




Everything you need to run your agency

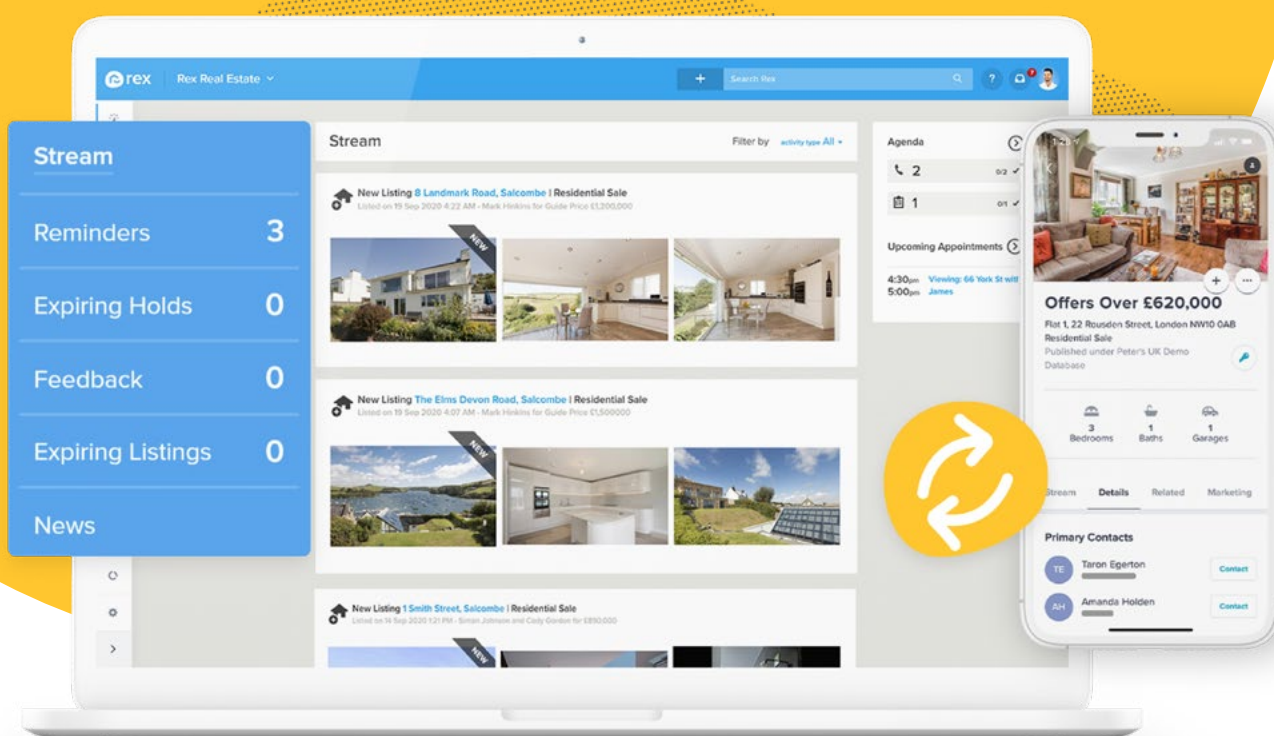
Rex and Pocket powers up the essential tools for successful property agents – just like top performing Aussie agent, Peter the owner of Hutton & Hutton — and gives you access to them all with just a few clicks.



 Peter using Rex's fully featured mobile app at his local cafe.

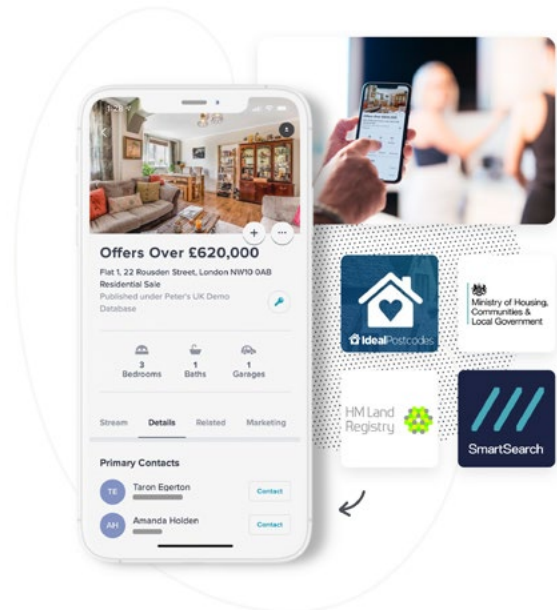
In Australia, many agents using Rex sell 90% of the properties they list and regularly command up to 35 to 40% market share in their region. Much of that capacity comes down to delivering outstanding customer service – which involves a lot of regular, quality client contact. Rex allows estate agents to do exactly that.

Rex is the first cloud and mobile platform specifically designed to help you run your estate agency your own unique way. It's jam-packed with all the tools you need to nurture each relationship as though it was the only one, and naturally reinforce the value of your service over time.



Pocket keeps you working from your phone

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

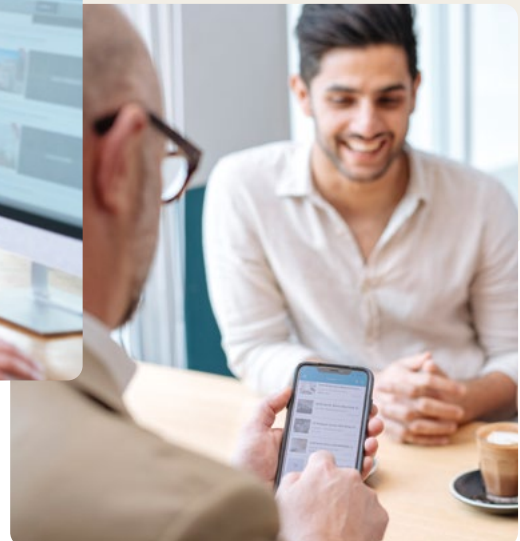


Aussie agents with
Rex and Pocket sell
up to **90%**
of the properties
they list



Work at the office...

...or in the coffee shop



Smart software built to help grow your business



MOBILITY

Work anywhere with Pocket by Rex

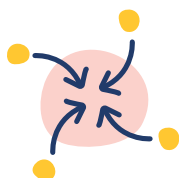
Rex's mobile app, Pocket, gives you the freedom to complete all your daily tasks from your mobile phone, maximising time spent out of the office.



CUSTOM CONTROL

Run your business, your way

No one knows your business better than you. Join your own processes, voice, brand and visual identity with your systems and make best practice easy.



INTEGRATIONS

From one central hub

Easily plug all your tools into Rex and turn it into your one platform for digital marketing, document management and more. With an open API, the possibilities are endless.

So you can focus on...



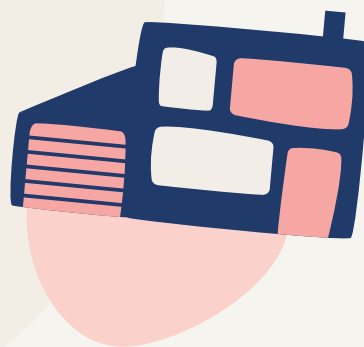
REWARDING CONNECTIONS

Growing lifelong relationships

Empower your agents with quick ways to deliver memorable customer service. Create loyal clients for life, build your brand and increase your market share.

Want to know more?
We'd love to chat.
Call 020 3885 2778

All the tools you need to list, manage and sell more properties



You will list more properties faster with the Rex CRM. We have modules dedicated to best practice prospecting that equip estate agents with powerful tools like automated follow-up tracks, instant appraisal buyer matching and detailed contact history.

Some of the prospecting, merge and follow-up features in Rex:

Dashboard

Everything you need to know at a glance, including a list of what needs to be completed in the day ahead and a live activity stream surfacing updates on your properties and clients.

UK Land Registry integration

Bulk import property data straight from the source. From inside your property records, you can access live sales history and see detailed property data.

Lists and advanced filters

Effectively organise and filter all your properties to suit your specific needs. Get the data you need at a glance.

Bulk merge and step-through

Rex's 'reminder step-through' allows users to power through their daily activity reminders in an incredibly efficient way. Use the bulk merge functionality to complete potentially hundreds of individual email / SMS / letter follow-ups in a matter of minutes, using best practice templates.

Mail merge

Rapidly create one-off correspondence or choose to use an existing mail merge template. Anything you send via quick-send is automatically filed against the related contact or property record. Rex will also list any contacts that failed to receive correspondence (and the reason for the failure) for data cleaning or alternative follow-up.

Route planning

Optimise your drive-by's and door knocking with the Rex mobile route planner, showing you the most efficient way to get from A to B while generating new business.

Reminders and tracks

Reminders and tracks help you build long-term relationships with your clients, automate tasks and save you time. Tracks are a series of pre-built, automated and time-released reminders paired with email / SMS templates - a powerful follow-up tool that makes every one of your clients feel like they're a priority.

Appraisals and OABs

Keep track of your agents, potential buyers and competition. Target agent activity to properties with active appraisals or valuations, and track win / loss performance against competitors with detailed KPI reports.

Reverse matching

The reverse matching functionality helps to show homeowners you've got a database of very real buyers that will be contacted about their property as soon as they list with you.

Properties module

See your agency's entire history with a property with a thorough activity stream, quickly access related contacts like current and past owners and store documents for future reference.

Manage your own listings and get them to market faster than ever

Rex's listings module has features for management of advertising, eMarketing, print marketing, vendor relationships and contracts. Our software lets your different agency teams manage their own functions with strong oversight ability.



Some of the listing management features in Rex:

Lead management

[Paid add on feature](#)

This functionality captures enquiries from your website and portals, and copies them into Rex to be organised, processed and attended to so no lead falls through the cracks – while giving management visibility over the whole process.

Document uploads and sharing

As a cloud-based CRM, Rex lets you store all your important property documents – like signed listing authorities, contracts, titles, high-resolution images, etc – in a secure system against property and contact records, without limitations on file size.

Contract management

Rex covers the entire contract management workflow, including solicitor / conveyancer correspondence on settlement. The status update dialog will help keep everything on track.

eBrochures

Rex includes a powerful brochure building tool. Add listing stock lists, viewing lists, maps and more into the drag-and-drop interface, while keeping your branding front and centre.

Portal uploads and eMarketing

Rex uploads to all the major portals, and pushes any changes immediately. Create a custom upload to other endpoints, like your own website, and set a programmed delay to give yourself a window to carry out pre-market advertising.

Vendor feedback reporting

Customisable reports show your sellers how hard you're working behind the scenes to increase the chances of referral business and surface buyer feedback so pricing discussions can be had.

Chains and sales progression

Stay on top of chain progress with configurable milestones tracked against both offers and links.

Automatic disclaimers

Set a specific disclaimer to appear under all your portal ads. You can even set a different automatic disclaimer for one or more of your listing types.

Image editor

Transform, filter or manually adjust your listing images from within Rex, all in just a few clicks. You can also add a watermark to your images.

Automatic image cycling

Rex can automatically change the main photo for your listings when you advertise on your website and portals. Rotating images this way can increase ad engagement by as much as 40%.

Everything you need to know about your clients at a glance



Rex is the single point of truth for every client interaction. This includes storage and access to virtually anything a user might need to know about their clients: photos, contact info, demographics, birthdays and any custom information individual users or agencies might be uniquely interested in. The CRM also stores a rich tapestry of relationships individuals have with other properties or contacts, and a comprehensive stream of every interaction they've had with any other user in your agency.

Rex helps users build, manage and deepen relationships, get more referrals and repeat business, and become more successful agents.

Some of the contact management features in Rex:

Custom data, tags and filtering

Define your own records with custom data and tags. Take complete control of your database so you can input, find and sort the information most relevant to the way you work.

Contact overview

Everything you need to have a meaningful conversation at a glance - from call history to notes, letters, emails and SMS correspondence right through to related tasks and custom data.

Relationship tracking

Build the web of person-to-person relationships by linking contact records to other contacts, or company records.

Email marketing and compliance

Create and manage mailing list membership across your contact database, then track email opens and clicks to help gauge client interest. Rex's subscription management utility is fully compliant with all relevant legislation.

Email dropbox

The email dropbox automatically files inbound and outbound emails to the relevant contact record. An email from a new contact prompts the seamless filing workflow, which steps you through creating a new contact record.

Solutions for all of your many management requirements

True to our philosophy to build an all-in-one solution for estate agencies, Rex has comprehensive features for managing powerhouse sales teams. Our CRM helps you track your agents' activity, charge costs and record payments, review data and KPIs and generally keep your agency powering ahead in the right direction.



Some of the sales process management features in Rex:

Permissions

The fine-grained privileges system allows for completely tailored control over what all your users can see and do within Rex.

Data management and mass actions

Quickly and easily export data. Manipulate data in bulk with time-saving mass actions that let you modify data from one to thousands of records at the same time.

OAB tracking

Understand how your agency is performing against the local competition with competitor tracking functionality. No more blind spots.

Tracks and template management

Customisable follow-up tracks and merge templates give your staff all the tools they need to save time, easily follow your specific processes and consistently communicate with clients.

Assume identity

Specific users, like managers, can assume the identity of another user so they can see, action and mark as complete any overdue tasks.

Staff exists and task transfers

Reassign tasks in bulk and mass migrate record ownership so clients continue to receive a seamless service, and stop potential business from following staff out the door.

Pocket agenda

Rex can generate a printable agenda of your reminders (emails, letters, SMS messages, phone calls and tasks) so you can 'action' them offline, ticking them off as you go along. The agenda surfaces important background information, so you can have more meaningful conversations.

Use Rex's comprehensive reporting centre for expert insights

Our CRM includes a single reporting centre that provides access to financials, performance, administrative, and visual reports on every part of Rex and every part of your agency's business. Each report has been developed based on extensive consultation on what agencies, admin staff, and sales managers require on a daily basis.



Some of the reports and analytics features in Rex:

KPI and performance reporting

Track and manage cross-agency and individual agent performance against key metrics like activity rates on follow-ups (calls, emails, SMS, etc.), valuations win/loss ratios, sold/expired listings and engagement with sellers. Rex reports provide graphs with visual cues for managers and drill-down data for agents and managers to work on making improvements.

Financial reports

Individually designed reports allow admin staff and sales managers total transparency to perform detailed analysis on commissions and cash flows, simplify forecasting and quickly identify areas for improvement.

Operational reporting

Rex comes with dozens of reports covering a cross-section of financial, advertising, contract and listing management requirements. Our reports have been developed based on extensive consultation with a wide range of independent and franchise agencies.

Marketing outputs

A full suite of flexible property lists and customisable brochures will put your properties and agency in the best possible light.

Financials don't always have to be stressful

Money matters – which is why Rex also has full functionality to make your fiscal responsibilities as simple as possible. Manage your listing financials, trust accounting and budgets, all while tracking your cash flow, payments and commissions. Stress-free.



Some of the listing financials and trust features in Rex:

Commissions tracking

Powerful commission cash flow and performance reports with template settings that let admin staff complete commission calculations and settlement processes faster, with precision.

Cashflow and payment tracking

Rex's invoicing capability provides a full receivables management solution, including payment (and overdue) tracking and the ability to issue refunds, credit notes and receipts.



Take care of your eMarketing with just a few clicks



eMarketing has never been so simple. In four simple steps you can have professional-looking email newsletters ready to go, completely compliant with anti-spam regulations. Update clients with the latest estate news, show them newly listed properties and open home times, or link them to your latest article on your website. Our eMarketing software and intuitive newsletter builder give you complete control.

Some of the newsletters and eMarketing features in Rex:

Newsletter reporting

The newsletter reporting suite includes high level trend analysis on email open and click rates, as well as more in-depth insights into recipients' interest in specific properties or content so you can proactively engage with your most interested contacts.

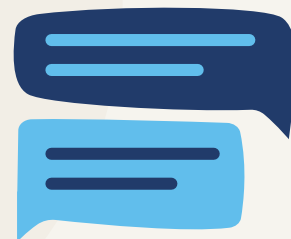
Advanced code editor

Create and insert your own custom HTML newsletter code instead of using Rex's Template builder to create your newsletters your own way.

Email newsletters

Rex includes a simple, visual click and drag newsletter builder that lets you quickly construct HTML email newsletters to send to clients.

Automatic SMS and email listing updates for the right buyers



Creating a client experience that's uniquely tailored to each individual is critical to success in a world flooded with email spam, loud flyers and constant interruption marketing. Rex's buyer and tenant automation functionality helps tailor your clients' experience – it helps you work with every client as if they were the only one.

Some of the buyer and tenant automation features in Rex:

Match profiles

Use custom data to create buyer and tenant profiles: a single point of truth view for each of your clients' requirements.

Matching engine

Once a match profile has been created for a potential buyer or tenant, Rex allows users to walk them through properties to give them visual and geographical context (via a dedicated map view) with the click of a button. From within the CRM, users can open up a stunning overlay screen which displays all suitable properties in card view, or in context on a map, all while obscuring key information that needs to be kept under wraps. The overlay screen is suitable for display on an iPad while out in the field, or on your desktop, laptop or even a TV while in the office.

Automatic match alerts

[Buy marketing credits](#)

As soon as a listing is published, Rex can automatically broadcast targeted SMS and email alerts to buyers with matching requirements. When a listing price is changed, Rex can trigger alerts to potential buyers or tenants that have matching criteria, or have previously registered their interest.

Everything you need to become a true Rexpert



A CRM is only valuable if you can use it easily, reliably and safely. We invest a lot into employing top of the line security measures to ensure your data is secure and that you have round-the-clock access to it, wherever you are.

As well as keeping our users' data as secure as possible, a big part of our philosophy is giving our users all the help and support they need to ensure they get the most out of Rex. That's why we invest in comprehensive help documentation and videos, free training webinars, a full time in-house support team to quickly resolve any issues you might face and the most reliable security money can buy.

Some of the support, training and security features in Rex:

Built on Amazon infrastructure

As well as being the world's largest online retailer, Amazon is also the world's largest and most relied upon supplier of virtual infrastructure. Rex's virtual servers in the Amazon 'cloud' are in the company of Twitter, Foursquare, NASA and the US Military. The benefit of our infrastructure is that it can be scaled up and down depending on user demand. This allows Rex to target 99.99% uptime and reliably deliver a product that's critical for your company.

Bank-grade security protection

Amazon's servers are housed in secure locations protected by physical security (biometrics, internal generators, the works) and virtual security, including the same encryption levels and security that's been adopted by major banks and firewalls engineered by Amazon for its own operations. Your data is completely secure.

Constant backups

Our infrastructure is virtual; in the event of a hardware failure we can simply restart our server and immediately move to another physical server. As a result, our downtime (in the event we ever experience any) is minutes – not days. As well as that, we backup your files on at least an hourly basis.

In-house support team

Our support team works full time in our Brisbane office answering our clients' support requests and resolving issues. Our results speak for themselves: Rex has a 99% satisfaction rating. We want you to count on us to help you with any issue that you might be experiencing.

Free monthly training webinars

We regularly run webinars for all our users, covering all of the features in the CRM – starting with the basics and working up to the more advanced functionality.

Streamlined onboarding process

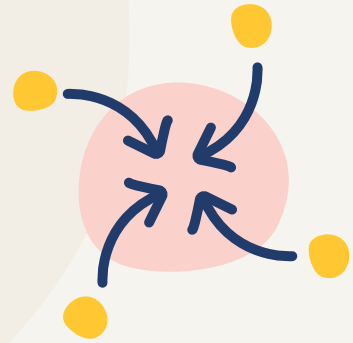
Once you've signed up, our operations staff will make contact to welcome you and request the minimal information we need to get you started. In the lead-up to your onboard our staff will provide all the resources you need to get going with your new CRM, and maintain full contact with you throughout the process to ensure your transition is seamless.

Rex University

You'll get access to a complete online training course for free. As well as covering the basics, Rex University will teach your staff how to use Rex best, depending on their role. The courses include videos, walk-throughs and short quiz at the end of each module.

Our integrations help you get the most out of Rex

Connect your database to all the business tools your agency uses, and watch your sales team's efficiency go through the roof. No more clicking between applications – do it all from Rex.



Some of the integrations in Rex:

Anti-money laundering

SmartSearch account required

Fire off a SmartSearch background check for applicants in a single click, without leaving Rex.

Postcode lookup

Easily connect your system with postcode lookup providers to simplify the creation of new property records and speed up data entry.

Land Registry information

This one's a double whammy. Rex can pull in publicly available sales history for a particular property. Useful information, if you're having pricing discussions with a client. You can also use this integration to create new property records in bulk, and fill up a fresh database in no time!

EPC data

Rex can pull in Energy Performance Certificate rankings from Open Data Communities and store it against the appropriate property record - saving you time with every listing.

SMS providers

Send SMS straight from Rex. Rex will file a copy of the message against the appropriate record, so you never lose track.

Custom integrations

Want to build your own integrations for your agency and connect to other tech tools? No problem – it's easy. We've built our API to be as open as possible and our Support team can give you all the information you need.

Plus many more to come

We keep adding new integrations and features all the time. To keep in the know follow us on social media.

Want to know more?
We'd love to chat.
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