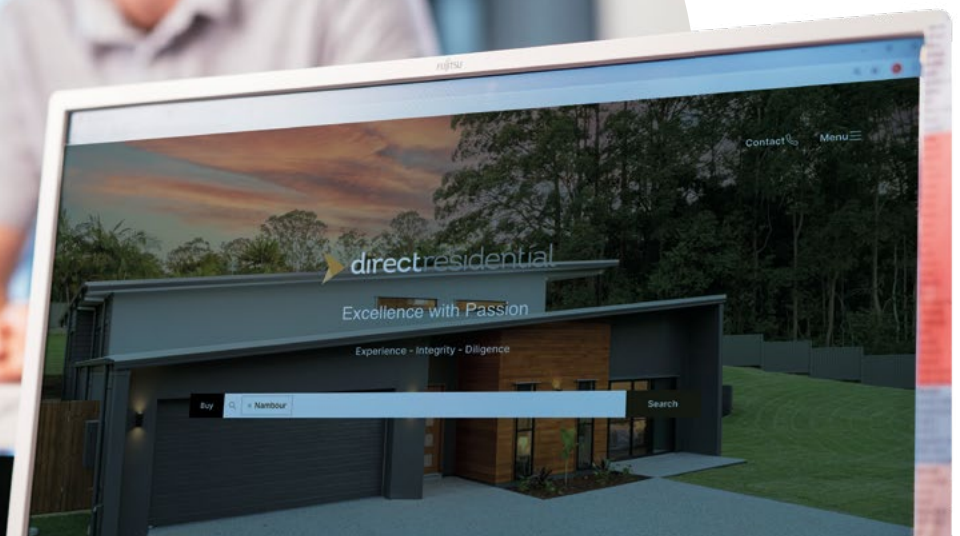
Attract prospects and win instructions

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 real 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, it doesn't matter how beautiful your website is if it doesn't bring you the leads.

- ✓ 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



For more information on Rex Websites, pricing or bundling with our other products email sales@rexsoftware.com

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. Bridging the departmental gaps and fine-tune your marketing to transform leads into loyal customers. With Rex 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.



We've got different clients we deal with, buyers, tenants, landlords, sellers. Rex gives us the ability to tailor those journeys and have information going to them on a regular basis.

Emily-Jane McGraw
Office Manager at LJ Hooker Nerang



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 working on 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 at sales@rexsoftware.com

An aerial photograph of a city, likely Auckland, New Zealand, featuring a wide river (the Waikato River) flowing through the urban landscape. In the background, a large, forested mountain (Mount Eden) rises above the city. The foreground shows a mix of residential and commercial buildings, with a bridge crossing the river. The image is framed by a dark blue curved shape on the left and bottom, which contains the text and quote marks.

BresicWhitney

Our strategy was to actually take an off the shelf product and connect it with all our other systems. Now you can't do that without an open API.

Will Gosse, COO at BresicWhitney

Transforming Real Estate Sales with Rex CRM

BresicWhitney

BresicWhitney, a prominent real estate group in New South Wales, Australia, stands out in Sydney's property landscape. Known for its innovative lifestyle-focused campaigns and striking marketing approaches, BresicWhitney transcends traditional suburb boundaries, resonating with modern buyers' lifestyles. This approach has solidified their reputation in buying, selling, renting, and asset management, enhancing the real estate experience across inner Sydney.

The Challenge

BresicWhitney faced a critical challenge: the need for a sophisticated Customer Relationship Management (CRM) system that could streamline their operations and foster client trust, a vital element often missing in real estate transactions. The absence of an effective CRM solution led to inefficient management of client interactions and hindered the potential to build deeper relationships.

Solution: Rex CRM Integration

Rex CRM emerged as the solution, providing an innovative platform that transformed BresicWhitney's approach to real estate sales. The CRM's ability to manage day-to-day communications and offer streamlined, user-friendly processes was instrumental. Features like Caller ID and Reminders in Rex Mobile enhanced client interactions, fostering a sense of value and personalized service. The Custom Tags feature enabled BresicWhitney to categorise and communicate with clients effectively, ensuring tailored and relevant engagements.

Impact on Business

The integration of Rex CRM propelled BresicWhitney's growth trajectory, with a 62% year-on-year increase in sales, reaching over \$3 billion in property transactions. Additionally, their property management portfolio expanded to over 3,000 properties. This success is attributed to Rex CRM's efficient system, allowing the team to focus on deepening personal relationships with clients and leveraging large contact databases.

Operational Efficiency

The adoption of Rex CRM led to a significant time-saving of 5 hours per week per employee, equating to the productivity of nearly 8 full-time staff. This efficiency gain allowed BresicWhitney to reallocate resources more strategically, focusing on client engagement and business expansion.

Technological Advantages

Rex CRM's open API facilitated seamless integration with BresicWhitney's existing systems, enhancing their operational agility. The CRM acted as a central hub for managing property listings and client interactions, offering a comprehensive, cloud-based solution adaptable to the dynamic needs of the real estate industry.

Conclusion

The partnership between BresicWhitney and Rex CRM exemplifies the transformative power of technology in real estate. By embracing Rex CRM, BresicWhitney not only streamlined its operations but also elevated its client relationships, leading to unprecedented growth and market dominance. This case study is a testament to how innovative CRM solutions like Rex can revolutionize the real estate sector, providing agencies with the tools to excel in an increasingly competitive market.



Our ethos is to take as much away from the agents as possible, that's not adding to their businesses, and that's what Rex has underpinned is the platform which allows us to do this.

Will Gosse,
COO at BresicWhitney

10x Productivity Growth through Mastering Rex's Real Estate CRM



- Presence Real Estate is recognised across Australia for relentless client focus, sharp data insights and a performance-driven culture. Partner Ryan Houston runs one of the agency's flagship teams and knew that scaling without sacrificing service demanded more than basic contact storage—it required a CRM that would drive execution day in, day out.

"For me, the secret to 10x productivity growth is mastering your CRM. It's not just about storing client details; it's about creating a project management system that supports every aspect of our workflow."

Choosing Rex CRM

After testing multiple platforms, Houston chose Rex for its centralised data, automation and project-management-style pipeline that agents actually want to use.

"What I love about Rex is that it's like a second brain so your mind can be empty...you have a reliable source of truth that has no leaky bucket."

Automated reminders, real-time updates and instant mobile access mean every agent always knows the next step and nothing slips through the cracks.

Mobile power

"The best part of the mobile experience is you can use it anywhere...most of our agents use it on the go every Saturday when they're doing open houses."

From checking pipelines in the car to adding prospect notes at inspections, the app keeps everyone moving and totally in sync. The result is an office that operates 24/7, even when the doors are closed.

Results that matter

10x productivity increase – streamlined workflows mean more calls and face-to-face time.

100 % team adoption – every agent works in Rex every day. "100% of my day is on Rex."

25 hours saved per week – automation

replaces repetitive admin. "With Rex I save five hours a day, five hours times five is 25 hours a week."

Brain-RAM freed – "The main reason for using Rex is freeing up your brain RAM...Rex is really good at giving agents their time back."

Seamless rollout

Rex's Onboarding and Customer Success teams made change easy.

"With Rex's training, I was able to get up to speed quickly. The system felt intuitive and fit naturally around our workflow." – Victoria Rossi, Executive Assistant

Rex gave Senior Project Agent Nathan Walsh hours back each day to focus on people, not paperwork.

Built-in growth engine

"One of the main points of difference with our company is the reverse match feature...we go reverse match, look at hot buyers...buyers who are going to buy something in the next 30 days."

While Houston sleeps, nurture emails keep leads engaged: "I'm asleep and I'm getting emails back...prospecting emails to nurture my customers while I'm asleep."

The Appraisal Pipeline and Track tools eliminate duplicate effort and surface clear next steps.

"By the Rex pipeline...I've got what we call a bulletproof business, which isn't relying on a random referral...It creates a proactive approach."

Accountability, anywhere

"With Rex, we're managing multiple projects at once, and everyone knows exactly what needs to be done and by when."

Beyond transparency, the platform fuels lightning-fast response times: "Because Rex is mobile, I can respond to leads and manage my tasks on the go...In a competitive market, responsiveness is everything."

Scaling without compromise

Presence Real Estate plans to double its agent count, and Rex is the framework that will keep standards high.

"With Rex, we're not reinventing the wheel every time we add a new member."

Structured workflows mean new hires plug straight into proven processes and start performing from day one.

A partnership for the long haul

"We're confident Rex will evolve with us as our needs change."

With ongoing product enhancements and a team that never stops listening, Rex CRM will continue powering Presence Real Estate's growth—even as volumes rise and market demands shift.



The best part of the mobile experience is you can use it anywhere.

Ryan Houston, Partner
at Presence Real Estate

Saving \$80k in admin wages per year



LJ Hooker Property Centre, a top-tier real estate agency in the LJ Hooker network, credits Rex for saving approximately \$80,000 to \$100,000 annually, equating to the workload of two full-time administrators. Graeme Carmichael, the Sales Manager for Agent Growth, emphasizes, “Rex helps with managing the whole process of real estate... our admins are doing 200 tasks per listing for our agents.”

Client Profile

LJ Hooker Property Centre stands out with over 4,000 Rate-My-Agent recommendations and 900 sales in the last year. They've been recognized with numerous awards, including REIQ's 2021 Large Residential Agency of the Year. Their team of 70 staff members covers a wide range of services in the Greater Brisbane region, focusing on Cleveland.

Graeme's Journey

Graeme Carmichael has evolved from putting up signboards to guiding agents towards success. His experience has been instrumental in identifying and implementing Rex to optimize agency performance. He notes, “Rex has got me really excited about using it.”

Client Objectives and Challenges

The agency aimed to enhance productivity and customer service while reducing costs. They faced the challenge of managing a growing workload, which Rex helped streamline, making the team more productive and enabling self-service for agents.

How Rex Helps

Rex streamlines the real estate process, from appraisals to settlements. It combines multiple actions into single workflows, such as bulk merging emails. Graeme highlights, “The double up in the system is less than 1% at the moment.” Rex's de-duplication tools also helped clean up their database of 200,000 contacts.

Rex helps with managing the whole process of real estate, everyone knows how much there is to do. You can't manage it all, it's impossible! From

appraisals to settlement, our admins are doing 200 tasks per listing for our agents... let alone the sales agents.”

Outcomes

With Rex, LJ Hooker Property Centre saves significant administrative costs and time. Rex's mobile app and desktop version facilitate various tasks for salespeople and admins, enhancing efficiency.

Scaling Service

LJ Hooker Property Centre values exceptional service. Rex enabled them to establish and follow best practice processes, ensuring consistent client contact. Graeme observes, “Real estate is definitely about the relationships... Rex really helps bring that together.”

“Instead of us doing a lot of the work, the salespeople and admin can open up Rex on their desktop or on the Rex mobile app and they can see where their reminders are, they can make their phone calls, they can do their followups, they can see insights at a glance with dashboards. Simply put they can do a lot of tasks that would require multiple tool and many more hands.”

Rex in Practice

Tracks, a feature in Rex, guide consistent communication, making it easier for agents to follow agency best practices. This integration has led to significant productivity improvements and more time for agents to build client relationships.

Final Thoughts

Graeme reflects on the tangible benefits: “The \$80,000 saved... it's the amount

of money he saves annually on wages since implementing Rex.” This saving, combined with improved service quality, underscores the value Rex adds to the agency.



Rex is a whole of agency solution. For the sales team, management and administrators, it's such a great tool to ensure your clients are getting the best service possible.”

Graeme Carmichael,
Sales Manager for Agent Growth

Delivering premium service from anywhere

PRIME

PRIME Estate Agency, a boutique real estate firm in Western Sydney, Australia, stands out for its tailored approach to marketing and strategic planning, ensuring exceptional results for its clients. Founded by Steven Barkho, the agency is celebrated for its personalized client service, carving a niche in the competitive real estate market.

Their full-service model encompasses every aspect necessary to provide a smooth experience for both buyers and sellers. Central to their success is their choice of CRM technology – Rex CRM. Steven Barkho, the Managing Director and Selling Principal at PRIME, emphasizes the importance of not just a functional system, but one that is user-friendly: “It was really about not just finding something that was functional but also finding something that is user friendly, and Rex is that.”

Embracing the Right CRM Technology

Steven Barkho's journey to find the ideal CRM was comprehensive. He evaluated five other leading CRM systems but found them lacking in user-friendliness and ease of use, which are pivotal for daily operations. His experience led him to choose Rex CRM. He remarks, “I tested out five other leading CRM systems... but they did not perform the way that Rex did from a usability, user-friendly aspect.”

The decision to switch to Rex was driven by the need for a CRM that wouldn't just be tolerable, but one that would be an integral, enjoyable part of daily work. A user-friendly interface was key, ensuring that the team could focus on productive tasks rather than grappling with cumbersome data and complex interfaces.

User Experience at the Core

Steven highlights the stark contrast between Rex CRM and others: “With previous CRM's I've never wanted to use them, because they have been so difficult. This one [Rex CRM] is so much easier, it's interesting to look at.” This ease of use is not just a convenience but a fundamental feature that enables PRIME to excel in its service.

I tested out five (5) other leading CRM systems, big ones as well ones that have been established for many many years and a lot of people would think they would be the go-to but they did not perform the way that Rex did from a usability, user-friendly aspect.

Comprehensive Support and Training

A critical aspect of PRIME's success with Rex CRM is the support and training provided. The onboarding process was prompt and efficient, reflecting the value Rex places on customer relationships.

Steven notes the exceptional tech support and educational resources available, including Rex University, which facilitates quick learning and adaptation to the CRM system.

Leveraging Technology for Enhanced Client Service

The adoption of Rex CRM by PRIME Estate Agency is more than a technological upgrade; it's a strategic decision that enhances their client service. The CRM's user-friendliness means less time spent on administrative tasks and more on client-focused activities. This aligns perfectly with PRIME's philosophy of providing personalized, high-quality service to each client.

The Result: A Symbiotic Relationship

The synergy between PRIME Estate Agency's client-centric approach and Rex CRM's user-centric design has created a powerful combination. It exemplifies how the right technology, when aligned with a company's ethos and operational needs, can significantly enhance both the client experience and business efficiency.

In conclusion, PRIME Estate Agency's selection of Rex CRM has been a pivotal factor in their ability to provide top-notch service. This case study demonstrates the transformative power of a user-friendly, supportive CRM system in the real estate industry. It highlights the importance of choosing a CRM that not only meets functional requirements but also aligns with the company's culture and values, ultimately contributing to better customer relationships and business success.



It was really about not just finding something that was functional but also finding something that is user friendly, and Rex is that.

Steven Barkho,
Managing Director/ Selling Principal
at PRIME Estate Agents

Switch to the #1 property platform for growing real estate agencies

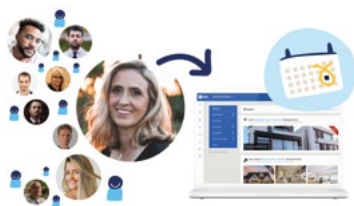
Choosing the right software for your real estate agency is a critical decision, and we understand the hesitation that comes with change.

That's why at Rex Software, we focus on more than just the transition — we're committed to your long-term success.



We support at every stage so you can transition with ease

With Rex Software, switching is as seamless as it gets. We take care of the entire transition, offering a detailed migration plan so you understand every step of the process.



Dedicated onboarding, training and resources.

We believe in a hands-on approach to support, with a customer care team that comprises onboarding specialists, trainers, and frontline support.



Gold standard, localised customer service

We're proud to offer a 2-hour support response service, maintaining a swift 20-minute average response time.

For more information on switching to Rex visit rexsoftware.com/make-the-switch



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