

The AUTOMATION

— S U P E R heroes —



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contents

SPEAKERS

01

The future of Work

Ian Campbell - CEO/Founder RiTA

02

Automation Superheroes

Panel Discussion

Presented by Anton Babkov, CEO Rexlabs with panelists:

Melinda MacNellie-Verrall, RE/MAX Springfield

Henry Hodge, Henry Hodge Real Estate

Peter Hutton, Hutton and Hutton Real Estate

Justin Watt from Watt Realty

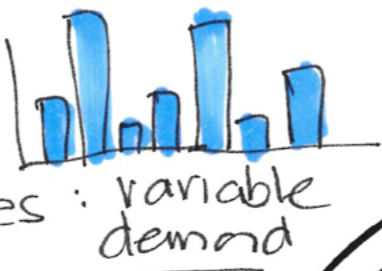
Braden Lamb from LJ Hooker Property Hub



data

our business
our jobs

Make it better



82% database NOT ENGAGED in past 6 months

automation

digital resourcing

BUT WANT CONSISTENT SERVICE

Who is a ROBOT
Who is a HUMAN

EISENHOWER MATRIX

dominant data	important	buyers under contract
;	☆☆	urgent
		social media leads

Can a ROBOT do your JOB?

Deep fakes of your own voice

82% owners No Engagement
68% buyers say Agent showed NO INTEREST
47% Population ANXIOUS & STRESSED
create conversations that build trust.

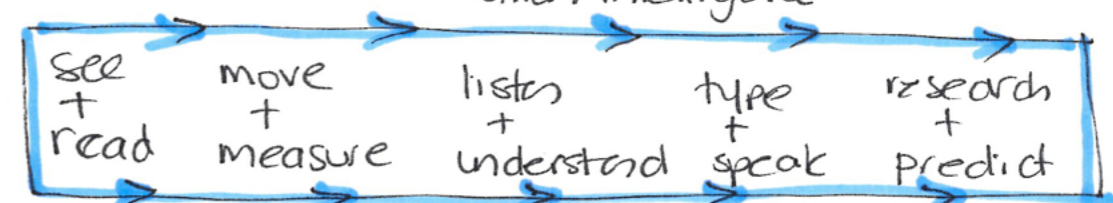
RITA

digital employee
→ what could they do for you.

- automation
- a.i
- your data & software

automation
✓ hardware
✓ software

A.I.
✓ computing
"mimics" human intelligence



IS THAT A...
PUPPY
MUFFIN

5% wrong

VISION recognition

- ✓ BUILD RELATIONSHIPS (Show Empathy)
- ✓ SOLVE NEW PROBLEMS (Inspire Emotion)
- ✓ INFLUENCE & NEGOTIATE (Be Social)
- ✓ ADAPT QUICKLY (Show Warmth)
- ✓ IMAGINE (Be positive & optimistic)

BEING human WINS THE RACE

COVID challenges prospecting @ scale

Melina

Super Girl - new business building the database was a real challenge

chip feed overwhelmed too many TOOLS

do you have a property to sell.

all in. but only just touched the surface

the Prize: Good Quality Call Connects

Challenges in bring all the agents on the journey

Lead by example

show the results

appoint internal champion

trained from Day 1. new to industry staff.

Peter

David Dunn

Covid let us go back to BASICS

more time talking to my team RUC?

reset our views & our approach

2x GROWTH

legal call me which name

Justin

Dr strange

Initial problem:

capacity

more efficient less boring bits of the job

consistent service @ scale

desire GREAT service

3 OFI. 140 people in shit conversations in shit service.

BECAUSE OF THE SHEER VOLUME

OFF BIG DATABASE

EXPERIMENT

RITA guinea pig 10 appraisals in a few days (1400 names)

had to give her a few days off

CANT KEEP UP!

REX OPEN HOME QR

With GREAT POWER comes great RESPONSIBILITY

Henry

Iron Man

we talk to everyone from every walk of life

challenge: to have buyers/sellers see you do things differently

2 Zap Accounts

admin one sales/service one

ZAP

check in QR Zap -> text message before entering

confirms mobile #

this one is GOLD

Agents are unique

Anton presents

the Panel

AUTOMATION SUPER HEROES

Bradson

the flash

Not what we cant do but what we CAN do

Process under duress managing buyer inquiries

find the staff that LOVE talking to people on the phone

ASK the RIGHT?

DONT BE 'that' agent

SAD

is not returning calls is not remaining the board

Word of Mouth works both ways

G.C.S

gross clients saved

David + Goliath

how to compete use the tech to its fullest ability

USE AUTOMATION TO DELIVER

GOOD SERVICE

not for evil

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