

The AI operational layer for modern estate agencies

Answer every enquiry, capture every lead and run the operational workload behind your branches, across voice, WhatsApp, web chat, SMS and your CRM

WHAT WE DO

InStep builds operational assistants for estate agencies and property businesses. Our product, Ella, **started by recovering revenue from missed and out-of-hours calls**. Today, it is becoming the intelligence and workflow layer that runs across every channel an agency operates, with one shared memory, rather than a disconnected set of tools or systems

HOW ELLA GROWS WITH YOU

Start where the return is fastest, recovering the calls, enquiries and opportunities you're already missing, then let Ella take on more of the operational work as she learns your business. You see value in week one and it compounds from there.



PHASE 1

Assist

Answers inbound across every channel, qualifies enquiries, books valuations and viewings into your diary and pushes structured data straight into your CRM



PHASE 2

Act

Trigger-based follow-ups, lifecycle engagement, renewal chasing, maintenance triage and admin automation handled without adding headcount



PHASE 3

Autonomy

AI-led operational handling, with human-in-the-loop approval and autonomous execution across the business. Freeing up teams to focus on high-value work

ONE ASSISTANT, EVERY CHANNEL



Voice



WhatsApp



Web Chat



SMS



Email



CRM

How Ella helps **you**

Across sales, lettings, property management and outbound, there is one intelligence layer co-ordinating the work and providing a consistent, on-brand customer experience

SALES & LETTINGS

- Qualify enquiries
- Book hot leads into team diaries
- Expert knowledge on your properties & area
- Missed, overflow & out of hours calls

PROPERTY MANAGEMENT

- Maintenance triage
- Contractor escalation built on your rules
- Renewal & compliance chasing
- 24/7 Tenant support & communication

OUTBOUND PROSPECTING

- Re-engage dormant leads
- Automated nurture & follow-up campaigns
- Share new listings with your prospects
- Prospecting support

RESULTS FROM THE FIELD



INDEPENDENT AGENCY

Oct 25-May 26

Before: No out of hours or day overflow support. Calls went straight to voicemail

Booked
156 valuations
661 viewings
187 applicants

Part of an 11-branch franchise, now rolling out to further branches



ENTERPRISE HQ

Nov 25-May 26

Use case: Centralised call centre, covering out of hours across phone & web

Qualified
117 valuations
574 viewings
1,196 applicants

Also captured 989 admin requests, fully triaging and passing to relevant teams



BUILD-TO-RENT

Dec 25-Apr 26

Before: No out-of-hours support or day overflow. Avg call wait time of 6mins

80 apartments let
(~£20k/pa)
25% → 5% caller abandonment rate

15% of all inbound calls are now handled by Ella, during the day and out of hours

We're a team with deep expertise across AI and property, built from operators who've worked at Rightmove, Reapit and CoStar, alongside a former estate agent CEO who knows the day-to-day inside out