



**PROPERTY
TECHNOLOGY**
VIEWINGS BOOKED 24/7

IS YOUR BUSINESS AT RISK?



2017 MARKET THREAT REPORT

WHO WE ARE AND WHAT WE DO...

PROPERTY TECHNOLOGY LTD WAS FOUNDED IN MARCH 2016 TO PROVIDE MARKET LEADING ESTATE AGENTS WITH THE BEST TECHNOLOGY.

OUR FLAGSHIP PRODUCT IS AN APPOINTMENT BOOKING SOFTWARE THAT RESPONDS TO PORTAL ENQUIRIES AND ENABLES CONSUMERS TO BOOK VIEWINGS ONLINE 24/7.

In the next 10 years there will be a significant consolidation in the estate agency market. Increased legislation and competition will drive out many of the long standing independent high street agents.

This consolidation will be largely driven by technology, corporate agents are investing millions of pounds in modernising their business functions and processes to increase their competitiveness.

Property Technology Ltd exists to provide cutting edge tools for estate agents without the need to invest in large inhouse IT teams .



Sam Zawadzki CEO

Landlords and vendors expect agents to answer all consumer enquiries instantly, with *Property Technology Ltd* your company can take viewing bookings 24/7

WHAT'S CHANGING?

LAST YEAR A NEW ESTATE AGENT WAS OPENED EVERY 1.6 DAYS.

THREATS TO YOUR BUSINESS INCLUDE:

- **More legislation**
Such as the ban on tenant fees, will significantly impact your profits. The ban on fees which could cost £85,000 per office.
- **An increase in Online Agents**
Analysts predict 10% of the UK estate agency market will soon be controlled by Purple Bricks.
- **Loss of deals to joint agency**
As more agents enter the market you're more likely to lose joint agency commissions.

CONSUMER EXPECTATIONS

There are significant changes in consumer expectations. The new millennial generation prefers to book viewings online, rather than making a phone call.

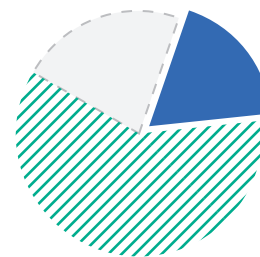
They want a response NOW! Both Purple Bricks and Yopa offer online viewing booking, which will soon be industry standard. Landlords and Vendors will expect you to offer this service.

52% of email enquiries to view a property are sent when your office is closed.

POTENTIAL THREATS TO YOUR REVENUE



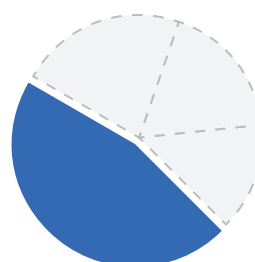
22%
Ban on Fees



18%
Online & Hybrid Agents



14%
Lost Deals Due To Joint Agency



46%
Remaining Revenues

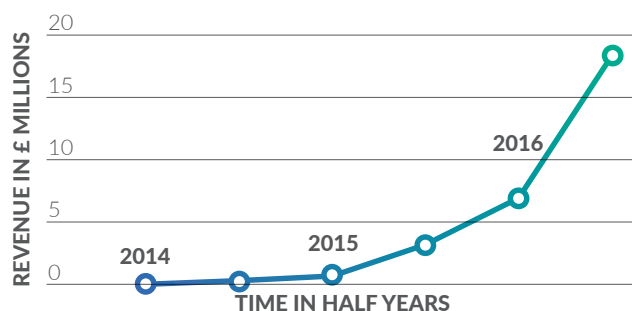
**Research data available on request*

IS TECHNOLOGY A THREAT TO YOUR BUSINESS?

CORPORATE AGENTS HAVE RESPONDED TO THE THREAT OF TECHNOLOGY BY BUYING ONLINE AGENTS TO 'HYBRIDISE' SO THEY CAN PROVIDE HIGHSTREET AND ONLINE SERVICES TO CONSUMERS.

Countrywide This month Countrywide announced they would issue 21,610,467 new ordinary shares to fund a digital roll out.	£38.0m
Connells In 2015 Connells bought a £400,000 stake in Hatched.co.uk with a deal to pay £1.1m for further shares.	£1.5m
Martin & Co In 2016 Martin & Co bought EveMove.com. Who are apparently the UK's most trusted agent.	£15.0m
Purple Bricks Launched in 2014 Purple Bricks has raised a staggering total of £66m, through a number of funding rounds. Most notably listing on AIM IN 2016.	£66.0m
Savills In 2016 Savills bought a stake in Yopa.co.uk who raised £16m from a consortium of investors.	£16.0m
TOTAL INVESTED <i>as of March 2017</i>	£136.5m

PURPLE BRICKS GROWTH



With other agents investing **£136,500,000** into online estate agency, perhaps it's time to seriously consider your technology strategy?

RESPONSE LEAGUE TABLE

FOR THE LAST THREE MONTHS WE'VE BEEN CONDUCTING A MYSTERY SHOPPER EXERCISE, ENQUIRING FOR VIEWINGS EVERY WEEK THROUGH RIGHTMOVE AND TRACKING HOW LONG IT TAKES AGENTS TO RESPOND.

Get in contact to find your response time ranking!
Email contact@propertytechnology.co.uk or call **+44 (0) 20 3290 1051**

On average it takes an agent **46 hours** to respond to a viewing enquiry!

Are you faster than the competition?

AGENT NAME	RESPONSE TIME (HOURS)
Knight Frank	10
Douglas & Gordon	11
Andrews Online	16
Carter Jonas	16
Countrywide (Faron Sutaria)	18
LSL (Marsh and Parsons)	19
CBRE	27
Strutt & Parker	42
Townends	50
JLL	53
LDG Estate Agents	58
Belvoir!	59
Savills	80
Victor Michael	88
Connells	150
Hunters	524
Winkworth	550

Please note: enquiries were sent without a phone number & response times of over 10 days have been removed from the average response time calculation. This data was accurate as of March 2017.

YOUR 2017 SURVIVAL ACTION PLAN



Sign up to
start a **free**
trial today!

- Win more joint agency deals, and don't lose commission to competitors.
- Ensure that enquiries don't go cold by engaging with consumers and letting them book onto viewings online.
- Provide the best customer service by instantly responding to every viewing request & sending automatic viewing reminders.
- While other offices are closed your agency is responding to all leads, converting enquiries to viewings 24/7 while your competitors sleep.
- Enhance your reputation and win more instructions.
- Spend less time answering emails and spend more time speaking with clients.
- Free your inbox for messages that really matter.
- Outperform the market leaders and the online agents by using the newest and best technology available.
- Enjoy doing more deals with less work.
- Be confident that every lead is being responded to, no opportunity is ever lost, no lead ever dropped.
- Not losing business to online and hybrid agents.
- Implement Property Technology

PROPERTY TECHNOLOGY LTD VIEWINGS BOOKED 24/7



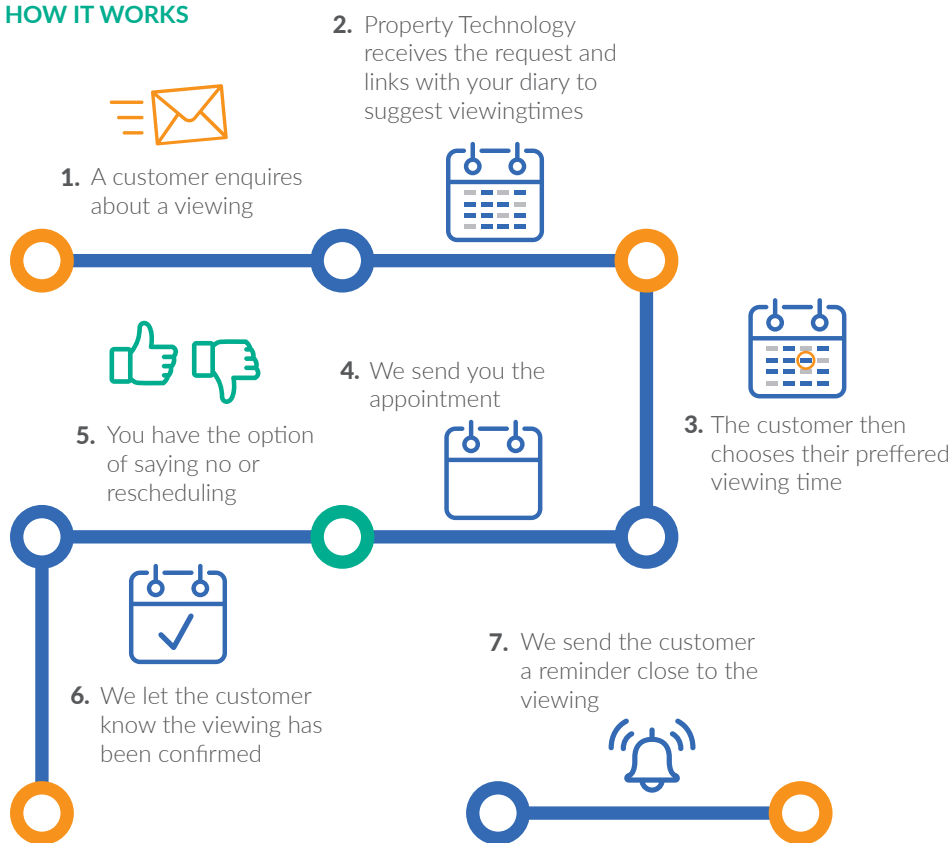
PROPERTY TECHNOLOGY PROVIDES APPOINTMENT BOOKING SOFTWARE THAT RESPONDS TO ALL ENQUIRIES ENABLING CONSUMERS TO BOOK VIEWINGS ONLINE 24/7.

Be operational
in 10 days

*Property
Technology Ltd*
works with all
management
software

There are no
set-up fees

HOW IT WORKS




Consumer


Property
Technology


Agent

PRICING

Sign up to
start a **free**
trial today!



Protect your agency for
the cost of a cup of coffee
a day!

Starter £130 per month 10% discount on annual payment

Instant replies to Rightmove and Zoopla email enquiries

24/7 Online Viewing Booking

Viewing confirmation emails

Viewing reminder emails

Professional £165 per month 20% discount on annual payment

Instant replies to all major portal email enquiries

Diary link to your smart-phone and tablet

Own branding of email replies

SMS Viewing reminders*

**Pricing includes 1000 txt's a month*

Elite £360 per month 15% discount on annual payment

Instant replies to email enquiries from your website

Online viewing booking through your website

Feedback reports from viewings.

Two way management software integration*

**PDepending on cooperation with your management
software provider*

Training available on all packages from £60 per hour

TESTIMONIALS

56%

of all enquiries are instantly converted to viewings using *Property Technology*.

464

viewings booked since launch 3 months ago.



Using *Property Technology Ltd's* software has had the biggest single impact on our business in years. We absolutely love this software as it simply saves us so much time and improves the service provided for our landlords. We used to drown in emails and phone calls, managing enquiries, now its easy and efficient

Mike Hoppe, Fidra Lettings



When the team arrives in the office on Monday morning they no longer have to deal with hundreds of emails or spend hours making follow up calls to arrange viewings.

Graham Gibb, Geraghty Gibb Property Management

All statistics sources available on request



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