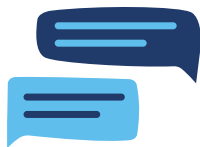
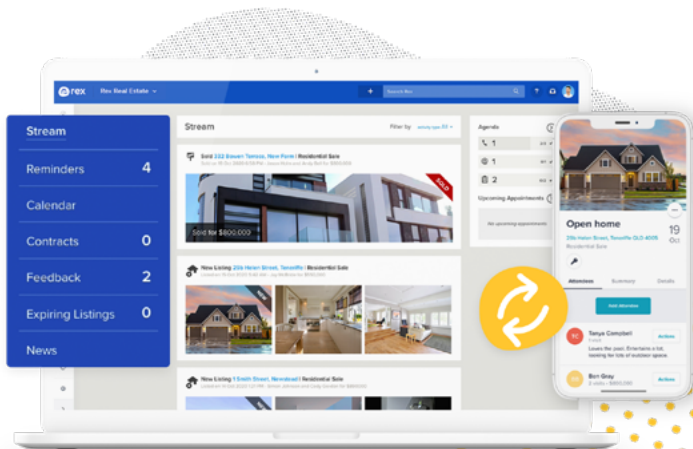


# Business efficiency

How LJ Hooker Nerang saved more than **88.8 admin hours** a month





**Need help or have  
a question?**

You can reach us at

[sales@rexsoftware.com](mailto:sales@rexsoftware.com)



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**Any prop-tech we plug in, should not take away from what we do as agents, it should enable us to do more of what we are good at, which is talking to people.**

**The more confident we become with talking to people, the easier we will be able to manage their objections in regards to commission and marketing.”**

# Summary

The LJ Hooker Solutions Gold Coast group is one of the leading lights in the LJ Hooker Australian franchise. With an award list that now takes up more than a page, this group is committed to delivering exceptional service experiences for buyers, sellers, renters and landlords.

Their move to the Rex CRM and workflow platform in 2015 delivered huge results in dollar productive time, increased control and accountability for sales agents, and streamlined efficiency that unpinned their best practice customer journeys.

This case study is based on an interview with Office Manager and Chief Administrator Emily Megraw earlier this year.

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# Client profile



**LJ Hooker Nerang is the flagship for this six-branch estate agency, recognised as the largest and most successful within the Gold Coast's western corridor. Within the LJ Hooker Franchise and under the direction of Principal Shane Colquhoun, these LJ Hooker branches are driven to deliver the best-of-the-best customer experience to buyers and sellers, renters and landlords.**

**“We are committed to our customers and feel strongly about assisting them through their real estate traction in a stress-free and enjoyable way.”**

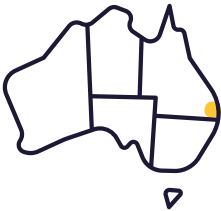
— Shane Colquhoun (REB Awards 2021 Winner Principal Of The Year - Regional)



**Franchise group:** LJ Hooker

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**Branches:** Nerang (flagship)  
Pacific Pines  
Helensvale  
Hope Island  
Coomera  
Ormeau



**Total staff:** 120 ranging from 18 to 80 years  
(and growing)

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|                           |           |             |
|---------------------------|-----------|-------------|
| <b>Service offerings:</b> | Selling   | Purchase    |
|                           | Renting   | Commercial  |
|                           | Investing | Connections |

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# Awards

- REB awards 2021 Winner Sales Office Of The Year - Regional
- REB Awards 2021 Operations Manager Of The Year
- REB Awards 2021 Principal Of The Year - Regional
- 2020, 2018, 2017, 2016, 2015, 2014 REB Top 50 Offices (Australia)
- 2020 Finalists REB Social And Community Service Program Of The Year
- 2020 Winners - Top Community Relationship
- 2020 Finalists - Excellence In Marketing
- 2020 RateMyAgent Queensland - Ranked 3rd (1st Gold Coast)
- 2020 Finalists REB Social And Community Service Program Of The Year
- 2019 Winner REB Office Administrator of the Year
- 2019 REIQ Large Residential Agency of the Year - Winners

- 2019 REIQ Innovation Award – Winners
- 2018 Winner International Customer Experience Office LJ Hooker
- 2018 REB Winner– Sales Office of the Year (Regional)
- 2018 Customer Experience Office Winner QLD/NT
- 2018 Digital Presence of the Year Winner QLD/NT
- 2018 REIQ Awards Corporate Support Person of the Year category - Winner Emily-Jane Megraw
- 2017 International Property Manager Winner Tina Kennedy
- 2017 International Customer Experience Winner Helen Thomas
- 2017 REB Winner Principal of the Year Regional

Plus a whole lot more you can find here  
(sourced: <https://shane-nerang.ljhooker.com.au>)



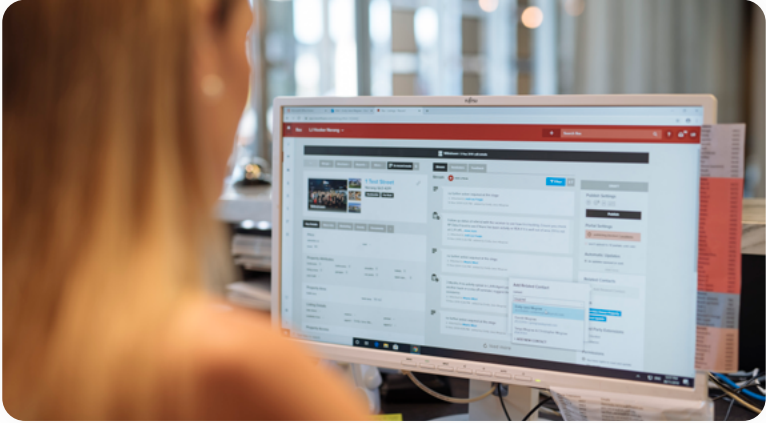
# Meet Emily



Emily Megraw is the powerhouse Administrator behind the LJ Hooker teams on the Western Gold Coast and Northern New South Wales.

Leaving the hospitality world (as a trained chef) she started with the business in 2008 as an assistant trainee property manager. The last 12 years have seen her rise through all areas of the business - giving her a deep understanding of the process of buying, selling and renting from both the agency's and the customers' viewpoints.

This insight allowed her to identify some key bottlenecks that were impacting on sales productivity. The bonus was -



fixing the process would actually help deliver a much more valuable customer experience. Emily's search for a sales and service platform, that would take this group of the LJ Hooker branches to the next level, began in 2015.

**“I don’t go out of my way to deliver great service, it is something that does come naturally to me... at the end of the day I treat others the way I would want to be treated and that is with empathy and respect”**

— Emily (2021 Winner REB Operations Manager of the Year)

# Client objectives

To streamline their proptech stack and reduce the frustrations of staff who were often jumping between platforms and double entering data.



## **lower business costs**

(through savings from unnecessary or wasted subscriptions and increasing the productivity of staff)



## **improve customer service levels**

(through faster communication times, and more authentic contact)

# Background

For many years we used an in-house developed and supported database system and whilst it was great at the time it was becoming apparent that cloud based platforms were the way of future. The current system wouldn't service the needs of the agents, agencies and clients in the ever increasing fast paced world that we now live in.

We needed an intuitive CRM which engaged not only admin but sales people, business owners and property managers alike.

So, they started looking at alternatives.

**“We were looking for systems that gave us more usability for the sales team, a more friendly interface, things that could still track and systemise processes. We are very process driven - so automating emails, letter trails, that's all very important to us.”**

We interviewed 5 CRM companies and after a lot of deliberation decided on REX being the best for our needs.



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# Challenges





# Bloated tech stack

Multiple subscriptions add up, and can put a serious dent in your agency owner's back pocket. LJ Hooker Nerang wanted to reduce the number of tools in their tech toolbox, saving them both money and time, from flicking from one platform to another.

Too many tools in their workflows that didn't play nice with each other meant double entry of data resulting in errors. This often led to embarrassing customer contacts for agents and property managers and some behind the scenes scrambling to make things right.

Because the tools were clunky, agents held back, putting more the workload onto an already at-capacity team of administrators and support staff. Staff on the road would be frustrated by constant returns to the office to update notes and move sales forward.

With a continuously growing tech stack, office management had limited visibility of what was happening in the business and without a reliable single source of truth business decisions weren't always accurately supported with data.

# Time management

As the business grew and expanded into new offices, the admin workload multiplied exponentially. Even the most efficient admin team would struggle to keep pace with expanding service locations and sales teams.

**“I’m a yes person. I’ll say yes to absolutely everything that comes my way. Most of the time, a lot of the agents will come to me with questions - but it’s about making sure that I minimise my output of time and making sure that I do some dollar-productive activities.”**

Emily and her admin team need a platform that would not only streamline the back office task load, but would also enable agents to self serve. Putting more staff on was not the solution for this organisation, who were set on being the number one estate agency in the area.

**“We were looking for a CRM solution moving forward that was going to give us the ability to do more, quicker with a lot less stress.”**

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# How Rex helped



# Great to use

When our internal legacy CRM was retired back in 2015 Emily and her team were given a shortlist of 5 CRM providers by the head office franchise management. After a structured review of the options, a shortlist of 3 was put out to the staff.

**“At that point, we thought there’s no point just selecting a CRM because an admin likes it - it’s actually gotta be an agent decision.”**



The decision to move to Rex and its mobile app Pocket, was inspired by its user-friendly UX. They were looking for a tool that would be accessible for agents and visually engaging and Rex delivered.

“Last year (2018) was a massive cull, and evaluation of everything that we were doing as a business. Looking at every single subscription that we had and looking to see whether we could actually do without it or could we combine that subscription with another subscription,” she says.

**“Slowly, slowly, we’ve dropped away certain providers, and now we use Rex a lot more. It’s been a big focus for us to use Rex to its full capacity.”**

## A day in the life of this Rex user

“So my day to day is very regimented, I make sure that I get my key tasks up, out of the way nice and early. What it’s meant for me, is that I can bulk a lot of actions into one task. An example of that would be sending out multiple emails to multiple at one time, letters to multiple people at one time

I can use the Pocket app for all of my reminders, so if I’m actually not in the office and I’m on the road, I can get through my call list and make sure I’m getting back to

everyone. So it's allowed me to do a lot more outside the office.



I think for a lot of administrators, they see the job as a 9-5, however, what it's actually meant is - the extra work I do, out of the office - means that my day is actually more productive and I can be more reactive to the needs of the team. It's actually brought me more work enjoyment actually and a lot less stress."

**"People are realising technology is not to replace those tasks but to give you more time to talk to people"**

Emily Megraw

# Outcomes



# More dollar productive time

**“The biggest difference that this has made to LJ Hooker Nerang is that the real estate agents and property managers themselves are actually using it.**

Instead of us doing a lot of the work, the salespeople and the property managers can get in there on the desktop, they can get in there on the Rex mobile app, they can see where their reminders are, they can make their phone calls, they can do their follow-ups, they can change their photos around, they can do a lot of tasks that would require an admin to do before.





This used to be a task that we used to have to do as admin  
- we would manually have to print lists for them everyday  
- put them in front of them and make sure that they had ticked off each job and then go and put it back into the database.

With Rex, from an admin point of view, it's freed us up. Instead of print off listings and chasing the team to make sure things got actioned I've got more time to do dollar-productive activities for the company and actually step outside the box and use our initiative a little bit more to research what's in Rex and what other functions there are that we could be passing on to the team. So that's been amazing."

# Better customer experience

“Rex has been fundamental in changing the consumer’s perceptions of our branches. It’s given us a platform that delivers a single point of truth - and it ensures our messages are always on-brand. It knows we’ve got different clients that we deal with, buyers, tenants, landlords, sellers and recognises they’ve all got an individual journey to follow.



With Rex we can tailor all those journeys, and have consistent and concise information going to those people on a regular basis, automatically. Instead of doing things one at a time, Rex delivers scale so we can manage more listings, more buyers and more sellers than ever before.”

# So back to the 88 hours

That's the number Emily comes back to at every opportunity - it's the number of hours each month that Rex has saved, when compared to the previous CRM. That's more than 1000 a year - giving this experienced Administrator time to focus on new customer-service initiatives that can be delivered consistently and at scale.

**"I'm a self proclaimed 'Nerd'.**

**When we moved to Rex, I did all of the tasks that I would do in (the old system), like listing a contract and email - all the rest of it - and I'd time myself.**

**Then after three months being proficient in Rex, I timed myself doing exactly the same thing and it was nearly 88 hours of time saved for one person over a month.**

# See Rex in action

**If you interested in seeing how your business to could use Rex to drive staff productivity and admin efficiency, let's have a chat.**

Rex is currently by more than 10,000 agents, admins and business owners across Australia, New Zealand and the UK. It delivers a fully mobile CRM and automation platform for real estate agencies of any size.

100% cloud based with an open API, Rex allows you to set up and run your agency the way you want. We've designed Rex to play nice with other applications so that it truly become your single point of truth for all customers and properties.



## Want to know more?

Email our lovely sales team to see Rex in action:

[sales@rexsoftware.com](mailto:sales@rexsoftware.com)



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