case study

Productivity Wins

**How LJ Hooker Property Centre
saved $80K+ a year in admin wages**

REIQ AWARDS for EXCELLENCE 2021 WINNER

REIQ AWARDS for EXCELLENCE 2021 WINNER

rex

rexcrm   siteloft   spoke   alfie
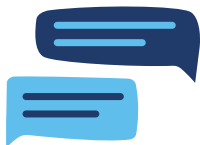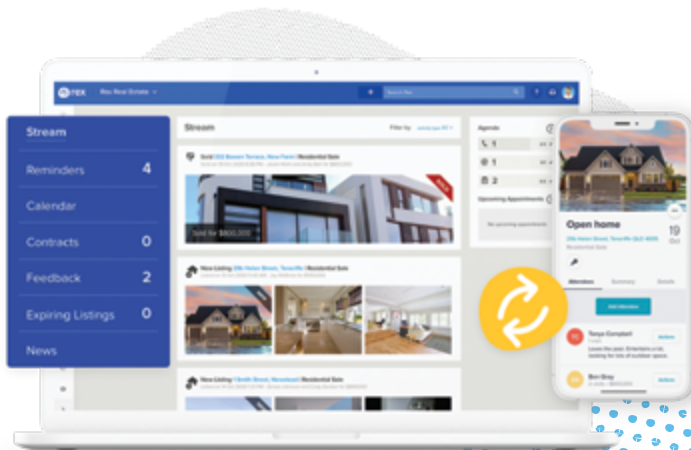
Need help or have a question?

You can reach us at
sales@rexsoftware.com

rexcrm

Real estate CRM and automation software
rexsoftware.com/rex-crm

Rex saves us two full-time administrators, which could be around $80,000 – $100,000 and that's about 80 hours a week.

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."

Summary

As one of the largest LJ Hooker offices in the 700 office network, with 70 staff, LJ Hooker Property Centre sells more Brisbane property than any other agency. They achieve these results with a dedication to customer service and with a laser focus on admin efficiency, using Rex as the foundational agency management tool.

To support their goal of delivering exceptional service to clients, LJH Property Centre use Rex's tools to support agents as their business grows. This case study is based on an interview with Graeme Carmichael, Sales Manager for Agent Growth, earlier this year.

Contents

Client profile

LJ Hooker Property Centre is in the top 3 agencies for the number of sales transactions in Australia. This incredible team have over 4,000 Rate-My-Agent recommendations, more than any other Aussie agency. They have completed 900 sales in the last 12 months and recently took home top REIQ awards including 2021 Sales Agency of the Year (SEQ) (Settled Commissions), 2021 Sales Agency of the Year (SEQ) (Settled Transactions) and 2021 Large Residential Agency of the Year Winner.
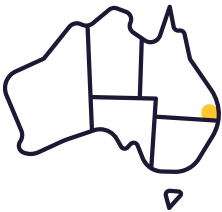
Franchise group: LJ Hooker

Branches: LJ Hooker Property Centre

Areas Serviced: Greater Brisbane region (focus on Cleveland)

Total staff: 70 (and growing)

Service offerings:

Selling	Buying
Renting	Investments

Awards

- REIQ (Real Estate Institute of Queensland) - Large Residential Agency of the Year 2021

- REIQ (Real Estate Institute of Queensland) - Sales Agency of the Year 2021

- LJ Hooker Network - Top Sales Office 2021

- LJ Hooker Network - Top Sales Office 2020

- RateMyAgent - National Agency of the Year 2021

- RateMyAgent - National Agency of the Year 2020

- REB (Real Estate Business) - A National "Top 50 Sales" Office 8 years running 2014 to 2021

- Annual International - World Champion Sales Office - Number of Sales (Winner - 2021) May 2020 to April 2021

- Annual International - World Champion Sales Office - Value (Winner - 2021) May 2020 to April 2021

- Annual International - Top Residential Sales Office - Number of Sales (Winner - 2021) May 2020 to April 2021

- Annual International - Top Residential Sales Office - Value (Winner - 2021) May 2020 to April 2021

- Annual International - World Champion Sales Office - Number of Sales (Winner - 2020) May 2019 to April 2020

Plus many more that you can find here:
https://propertycentre.ljhooker.com.au/about-us/awards

Meet Graeme

Graeme Carmichael is the Sales Manager for Agent Growth. He works with agents to help them increase the number of appraisals, listings and sales.

> **"I actually genuinely get excited when our agents do well."**

Graeme has worked almost every role possible in a real estate agency since joining the business in his early teens, putting up signboards for the agents. Moving through all levels he is now well-positioned to guide his team of agents so that they can perform at the highest level. Growing up in an agency, with his

Dad as the Principal has seen Graeme understand the day-to-day runnings of the business, obtaining a deep knowledge of buying, selling and renting from the agents and consumer mindset.

This wealth of knowledge in the industry has allowed him to find the pain points in the sales process that need to be fixed, and identify software that aids in the growth of the agency. Starting with Rex, not only allowed the pain points to be resolved, but also allowed Graeme to scale and optimise the business performance.

"Rex has got me really excited about using it, to be honest."
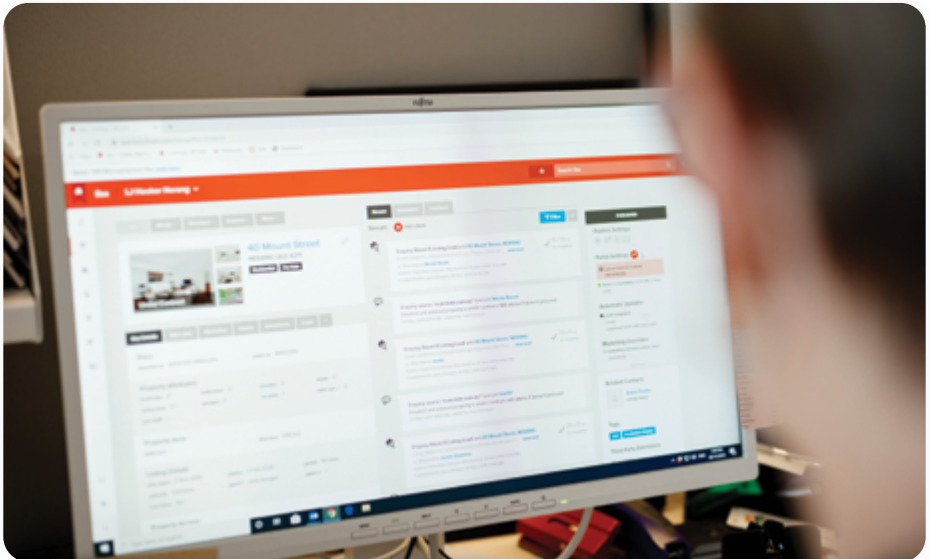
Client objectives

To deliver a competitive advantage and drive growth within their patch area.

✓ **increase sales transactions per full-time equivalent**
(through savings from staffing costs, and streamlining the boring repetitive tasks)

✓ **cost reduction**
(through increasing the productivity of staff)

✓ **improve customer service levels**
(through faster, consistent communication times, and more authentic contact)

Challenges

Increasing productivity to reduce costs

Background

As the business grew and the team continued to expand, the amount of tasks for admins just kept on multiplying, until it reached 200 tasks per property. Even the most efficient admin team would struggle to manually keep pace with a growing agency that's scaling that quickly.

Graeme's team needed to be more streamlined, to not only make the team more productive when managing the administration task load, but also to enable agents to self-serve, and allow the agency to scale cost-effectively. Putting more staff on was not the solution for this organisation.

They needed to do more, with the same amount of resources. Graeme knew that the tools he needed were already in Rex - he just needed to learn and unlock the benefits for his team.

How Rex helps

> **"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."**

By managing the overall process of the day-to-day tasks Rex allows everyone in the agency to do their jobs more productively. This allows admins to combine many actions into a single workflow. An example of this is Rex's bulk merging feature that allows a user to send out all the emails due on a particular day in one hit. Additionally, Rex has enabled this agency to clean up their data, LJ Hooker Property Centre had 200,000 contacts that were duplicates. Using Rex's built in de-duplication tools, an administrator on Graeme's team is able to easily ensure their data is clean.

> **"The double up in the system is less than 1% at the moment."**

Outcomes

> "Rex would save us two full-time administrators which is around $80,000 - $100,000, about 80 hours a week."

> "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 follow-ups, 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."

Scaling Service

Background

Amazing service is one of LJ Hooker Property Centre's most important values. They are renowned for their effective communication and approach to customer management. Before starting to use Rex, LJ Hooker Property Centre were losing the bulk of their appraisals to their competitors. Why? Because they were not "staying in touch" with their prospective vendors. They knew that in order to grow, they needed to create and follow best practice processes for their team.

Creating and enforcing best practice follow-up processes is an incredibly important (and equally difficult) part of any sales manager's role. Agents and administrators are frequently distracted with urgent or unexpected tasks which take them away from doing the important follow up they need to do daily to allow the business to grow. The challenge is to implement and enforce the standardised best practice approach - this is where Rex works it's best.

With this in mind, Graeme reviewed their end-to-end processes and implemented them into Rex's Tracks (workflows). This ensured that all of their potential and actual clients were being contacted when they should be and effectively allowed them to scale their customer service to be in the right place at the right time.

> **"Real estate is definitely about the relationships...the next generation of top agents, will be the agents that have the best relationships with the most people"**

Using Rex's Tracks and automation allowed Graeme's salespeople to do exactly that - spend less time on data entry and more time building relationships.

How Rex helped

> **"It could be 400 tasks, and Rex really helps bring that together, and outline what we need to do from start to finish, to make sure the admin are servicing our agents to make sure the agents are servicing their customers and just ensuring the whole transaction for our clients is as smooth as possible"**

In Rex, we've taken the idea of a to-do list and turned it into a digital workflow called Tracks. They are your roadmap of consistent communication (reminders, SMS, emails & letters) that keep you front and centre in the property owners mind, whatever their status in the sales cycle.

Putting your years of hard-earned lessons into follow-up tracks gives your staff all the tools they need to do great things in their roles, you'll have an incredibly powerful combination that will make your staff more productive from day one.

Once you've defined your best practice, Rex takes over, making it easier for agents to follow your process than it is to do their own. You can be confident that the path of least resistance will actually be to follow your agency best practice.

Tracks are grouped, time-released tasks that define best practices in following up listing prospects, appraisals, buyers and everything in between. Well written template letters, emails and SMS messages have a powerful place in your sales management arsenal. Template messages save your staff time and ensure they are consistently on-brand when they correspond with your agency's clients.

Combining templates with best practice tracks to send a client welcome email in 30 seconds instead of 15 minutes. That's a big win for your staff, and a great productivity improvement for sales managers.

Outcomes

> **"Through the automation of Rex and other tools, it allows you to build those relationships, in a way that doesn't take your time but it is very personalised. It is very valuable and it's a great way of connecting with your clients."**

> **"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."**

The $80,000 saved...

In addition to growing his business and scaling up the effectiveness of his team, this is the tangible number Graeme comes back to - it's the amount of money he saves annually on wages since implementing Rex.

By fully implementing and embedded Rex's best practices into his business, Graeme has been able to grow the agency effectively while maintaining his team's focus on delivering exceptional customer service.

See Rex in action

If you're interested in learning how Rex can do the same for your business, let's have a chat.

Rex is currently loved by more than 10,000 agents, admins and business owners across Australia, New Zealand and the UK.

It delivers an automation platform with a fully mobile CRM for real estate agencies of any size - whether you're looking for an Enterprise Solution or just looking for your own personal database, Rex has the solution for you. Rex gives you the flexibility to set up and run your agency the way you want.

100% cloud-based with an open API that supports dozens of integrations with the applications you're using every day, Rex truly becomes your single point of truth.

Want to know more?

Email our lovely sales team to see Rex in action: sales@rexsoftware.com

rexsoftware.com