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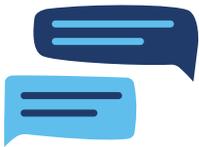
How BresicWhitney reached $3b in sales, all delivered with exceptional service

BresicWhitney lives here.

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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 CRM is a single place that can manage your practice for you.

The way we are able to systemise and agents life in Rex CRM is crucial to making them not just productive but high-performing as well, and Rex CRM is the key to doing that for our agency.

Summary

One of the largest independent agencies in Australia. BresicWhitney is a Sydney based agency, with offices in key locations in Darlinghurst, Glebe, Balmain and Hunters Hill. Focussed on lifestyle, this leading New South Wales property group is renowned for its beautiful listing campaigns and clean marketing, bringing homes to life across inner Sydney.

BresicWhitney isn't bound by the conventional patch suburb area that comes with a more traditional business model. Their approach reflects the behaviour of the modern buyers who seek out their chosen way of life across traditional suburb boundary lines.

Their ultimate aim is to connect people and property and bring homes to life. Through their unique presentation and market insight, they've built a reputation for improving the real estate experience across buying, renting, selling and asset management.

Our company values ensure excellence as we grow and evolve – both as individuals and as a business.

These values give our people a sense of togetherness and the courage to use their own judgment in an ever-changing real estate sector. The need for honesty in our industry saw our values arise, the humility to learn from ourselves ensure they continue.

Contents

Client profile

The team at BresicWhitney is committed to making the Australian property industry modern and sustainable. They are experts in transforming how real estate operates, with an innovative mindset that's helped them create one of Sydney's most dominant inner-city property management portfolios – all while maintaining high standards for customer service!
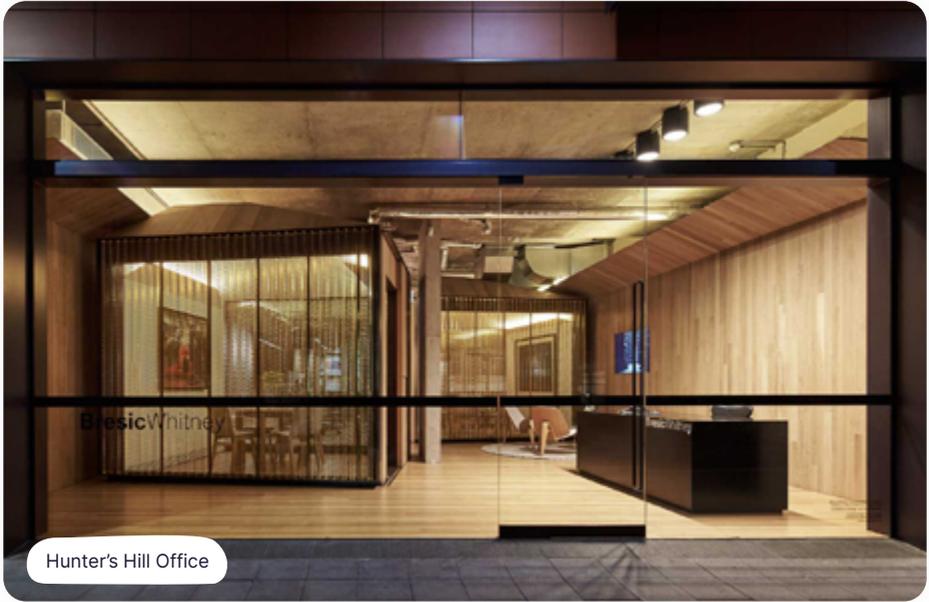

Darlinghurst Office

Rosebery Office

Today the BresicWhitney team of 120+ property practitioners currently spans 3 offices across inner Sydney. They are in a growth trajectory, with a 62% year-on-year increase in sales and are on track to hit over $3 billion worth of property transactions.

As an addition to the sales side, they also have over 3,000 properties in their management portfolio and hold top market share in some of Sydney's most coveted suburbs.

Hunter's Hill Office

Agency Size:	100+ employees
Founded:	2003
Branches:	3 across Sydney
Total staff:	70 (and growing)
Areas Serviced:	Inner-city Sydney (Foundational office in Darlinghurst)
Service offerings:	Selling Buying Renting Investments

Meet Will

Will Gosse is the COO of BresicWhitney. He oversees the day-to-day operations and executes on key leadership initiatives, with a long term focus to clear avenues for the organisation to progress strategically.

> **"BresicWhitney's operational model continues to focus on streamlining the transactional experience for buyers, sellers, tenants and agents. This is an area of constant refinement but represents an industry nonpareil that's more relevant than ever"**

He has been working at BresicWhitney for over 8 years in a variety of roles. Starting out as a Residential Sales consultant for Paddington and Woollahra areas he then moved into a team that transacted more than $300 million in sales in just over 2 years. This success saw him move through to a Project Lead role, responsible for key initiatives that simplified the process of transacting property. In 2019, he became a Director & Shareholder, and in early 2022 he was announced as the new COO.

> **"We currently hold the top market share across a range of suburbs in Sydney's inner city and inner west and our strategy from this position is clear, to further grow our influence across real estate markets within a 10km radius of Sydney's CBD."**

Client objectives:

To implement a technology solution that supports BresicWhitney's business model and assists in the day-to-day customer-focused running of the business.

✓ **Relationship Management**
(through building trust with both buyers & sellers)

✓ **Customisable solution**
(through open API & integrations)

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Challenges

Managing client relationships to build trust

BresicWhitney recognised the general distrust their clients had for real estate agents and the industry as a whole. They knew in order to better manage relationships with clients they had to build trust.

> **"You can't have a relationship without trust, and it's very obvious to many that the level of trust in real estate agents is very low. I say that candidly because it's true, and I do think the industry can do a lot better at creating trust between ourselves and the consumers."**

Will's team needed a CRM that not only allowed the business to be more streamlined and to make the team more productive but also allowed them to have client relationships in mind; from day-to-day communications management and prospecting to enabling agents to self-serve through an organised system. They had not had a CRM in a business previously and were peeling through pen and paper and calling hundreds of people a day.

They needed to have a process that removed double handling of data and allowed them to operate as a business unit. Will knew that the tools he needed were in a CRM – he just needed to find the solution to provide value to the customer.

> **"How do we provide value to a customer? That value is coming through mostly from us using a really organised system – Rex CRM in this case."**

How Rex CRM helped

By managing the steps in the day-to-day communication process, Rex CRM gives agencies the framework to provide value to customers. BresicWhitney uses Rex CRM as an open system, ensuring an internal double-up of calls is avoided. Everyone can see if a call has been made to a customer, and allows the agent to dovetail onto that conversion, making the communication seamless.

Rex CRM works behind the scenes to streamline large agency processes and deliver powerful agency marketing tools. With the time saved, agents can rely on built-in workflows and automation to stay engaged with large contact databases and focus on building deep personal relationships with in-market property owners. BresicWhitney uses many of the Rex CRM features to aid with this.

Caller ID in Rex Mobile

As a real estate agent, you want all your clients to feel valued – even if you've only met them once, or haven't spoken in years. Caller ID in the Rex Mobile app gives you the confidence to answer the phone with the right name, every time, without clogging up your phonebook.

> **"There's a great feature in Rex Mobile, that if you have an open database is particularly potent, so that is basically Caller ID, so if you have Rex Mobile on your phone and a random number calls you. If that number is the database that name comes up."**

For BresicWhitney, this allows them to create a better journey for their customers.

> **"If one of our agents, who has never met Jenny Smith before, gets a call from Jenny Smith and say – 'Hi Jenny this is Will speaking'. Instantly you are creating a better experience for people"**

> **"It's remarkable technology and if we're not taking advantage of that it's our loss."**

Reminders

Reminders are a consistent roadmap that keeps you front and centre in your buyers' minds for a number of weeks up to a number of years. When used in combination with our workflow tool 'tracks' reminders allow you to build long-term relationships with your clients, automating tasks and making sure tasks like follow-up calls or emails are never missed.

> **"Reminders are only useful if they are actioned, I think a lot of agents, previously operated with a paper diary, and would have loads of stuff in there, the great thing about Rex CRM is it allows you to organise reminders, working toward a journey that allows you to become."**

Custom Tags

The value of your data is intrinsically linked to the volume that you store – tags allow you to build up a much richer record of your clients. This is one of the Rex CRM features BresicWhitney is using to manage client relationships.

> **"Tags are crucial to us, the most important part of Rex CRM we use."**

Custom tag functionality exists so you can add information to a customer record. Once tagged, you can filter and send a 'personalised' mass email to all contacts you've attached the same tag to – making it incredibly easy to send potential buyers tailored communications. BresicWhitney has used this feature as both a marketing and an information strategy.

> **"Tags are important as it clearly shows at a very high level how that customer has been interacting with us... as a real estate practitioner, you see exactly who that person is, and even better than that, you can in a filer everyone who looks like that customer."**

Filtering contacts, properties and listings via custom tags makes it easier for sales teams to more effectively and efficiently focus their efforts on a specific segment of customers and track specialised information. It's easy to find whatever you need – no matter how large your database.

Match Profile

Match Profiles lets you send automatic Updates to your potential buyers and tenants. This works by adding some criteria that they're looking for in a property. Then when you list a property that matches the selection, they're sent an email with the listing attached. You can also use this to send them price updates.

> **"As soon as we list a property we are able to say to this is the group of buyers that this needs to be sent out to, and that's before we even put it on real estate or domain. So thinking about who are the right buyers for this property right away is actually the value an agent brings to a seller if it's just a website that seller can very comfortably take it there themselves."**

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Customisable solution

Background

It's important that your technology solution works for you and is flexible enough to allow you to run your business the way you want. The BresicWhitney team spent years experimenting with building their own technology. They found that the investment and the time and energy spent was very rewarding but hugely energy-intensive. So they shifted behaviour and looked for a solution with a flexible system. They found this in Rex CRM with its open API and integration solutions.
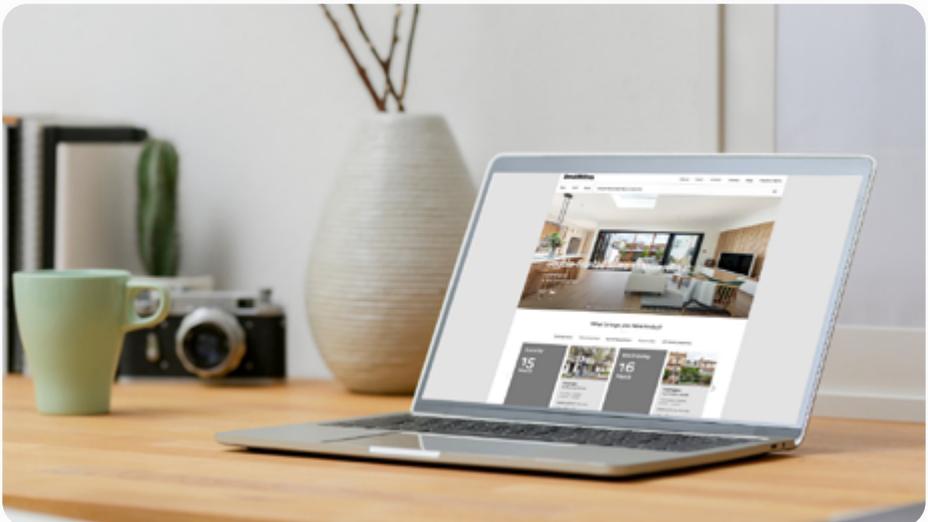
> **"The change in our strategy was to actually take an off the shelf product and connect it with all our other systems."**

In the real estate world APIs are helping agents get on with the day-to-day, all behind the scenes. They are being used to transfer property listing data from the CRM to an agent website or real estate application. They are efficient and fast, retrieving data as and when needed – allowing you to run your agency the way you want, with the tools you want.

How Rex CRM helped

"You can't do that [connect other systems] without an open API, data is so crucial to real estate agencies in 2022, and passing data through into different systems to make not only make your process more efficient but your sales agent better, is crucial to selling in the modern age."

> **"We use a bunch of out of the box integrations, but we've also built custom integrations to our website. So on our website at the moment all the properties are fed from Rex CRM, it's really crucial because Rex CRM acts as a content management system."**

Rex CRM delivers powerful native integrations with leading property sites. Our open API then lets you blow the box out of the water, providing access to build your integrated tech stack. Utilising Rex CRM's open API allowed Will's team to do exactly that – build an integrated tech stack that worked for them.

Outcomes

Outcomes

✓ Customisable tech stack

✓ Quick and efficient at implementing the BresicWhitney best practice approach

✓ $3 billion in sales

Plus:

"We are saving 5 hours a week per employee"*

*An hour a day per employee sounds like a solid outcome. We calculated that even if only half the BresicWhitney team were making that saving – its adds up to a whopping 14,000+ hours a year. If the average admin works 1,800 hours a year...this saving is almost 8 full-time staff.

How much do 8 admin staff cost you?

By fully implementing and embedding Rex CRM's best practices into his business, WIll has been able to grow the BresicWhitney business effectively while maintaining his team's focus.
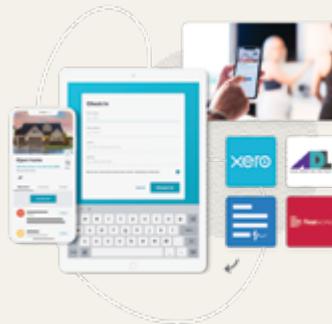
See Rex CRM in action

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

Rex CRM 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 agencies of any size - whether you're looking for an Enterprise Solution or just looking for your own personal database, Rex CRM has the solution for you. Rex CRM 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 CRM truly becomes your single point of truth.

Want to know more?

Email our helpful sales team to see Rex CRM in action:
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