

# kerfuffle

## Top 40 Best Estate Agency Supplier Innovations



# Welcome

I was delighted to be given the opportunity to compile and present the Top 40 Best Estate Agency Supplier Innovations of 2020 at the 2020 EA Masters. I've got to admit I'm a bit of a trainspotter for this anyway hence why I founded Kerfuffle.

Given that our mission at Kerfuffle is to provide estate agents with the best possible resource for identifying their next game-changing partnership either via our website or through our consultancy, I hope the following guide is a real eye-opener for you.

We've split the Top 40 into Top 10 innovations that reflect the four streams at the 2020 EA Masters – Leadership, Marketing, 2X Profit, and Masterclass to make it more digestible.

If you'd like further support in identifying which of these are the best fit for your business, taking into consideration your existing technology systems, operations and goals, book an MOT with one of our consultants. We don't just help you spend money; we help you save it too as demonstrated by our work with Spencer Lawrence at Paramount Properties who saved £60,000.



Simon Whale, Chief Kerfuffler



**In a muddle about which suppliers to choose?**

**Book an MOT with a Kerfuffle consultant to review your existing supply chain - [hello@kerfuffle.com](mailto:hello@kerfuffle.com)**



## Create a shortlist of suppliers you'd like to follow up with using Kerfuffle's wishlist functionality.

When you see a supplier you like, click on the **find out more** link to visit their landing page where you can use the heart icon at the top to add them to your wishlist. If you're logged in to your Kerfuffle account it will **automatically save to your Agent Dashboard** for future reference making it quick and easy to make enquiries, saves browsing time in the future and improves your mobile experience – **give it a go.**

**2X**

2X

# CRM Systems



## Who are they?

The foundations of most estate agency businesses.

## Problem they solve

Various tech businesses not integrating together resulting in duplicate data entry and estate agents not being able to leverage their data to maximum effect.

## Their innovation

We are now starting to see the trend across CRM businesses creating their own versions of app stores and open API's - **Reapit and their Foundations platform**, and **agentOS**, **Dezrez**, **MRI** and **Veco™** with their open API's.

## The benefits

- Time and cost savings
- Improved workflows
- More effective reporting on business KPIs
- Your systems working better together

Find out more about the CRMs by clicking on their logos opposite.

Need some advice on the best CRM for your business? [Get in touch.](#)



2X

# Fixflo



## Who are they?

A specialist repairs and maintenance management software solution for letting agents.

## Problem they solve

Simplifying the invoicing and payment handling process for property managers, contractors and landlords and providing agents with another differentiator in a highly competitive market.

## Their innovation

Fixflo's Contractor Inbox allows contractors to simply forward invoices to their unique virtual inbox where Fixflo smart matching algorithm automatically allocates them to the correct job and extracts all relevant info for the accounts team without the need for manual data entry.

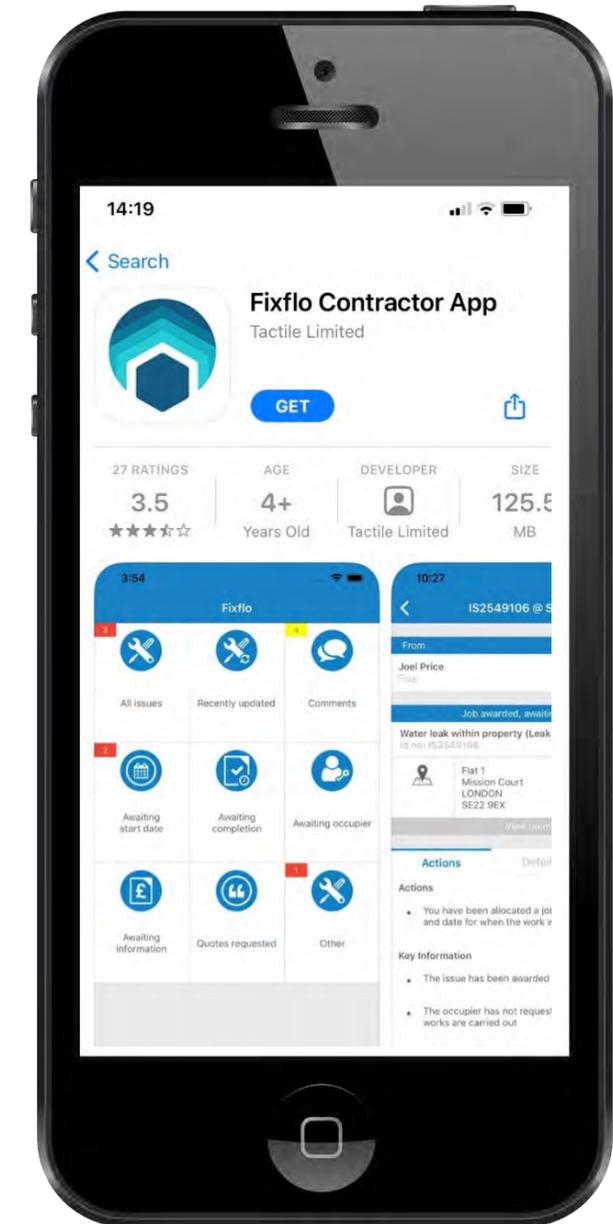
## The benefits

- Time-saving for property managers
- Makes invoice tracking easy for contractors
- Consistent income for landlords with accounts up to date

Find out more about Fixflo and what other agents have to say about them [here](#).

# Fixflo

## Contractor Inbox



2X

# Viewber



## Who are they?

Outsourced expert viewing service anywhere in the UK, 7 days a week.

## Problem they solve

Missing income from appointments that cannot be handled when agents are short staffed, too busy or at weekends/holiday.

## Their innovation

Viewing Lite service where keys are kept at a property either via Keysafe or concierge for £19.99 per viewing.

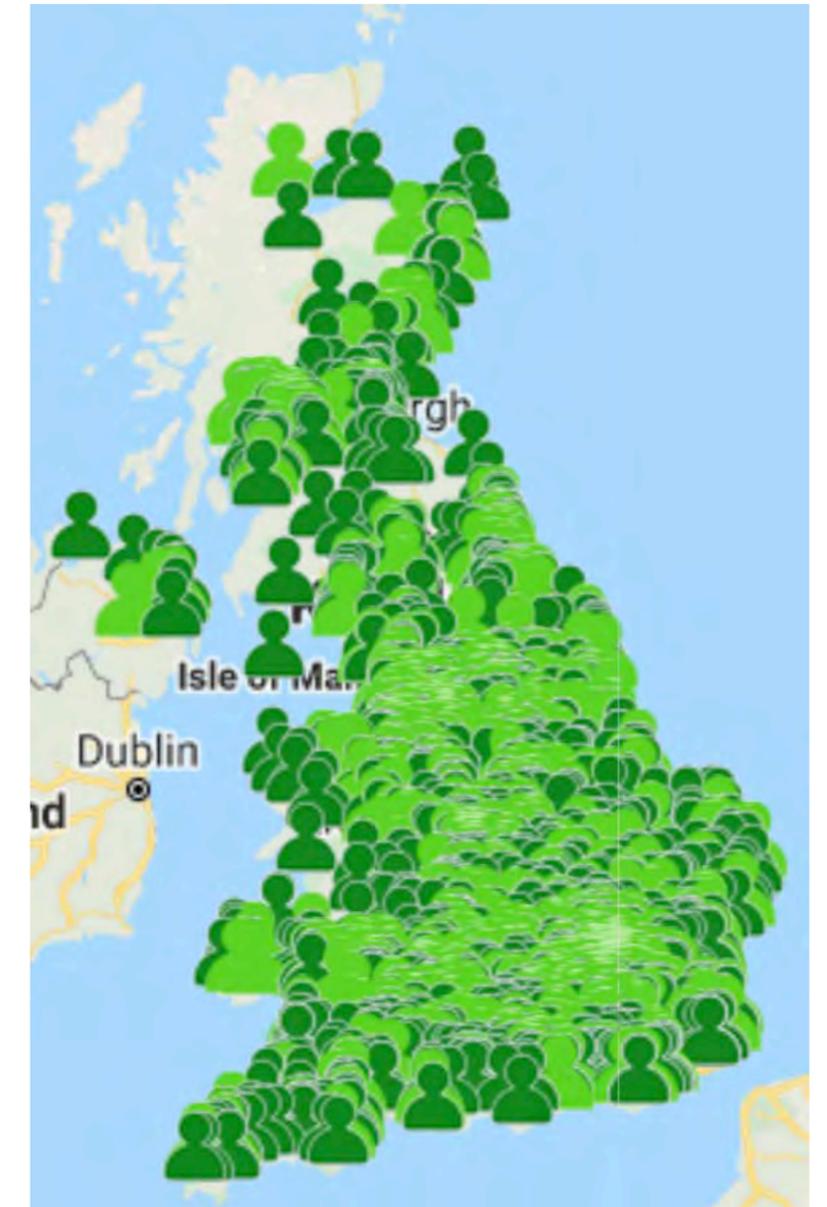
## The benefits

- Turns fixed costs into variable ones
- Addresses issues of staff shortages
- Saves recruiting during busy times
- One point of contact for a national service

Find out more about Viewber and what other agents have to say about them [here](#).

viewber™

‘Viewing Lite’



2X

# Spectre



## Who are they?

Completely automates the process of growing market share through prospecting properties currently on the market for sales and lettings.

## Problem they solve

Agents struggle to market to landlords at scale and are typically time-poor.

## Their innovation

Spectre Lettings. For the first time, agents have access to a tool that identifies portfolio landlords and investment properties in their patch. They have also integrated with Dataloft providing incredible market insights.

## The benefits

- Grows your lettings portfolio
- Maximises ROI
- Saves times

Find out more about Spectre and what other agents have to say about them [here](#).

S P E C T R E

When using Spectre's Investment Properties feature, we identified a **67%** chance the Landlord has a different registered address on the Title Deed.

This is a **25%** improvement rate over buying a non-investment property Title Deed.

S P E C T R E

2X

Offr



### Who are they?

Perform property transactions on your website.

### Problem they solve

Sell properties faster.

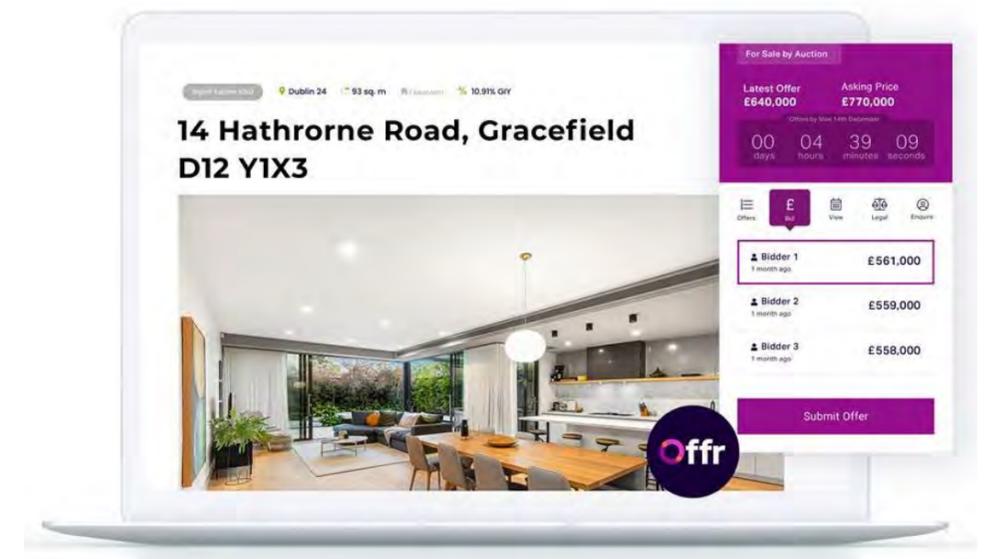
### Their innovation

The only technology in the market that allows agents to complete property transactions on their own website, in their own branding, all controlled by them.

### The benefits

- Transform your website from a visual site to a transactional site for both private treaty and auction sales
- Faster transaction times with greater transparency and fewer fall throughs
- New revenue stream from online auctions

Find out more about Offr and what other agents have to say about them [here](#).



2X

# Starberry



## Who are they?

Starberry is a decentralised full-stack digital agency specialising in outside the box websites.

## Problem they solve

Systems that don't communicate with each other slow down estate agency processes and negatively impact lead management, revenue generation and customer experience.

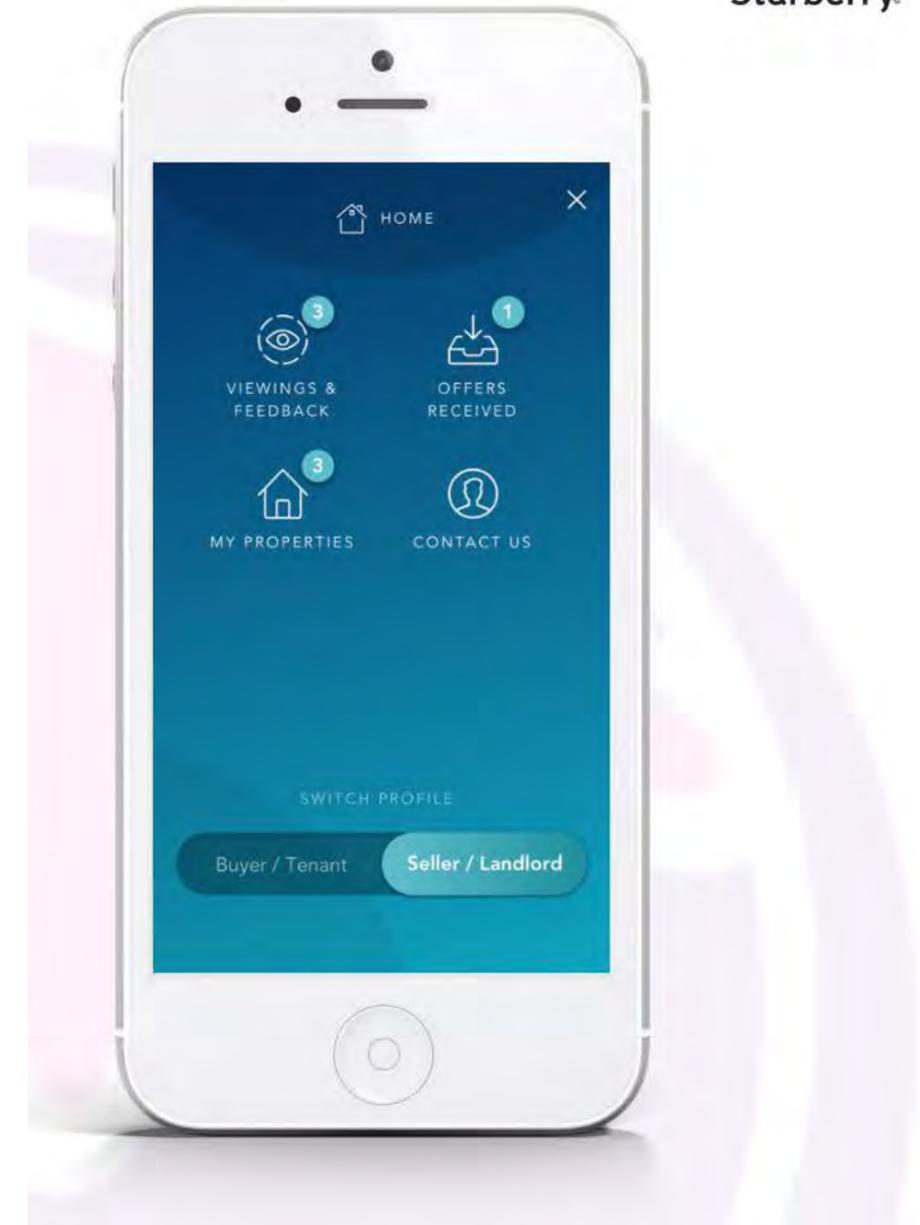
## Their innovation

My Account takes customer login areas to another level with two-way sync with Reapit's CRM and Foundation's Platform, WhatsApp notification system, and negotiators app with Deliveroo-style tracking of agents to appointments. [Watch video.](#)

## The benefits

- Social logins make for swift and easy sign-up
- Speed up the sales/lettings process and complete more transactions in less time
- Improve your customer experience

Find out more about Starberry and what other agents have to say about them [here](#).



2X

# AVRillo



## Who are they?

Conveyancing, nationally.

## Problem they solve

Overcome poor communication and agents being left in the dark by their conveyancer, which in turn leads to complaints against the estate agent.

## Their innovation

They've spent three years developing a portal that gives the estate agent access to their legal live portal. This improves visibility of the process, allows the agent to initiate a huge amount to happen on day one rather than having to wait for solicitors to respond and comes with the promise of 'let us double your profits or we'll double your referral fee'.

## The benefits

- Greater process visibility
- Allows agents to be more proactive and involved
- Faster and with more profit
- Double your profits or we'll double your referral fee promise

Find out more about AVRillo and what other agents have to say about them [here](#).

The screenshot shows the AVRillo Conveyancing web application interface. On the left is a navigation menu with options like 'Give a Quote', 'Quote League Table', 'Live Correspondence', 'Live Milestones / Steps', 'Additional Enquiries - Commercial', 'Additional Enquiries - No view', 'Report on Title sent', 'Exchanged cases', and 'Other Management Information'. The main content area is titled 'Quote League Table' and features search filters for 'Start Date' (01.09.2020) and 'End Date' (16.09.2020), a 'SEARCH DATE RANGE' button, and a 'COLUMN VISIBILITY' section with an 'XLSX' export option. Below these is a table with columns for '#', 'Click to View Full Case', 'Client Name', 'Property Address', 'League Table', 'Negotiator', 'Matter Type', and 'Status'. The table displays 10 entries, each with a unique case number and a green 'Instructed' status button. At the bottom, it indicates 'Showing 1 to 10 of 176 entries'.

2X

# Rex



## Who are they?

CRM, digital marketing, workflows, touting and more all in one application.

## Problem they solve

Agents are short on time and old school methods of marketing are no longer working - only 38% of Brits read the newspaper, most areas are still under some form of lockdown, and there's less traffic passing by shop fronts. So, how can agents get the attention of homebuyers?

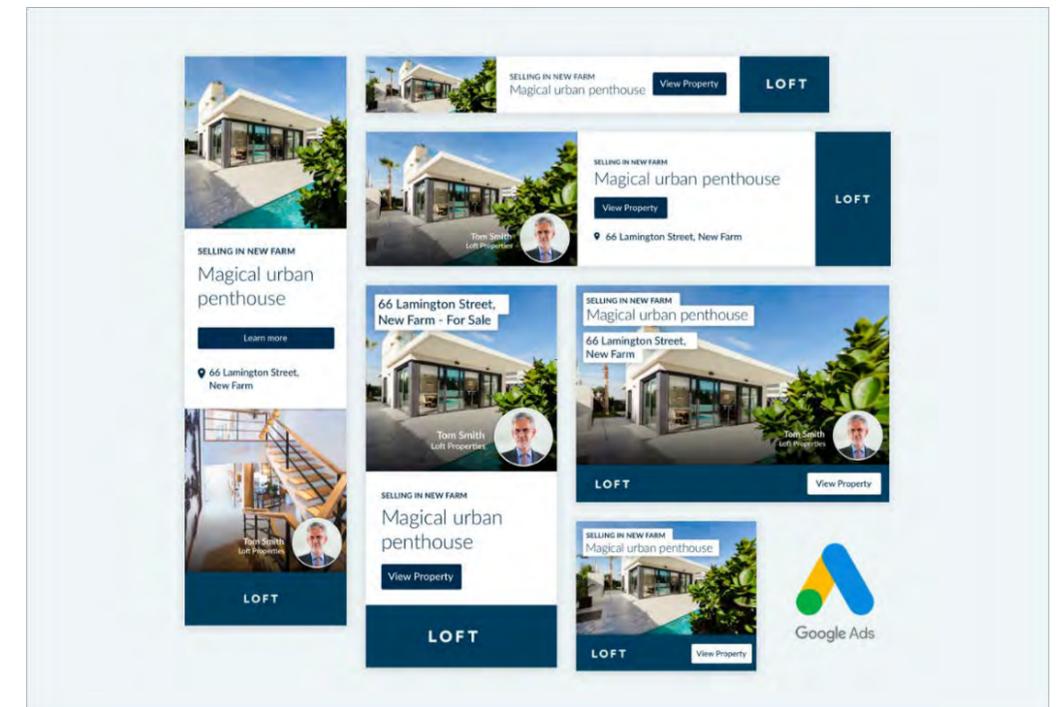
## Their innovation

They have created a simpler way for estate agents to advertise a property on social media and across the web. 'Spoke' puts targeted ads for your agency in front of homeowners wherever they are on the web. It's targeted digital advertising that allows agents to spend as little time as possible on results that matter to them; appraisal requests.

## The benefits

- Creates 26+ ad formats which can be used across multiple social platforms within minutes
- It's intelligently designed to use AI to optimise results from your budget and audiences
- It's targeted advertising with higher ROI

Find out more about Rex and what other agents have to say about them [here](#).



2X

# Land & New Homes Network



## Who are they?

A network of non-competing independent estate agents and housebuilders that connects different stakeholders in the land and new homes sector.

## Problem they solve

Helping independent estate agents to immediately tap into the lucrative land and new homes sector.

## Their innovation

Provide proven systems, processes and the ultimate black book of contacts to support agents with setting up valuable land and new homes departments. LNH Digital is being launched at EA Masters.

## The benefits

- Thriving revenue streams
- Black book of contacts
- A national platform on connections

Find out more about Land & New Homes Network and what other agents have to say about them [here](#).



**LAND & NEW HOMES  
NETWORK**



2X

# RavenSworth



## Who are they?

Print and marketing specialists.

## Problem they solve

At a time when getting more from less is key, they save estate agents time, effort and resources through their ability to generate printed products through their desktop applications.

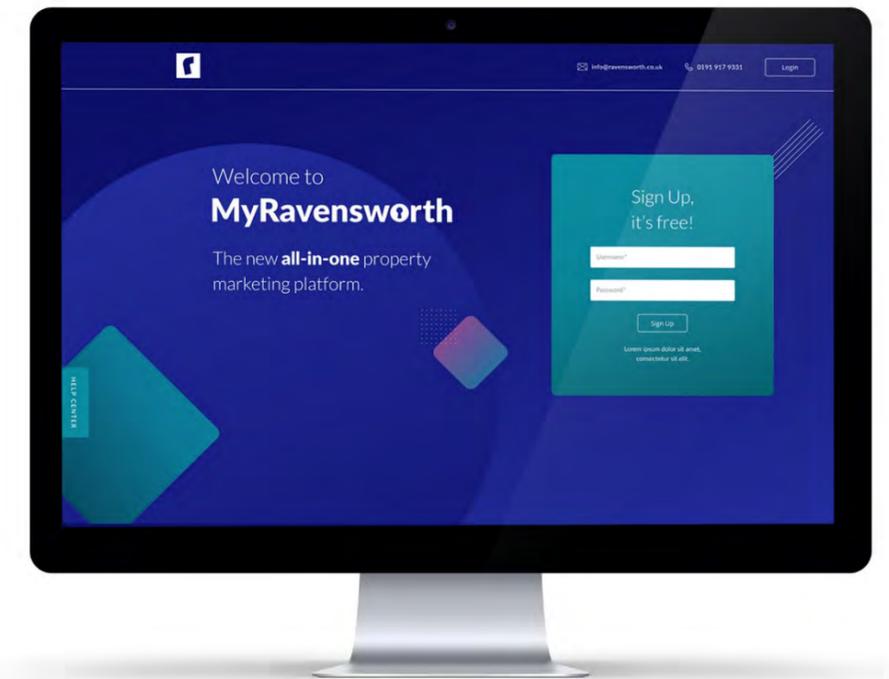
## Their innovation

My Ravensworth is their brand-new free to use print ordering system with features such as InstantPrint application that allows files to be dragged and dropped and hit their presses within 15 minutes, Intelligent PDF Interrogator that knows what users want to print (size, dimensions, orientation etc), InstantMarketing application where creating direct mail takes just a few steps, and PhotoFixr technology. They have an API that connects with CRMs too.

## The benefits

- Save time
- Tailored specifically for the property industry
- Integrated workflows

Find out more about Ravensworth and what other agents have to say about them [here](#).



# Leadership

# Christopher Watkin



## Who is he?

Lettings and estate agency business growth specialist.

## Problem they solve

Filling the content gap that estate agents and lettings agents don't have time to fill themselves to support growth through knowledge and engagement rather than a hard sell.

## Their innovation

Chris's local area commentary has become the centrepiece of many agents' communiques to their clients.

## The benefits

- Increase your turnover
- Attract more landlords
- Boost engagement with great content

Find out more about Christopher Watkin [here](#).

## Christopher Watkin





## Who are they?

Provide data-driven technology solutions to simplify the complexity of Property Licensing in the Private Rented Sector.

## Problem they solve

With each council having devolved powers to introduce discretionary licensing schemes, the regulatory landscape in the UK has become increasingly messy and fragmented - adding to the growing compliance burden felt by agents.

## Their innovation

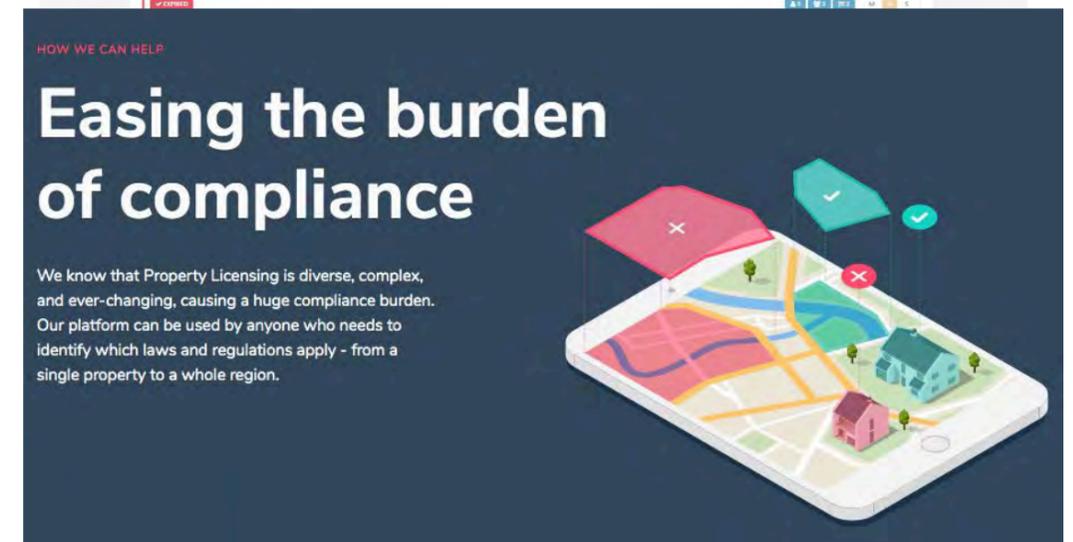
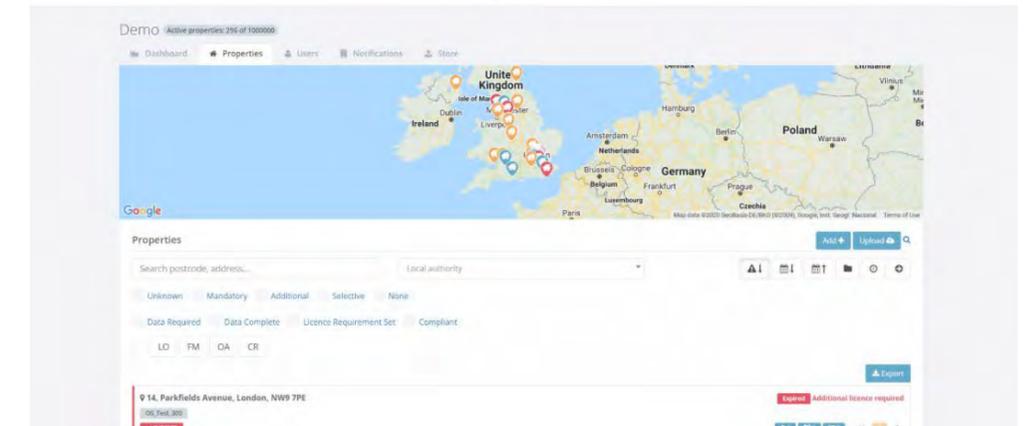
Kamma has solved this business problem through building technology and data methodologies to aggregate, cleanse and map property licensing in real-time, something that nobody else in the market has been able to do. In short, they make tools that remove complexity and make compliance easy for agents.

## The benefits

- Save time - by giving agents instant property licensing requirements for any UK property
- De-risk - their tech monitors portfolios 24/7 to ensure they are always kept up to date with any legislation changes
- Generate revenue – easily identify unlicensed landlords and introduce a targeted licensing application service, converting risk into profit

Find out more about Kamma and what other agents have to say about them [here](#).

# KAMMA





## Who are they?

Goodlord is an end-to-end pre-tenancy software delivering referencing, compliance and the sale of revenue-generating products, all under one roof.

## Problem they solve

The Goodlord product itself is designed to simplify the tenancy process; they estimate that it can take up to 100 different steps and nine different suppliers for a letting agent to complete one tenancy - unless you're using the Goodlord platform.

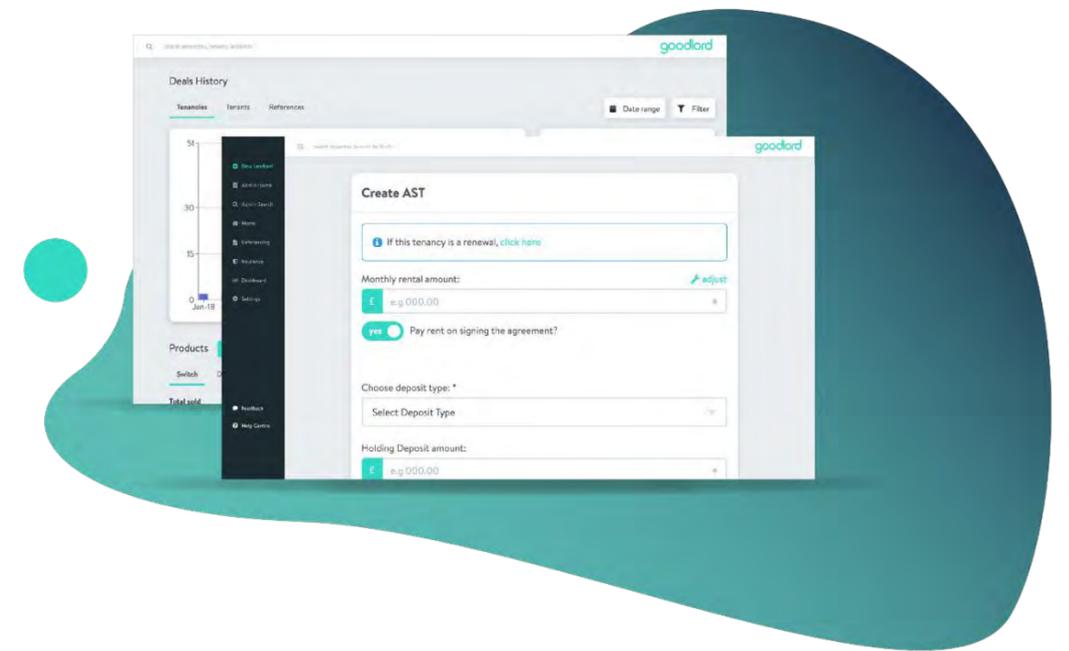
## Their innovation

They deserve special commendation for their response to the coronavirus pandemic by supporting their customers throughout lockdown with a Pay As You Get Paid model whilst continuing to offer their Rent Protection and Legal Expenses insurance. Lots of companies claim to be 'In this together' but do remember the ones that reinforced that via their actions.

## The benefits

- Save time
- Stay compliant
- Make money

Find out more about Goodlord and what other agents have to say about them [here](#).



# Moneypenny



## Who are they?

Outsourced support for telephone answering and live chat with the most incredible business culture.

## Problem they solve

Enabling agents to service high levels of demand with fewer staff and maximising revenue opportunities whilst keeping agents and their customer's safe.

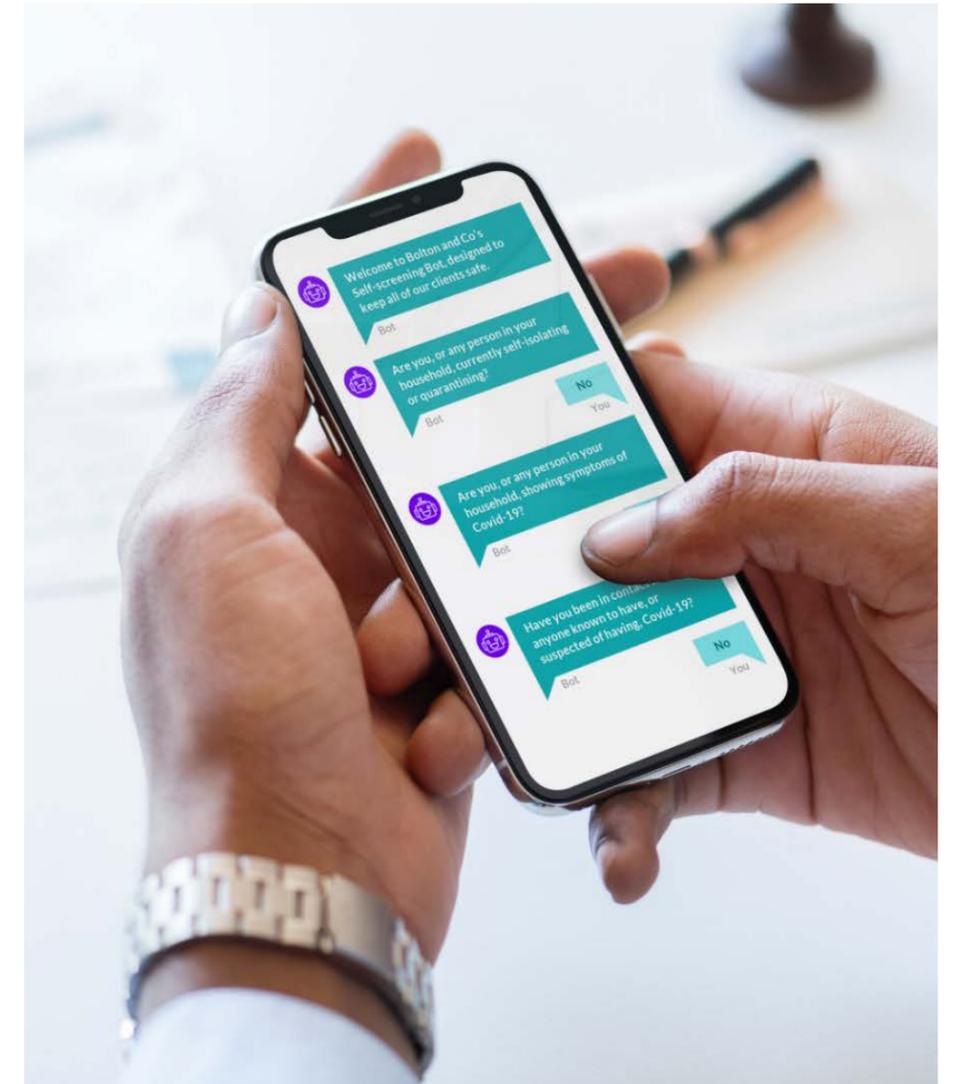
## Their innovations

- Outbound Calling; Whether it's qualifying new prospects, arranging viewings or valuations, following up on appointments, reaching out to historic clients, or simply keeping in touch with existing customers.
- Self-screening Bot; Safeguard your staff & your customers before any physical viewings take place with our online symptom checker, the easiest way to manage COVID-19 admin.
- Digital Switchboard; In the absence of your in-house staff, our intelligent speech recognition technology allows your callers to self-serve, giving your agency a professional image whilst alleviating pressure on your sales team.

## The benefits

- Reduce the 'noise' so agents can focus on selling / letting
- Grow faster by driving more enquiries
- Scalable support in line with demand, helping you remain agile through challenging times

Find out more about Moneypenny and what other agents have to say about them [here](#).





## Who are they?

Stitch provides a range of messaging solutions, focused around the world of WhatsApp and social media messaging for estate agents.

## Problem they solve

WhatsApp is the goto messaging app for nearly 80% of the UK population aged 18-50. Email & voice, whilst still relevant, are no longer the consumers preferred way to communicate.

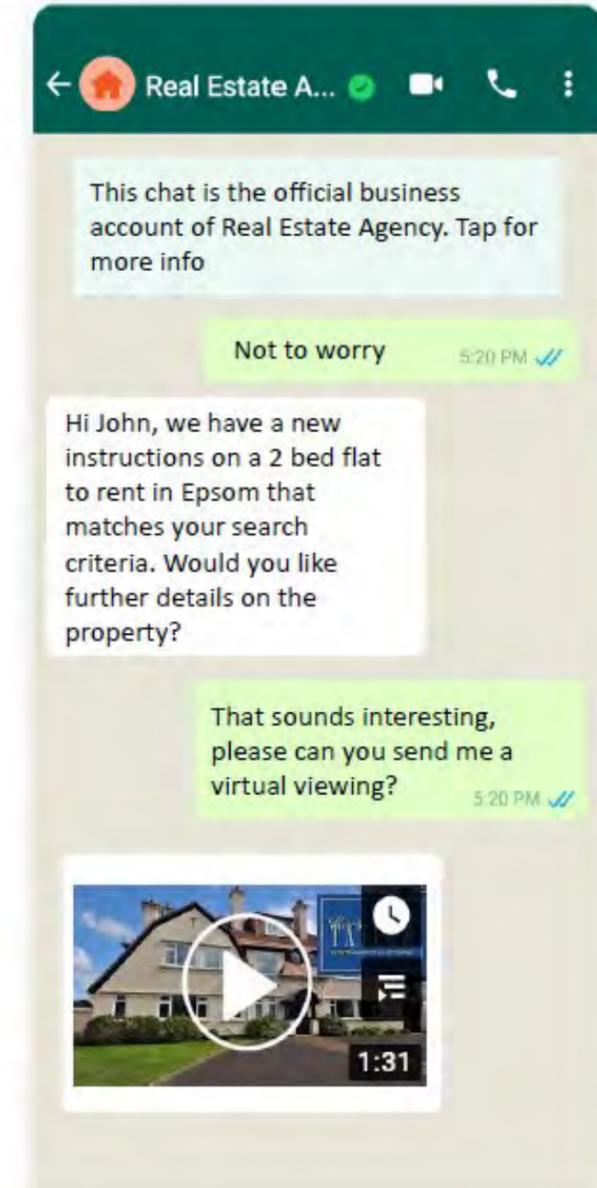
## Their innovation

WhatsApp have launched their API, and Stitch helpS Agents to leverage this messaging channel within their organisations through WhatsApp Inboxes, automation bots and WhatsApp broadcasts.

## The benefits

- Handle more leads in less time
- Solve the GDPR & compliance issues faced when using conventional WhatsApp (as well as WhatsApp Business on work devices)
- Integrate WhatsApp with your CRM

Find out more about Stitch and what other agents have to say about them [here](#).



Leadership

# Global 4



## Who are they?

Provide cost effective business telephone packages such as their market leading hosted telephone system with integrated video conferencing, call recording, mobile app & soft phone which are used by thousands of agents in the UK

## Problem they solve

Streamlining agent's communications technology.

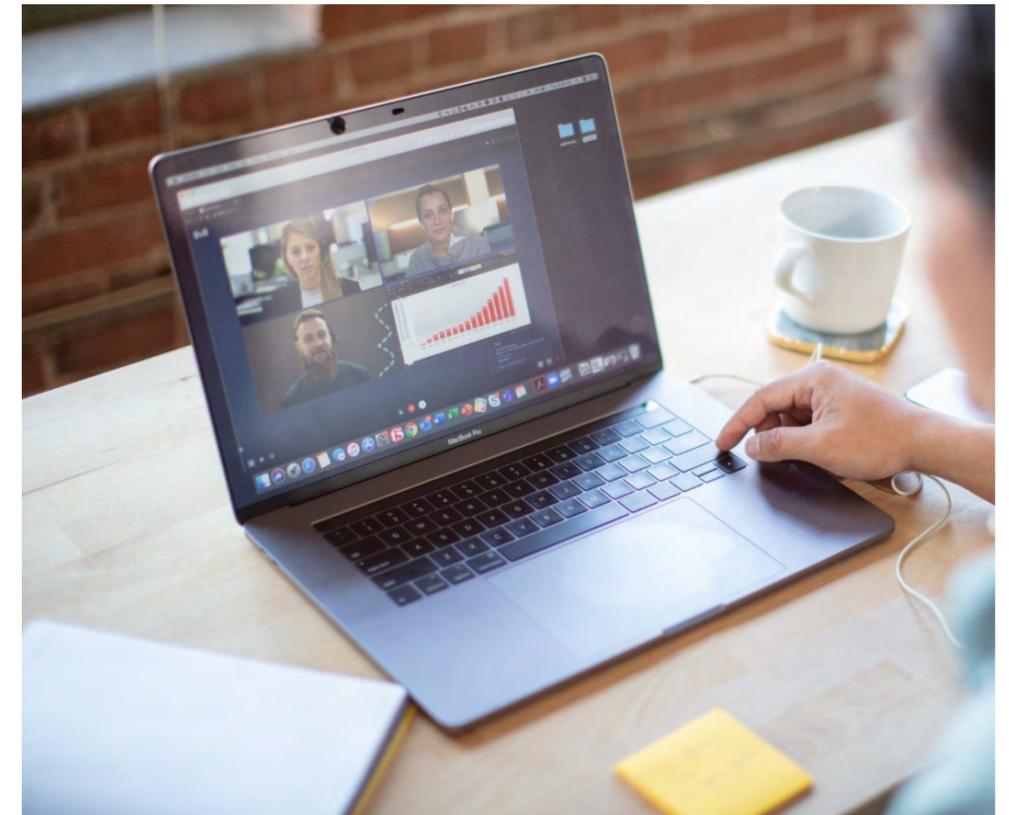
## Their innovation

Think of them as Zoom, WhatsApp and your phone system all in one with extra features like call queuing, call recording, click to dial and call reporting which are all designed to promote excellent customer service and efficient working.

## The benefits

- Remote and flexible working via your mobile or laptop
- Free calls and line rental
- If they can't save you 25% on your business phone bill they will give you £5000!

Find out more about Global 4 and what other agents have to say about them [here](#).





## Who are they?

Specialists in Property Safety Certificates.

## Problem they solve

Modernised the outdated process of ordering safety certificates.

## Their innovation

Agents can order any safety certificate required for their properties with just a click of a button via their platform. Certificates are stored under the property address and renewal dates tracked.

## The benefits

- Time saving and convenient ordering service
- Any safety certificate available for anywhere in the UK
- Free online certificate management service with approved engineers

Find out more about Safe2 and what other agents have to say about them [here](#).



✓ Gas ✓ Electric ✓ EPC ✓ Asbestos ✓ Fire Risk ✓ Drains



## Who are they?

Outsourced sales progression specialists

## Problem they solve

Earlier in the year Kerfuffle carried out a survey on sales progression - 100% of agents agreed that the process was too slow. They also agreed that it's time consuming and frustrating.

## Their innovation

ASAP's innovative approach to sales progression focuses on getting sellers and buyers legally ready to move – asap. Their no sale, no fee model, search process and proactive approach of appointing solicitors at the time of listing all help to speed up the process. Their methodology turns Sales Progression from a cost into an income stream.

## The benefits

- Speed
- Improved cashflow and revenue streams
- Reduced fall-through rates

Find out more about ASAP and what other agents have to say about them [here](#).



**77**  
DAYS

Average transaction time from sale agreed to exchange and completion:

ASAP average - 77 days.  
Industry average - 126 days

**13.2%**

Average fall through rate:

ASAP average - 13.2%  
Industry average - 35% approx

# InventoryBase



## Who are they?

Property management and inventory software that streamlines processes by enabling users to schedule, produce and manage property inventory and inspection reports on the go via their app or in the cloud.

## Problem they solve

Growing demand for independent third parties to carry out reports, combined with reducing costs associated with the process following the tenant-fee-ban.

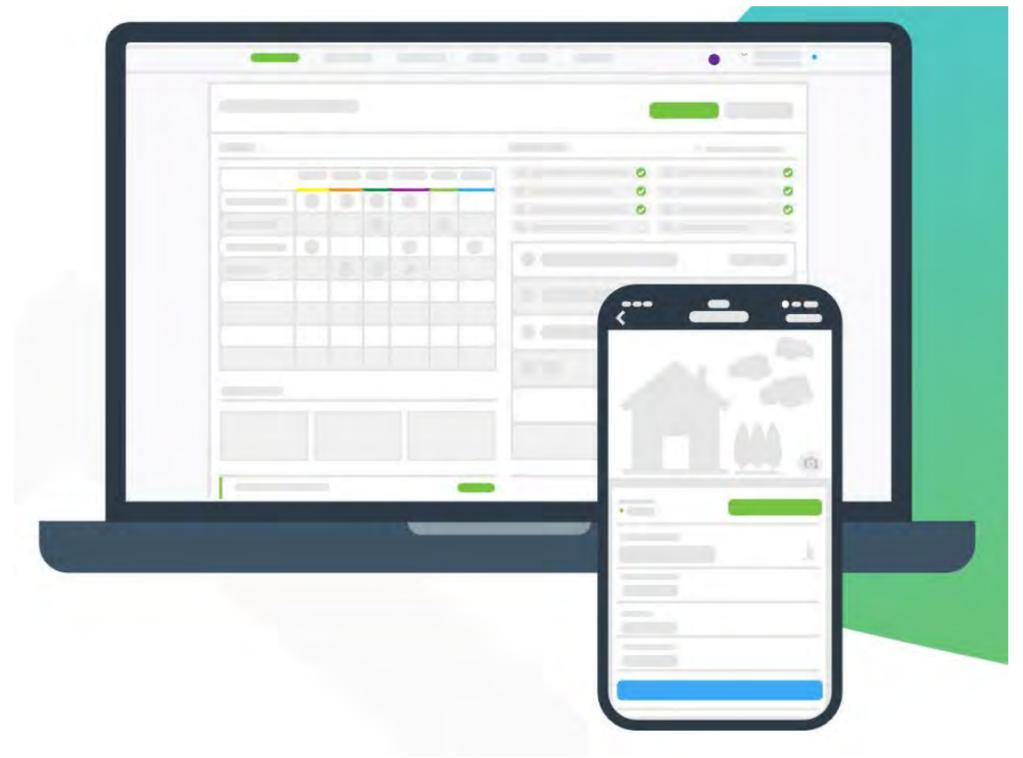
## Their innovation

- Self service reports – provides tenants with the ability to take notes, photos and videos of their rented accommodation with written and verbal guidance for support.
- Workstreams - connects landlords and property managers with suppliers to outsource property visits to local, vetted professionals.

## The benefits

- Deliver professional property reports and inspections in a fraction of the time
- Save admin time and costs
- Streamline property management process

Find out more about InventoryBase and what other agents have to say about them [here](#).



# Agent Hub



## Who are they?

CRM - a ready built property version of Salesforce.

## Problem they solve

Striving to create a central CRM which has the flexibility and willingness to create with multiple services whilst still allowing the companies to enhance their offering to both their users and their customers.

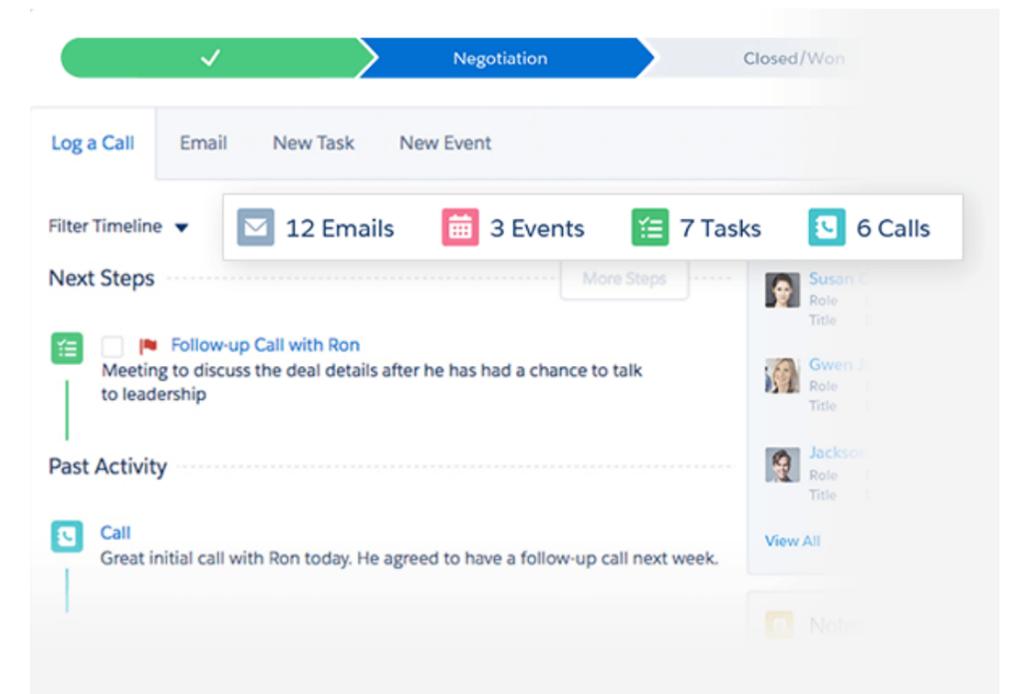
## Their innovation

Agent hub has changed the ethos of the 'typical' CRM by making sure that it can be customised to fit the customers business processes seamlessly whilst still doing the fundamental aspects very well. By leveraging the power of workflows, triggers and an open API (in some instances bidirectional), they're happy to work with other providers to give users the best working experience. As a salesforce partner they also have access to SF app-exchange which is the largest business app marketplace.

## The benefits

- Open API invites integration
- Scalability through Salesforce affiliation
- Continuous developments, enhancements and customer customisation

Find out more about Agent Hub and what other agents have to say about them [here](#).



**Marketing**



### Who are they?

Provide website and digital marketing services to hundreds of estate agents across the country.

### Problem they solve

Estate agents know that their organic and paid for search engine presence is very important. But rarely do they know where their branches and offices are ranking across all towns and suburbs in their operating patch.

### Their innovation

Homeflow and Roar have created a scanning tool which looks at which estate agents are ranking for both paid and organic search results in every single town and village across the UK. [Watch](#) this short video.

### The benefits

- Free intelligence on where your office(s) rank, in every town and county around the UK
- Competitor monitoring for PPC and SEO exposure
- Quickly identify strong branches and those that need support with PPC

Find out more about Homeflow and what other agents have to say about them [here](#).





## Who are they?

Acaboom is designed to help estate agents convert market appraisals into instructions by more effectively communicating before, during and after an appointment.

## Problem they solve

Acaboom helps agents impress clients and stand out. The problem their new App solves is enabling busy valuers to stay on top of their follow ups and catch prospective vendors at the optimum time to win more business.

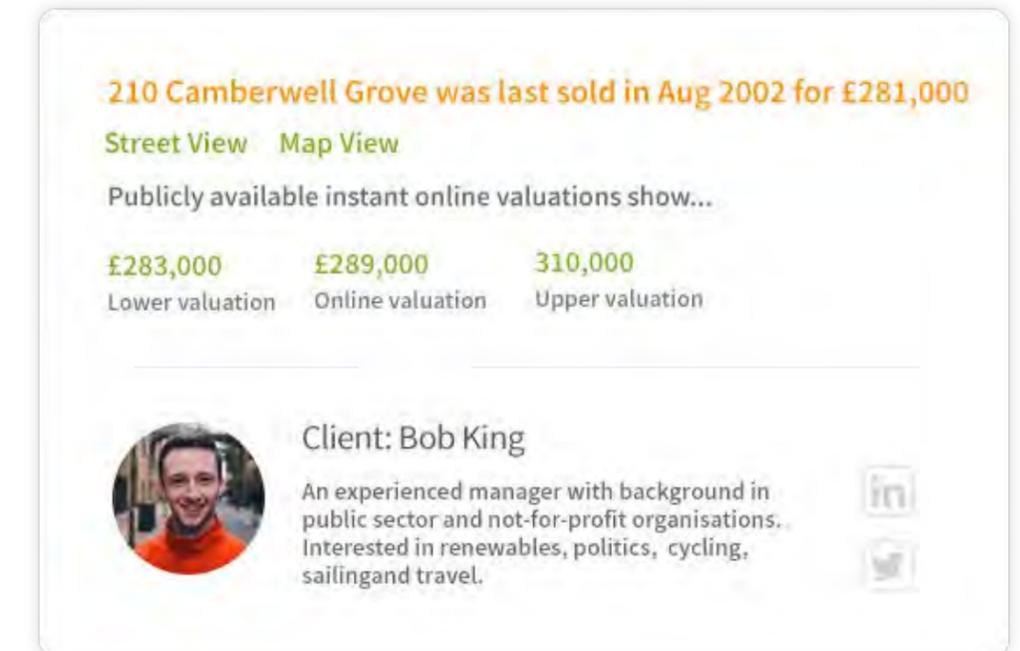
## Their innovation

Their latest innovation is an app that enables agents to work on the go and sends them notifications such as insightful information on both the property and the person they are meeting just before a market appraisal, reminding them after a market appraisal to send the proposal by just swiping their screen and it also tells them each time a prospective vendor is reading their valuation proposal.

## The benefits

- Increase your conversion rates
- Increase your average fees
- Differentiate yourself from the competition

Find out more about Acaboom and what other agents have to say about them [here](#).



# U-See Homes



## Who are they?

Accompanied virtual viewings that bring home-hunters and estate agents together, virtually, to view properties of interest.

## Problem they solve

Enabling estate agents to continue to function in lockdown and helping to pre-qualify home-hunters by getting them to view a property online before arranging in-person viewings.

## Their innovation

U-See Homes offers personal face-to-face video interaction between local estate agents and home hunters whilst enabling them to view multiple properties in one appointment, all from the comfort of their home. Their platform uses agents existing tours and manages all of their appointments whilst offering key customer insights.

## The benefits

- Deliver face-to-face virtual viewings anywhere, anytime!
- Save time and money on travelling to multiple physical viewings that could be done virtually in one appointment.
- Gain targeted insights into a home hunters interest on properties

Find out more about U-See Homes and what other agents have to say about them [here](#).



# Estate Apps



## Who are they?

An app that helps agents collect and share reviews more simply.

## Problem they solve

Giving agents more confidence to ask for reviews by simplifying the review journey for agents and customers.

## Their innovation

Provide one link to a review form that can feed multiple review platforms. It mitigates the risk of bad reviews being published by sharing 1\*-3\* reviews with the team so they can learn and improve rather than publishing them, and makes it easier for a customer to share 4\* & 5\* reviews on multiple platforms by loading each browser for them with a copy and paste prompt.

## The benefits

- Minimise the risk of a negative review going public.
- Give yourself a valuable opportunity to turn a negative review into positive.
- Give yourself a much greater chance of getting one client reviewing you across multiple platforms by simplifying the entire review process.

Find out more about Estate Apps and what other agents have to say about them [here](#).

# Estate Apps



# Giraffe 360



## Who are they?

Photography equipment that captures floorplans too – [check out this video](#).

## Problem they solve

Helping agents achieve consistently high quality property photography and accurate floorplans across the board and streamlining the upload and editing process.

## Their innovation

Create professional quality photography and high accuracy floorplan creation using Giraffe 360's photography equipment. The device takes HDR photos that are stitched and edited online and built in Lidar lasers create floorplans and while measuring it captures a 270 mega-pixel tour. it's compact, has two buttons on it and works in all settings.

## The benefits

- Saves money and time
- Simple to use
- Consistent high quality results

Find out more [here](#).





## Who are they?

Experts in intelligent cross-channel online advertising.

## Problem they solve

Enables agents to promote their properties to wider audience, intelligently.

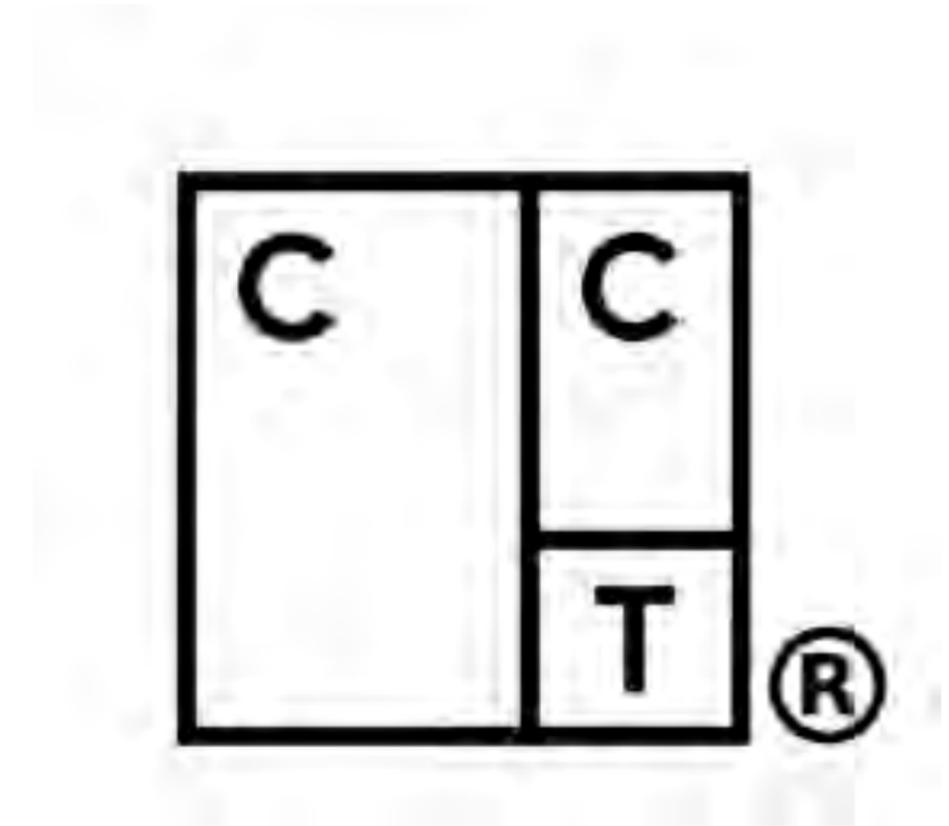
## Their innovation

CCT proprietary technology uses AI and machine learning to optimise social media and search campaigns through their unique Marketplace Distribution Platform (MDP). Unlike traditional advertising means, these campaigns are active 24/7 and optimised automatically based on the behaviour of the target audience.

## The benefits

- Save time creating targeted campaigns
- Drive more traffic to your own website by utilising social media more
- Save money - Facebook rewards relevance by charging a lower ad rate for example

Find out more about CCT and what other agents have to say about them [here](#).





### Who are they?

Give your property marketing a facelift with photo enhancements, CGI imagery and virtual furnishing technology.

### Problem they solve

When presenting an empty or tired property online, agents no longer need to worry about how they'll grab buyer attention. DCTR and their team of designers can re-imagine empty and lifeless spaces into homes that inspire clicks, viewings & sales.

### Their innovation

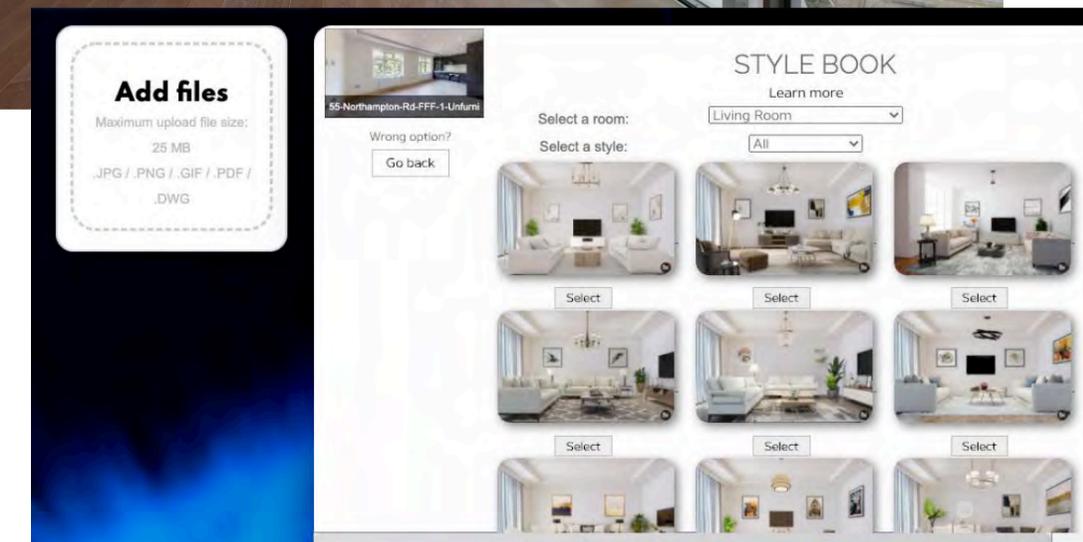
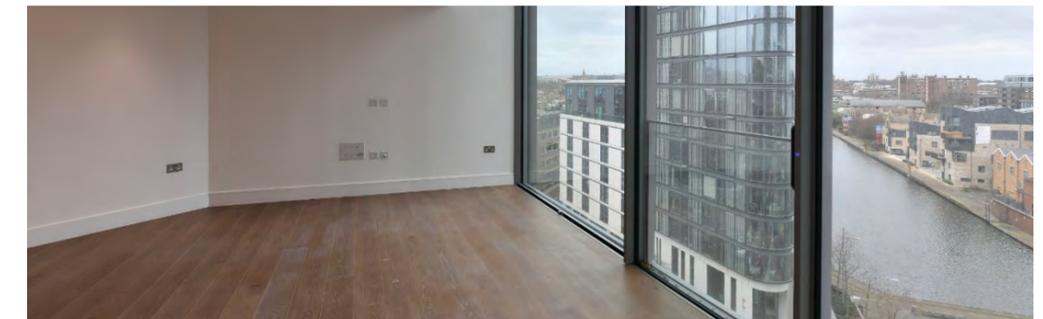
The newly branded DCTR (formerly Doctor Photo) has launched a virtual furnishing service that enables you to apply photorealistic renders when marketing empty properties, new homes, or to change the furnishings in an existing room to modernise it or demonstrate how it could be used for a different purpose. Gardens can even be beautifully landscaped too.

### The benefits

- Simple and fast to use – a customer just needs to upload their photos via their portal, select a room, select a style and that's it
- Comprehensive - 150+ beautiful style templates that customers can choose from when virtually furnishing their photos of empty houses.
- Managed by experts – their interior designers promise to be in touch within 24 hours with a personalised moodboard ready for approval. All interactions before, during and after the render are then directly with that designer.

Find out more about DCTR and what other agents have to say about them [here](#).

# DCTR<sup>®</sup>





## Who are they?

Property data and reporting specialists.

## Problem they solve

Making it faster and simpler for agents to share market intelligence with prospects and clients, and giving them more reasons to keep in touch

## Their innovation

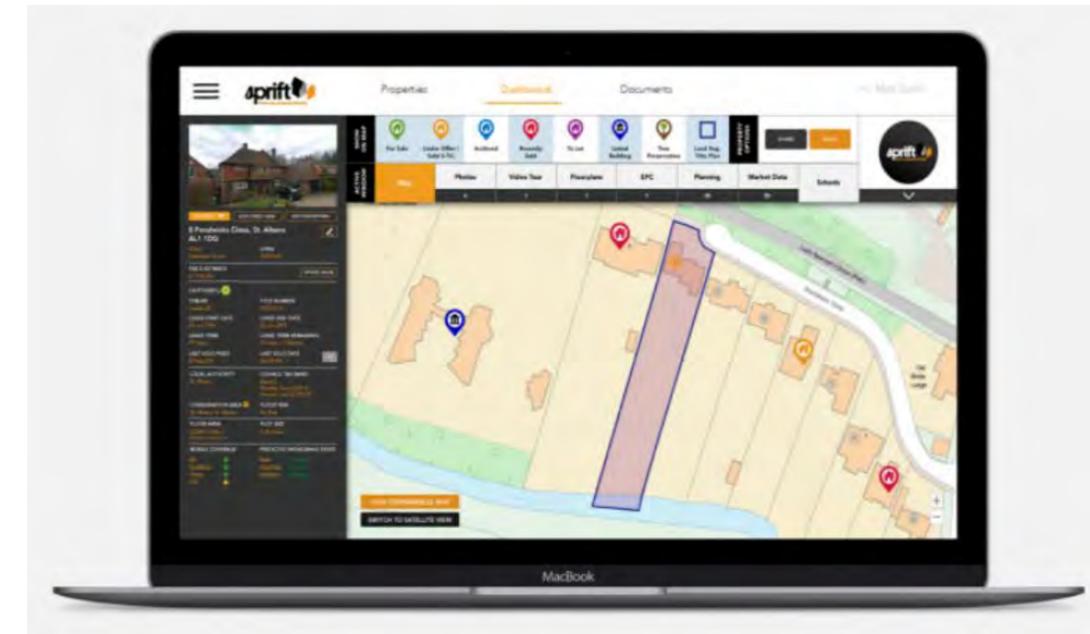
A couple of new and noteworthy innovations at Sprift:

- Key Facts for Buyers report - aggregates all of the Property Specific Data Sprift supplies, but with a strong buyer focus and can be generated in seconds in either a print-friendly pdf version or a link.
- Sprift Lettings Intelligence – launched at EA Masters. Provides a complete dataset for lettings professionals. The new platform presents live market information alongside property specific data to help landlords manage their portfolios and gives agents a complete overview of the live data for their properties.

## The benefits

- Qualify and identify genuine buyers and sellers faster
- Fuelling intelligent marketing and communications
- Generates engagement
- Adds value

Find out more about Sprift and what other agents have to say about them [here](#).



# Property Video Solutions



## Who are they?

Video filming, editing and coaching experts.

## Problem they solve

The ever-increasing demand for video in your social media strategy has reached a point where it is now not a luxury but a must have within your business. As more and more viewings and property searches are carried out online it is essential that potential clients are able to meet you and/or your team in person via video and that the content and quality is not only good looking but also informative and relevant to your customer base.

## Their innovation

Brilliant video minds who are always coming up with new angles to help their clients stand out with their video content. Throughout lockdown they coached agents on how to film their own video content and provided fast, inexpensive video editing services.

## The benefits

- Creates maximum exposure for clients on social media
- Professional video content fast
- Affordable

Find out more about Property Video Solutions and what other agents have to say about them [here](#).





### Who are they?

Dataloft Inform provides instant insight on a local property market, using creative designs to bring it to life.

### Problem they solve

Does this sound familiar - "I want to become the agent of choice in my market. But how can I become relevant, interesting and informative without spending a lot of time and money?"

### Their innovation

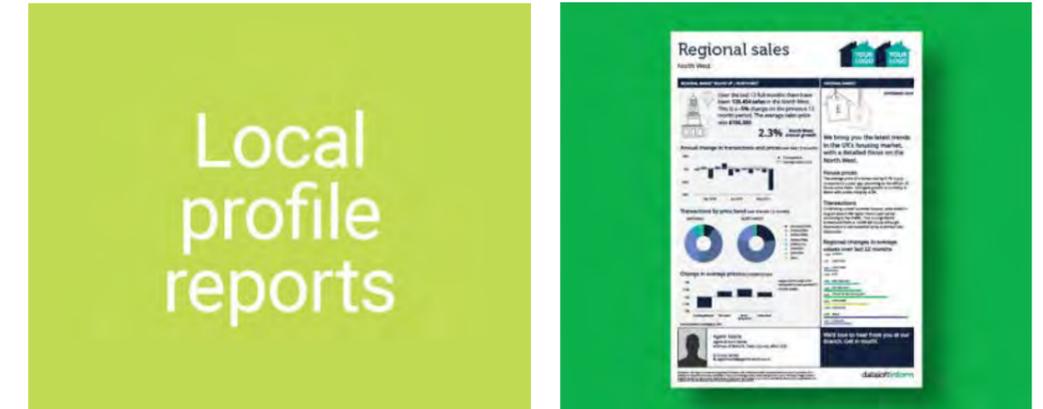
Dataloft Inform's designed market reports, flyers, letters, infographics and hyper-local content allow agents to continually nurture prospects all year round. They make available interesting, factual and highly visual assets that are ready to populate website, email and social media and much more.

### The benefits

- Improved lead generation and lead conversions
- Hyper-local content for all marketing channels
- Integrations with other top suppliers

Find out more about Dataloft and what other agents have to say about them [here](#).

# dataloftinform



# Masterclass



## Who are they?

Tenant reward and engagement platform for letting agents.

## Problem they solve

With their added value service, they help drive positive brand engagement for agents and show prospective landlords their compassionate approach to lettings.

## Their innovation

Vaboo is the only tenant reward and engagement platform for letting agents. They provide access to 100's of exclusive offers, national discounts and prize draws for agents to offer to their tenants.

## The benefits

- Build trust – have a positive impact on your customers' daily lives to build a valuable relationship from day one.
- Stand out – prove that you care about your customers to differentiate your brand in a crowded market.
- Get insights – collect data and reviews from your tenants to help guide the direction of your business.

Find out more about Vaboo and what other agents have to say about them [here](#).





## Who are they?

Rent collection and client accounting software that utilises open banking.

## Problem they solve

Client accounting has become more complex and restrictive over the years due to regulatory pressures and it is only going to get tougher. LettsPay takes the regulatory burden away as well as streamlining the processing of client account ensuring all funds are 100% in the right place.

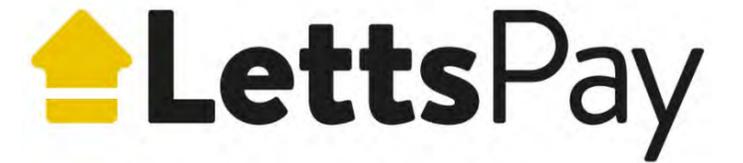
## Their innovation

LettsPay have quickly adapted to the latest compliance changes with their designated digital wallets per Landlord offering which negates the need for an agent to have a single client account. This helps to ensure all funds are 100% in the right place.

## The benefits

- Automated client accounting
- Never double pay the landlord
- Collect rent via Standing Order, Direct Debit or Card payments

Find out more about LettsPay and what other agents have to say about them [here](#).



# iamproperty compliance



## Who are they?

iamproperty compliance is part of the iamproperty group

## Problem they solve

Tightening anti-money laundering (AML) legislation is making life tough for Estate Agents. Failure to comply could see agents facing a fine – the average fine imposed for non-compliance is approximately £12,000, imprisonment of up to two years or both!

## Their innovation

The software was developed as a result of extensive industry research, built off the back of results from a recent OnePoll survey of UK-based Agents, their attitudes and their understanding of AML compliance. It includes an extensive list of features and capabilities, namely real time risk assessments, designed to comply with HMRC guidance specific to Estate Agents and providing clear guidance on the right next steps depending on the identified level of risk.

## The benefits

- Saves time and removes the guess work with Online, real-time risk assessment tool providing immediate results and guidance, with additional support provided by Compliance Matters.
- Offers flexibility to choose the right level of AML assurance with 2 levels of ID verification checks; Level 1 PEP and Sanctions checks or level 2 Full electronic confirmation.
- Helps ensure fulfilment of AML training obligations with complimentary educational resources, including comprehensive video library– with annual certification available

Find out more about iamproperty and what other agents have to say about them [here](#).





## Who are they?

Virtual viewing technology that is widely used in Australia.

## Problem they solve

Agents can carry out 10+ viewings to sell/let properties. Creating enormous time and cost wastage, not to mention the inconvenience factor for all parties involved.

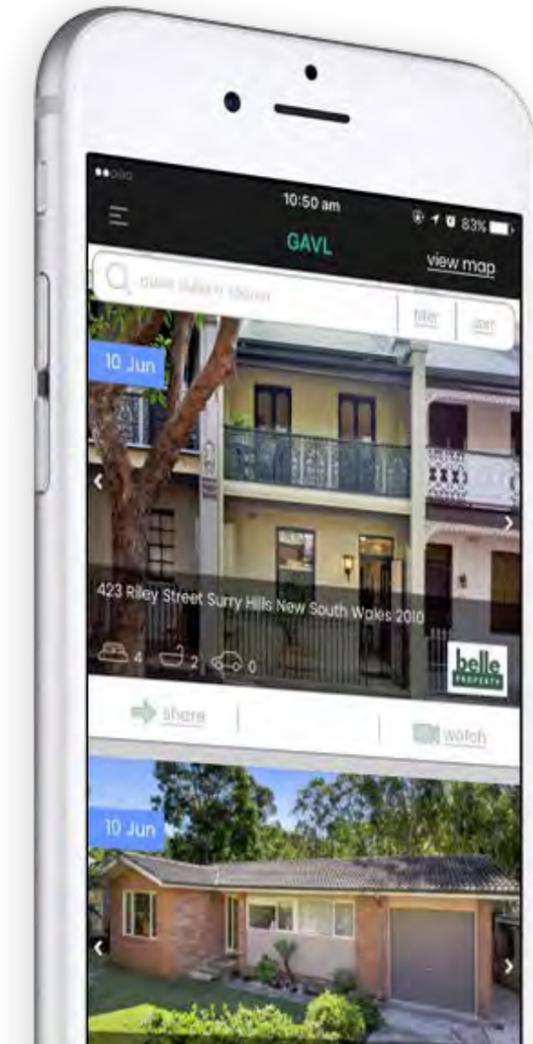
## Their innovation

Gavl enables agents to livestream a virtual "open home". In a market where time is a highly valued commodity, the Gavl livestreaming app will allow estate agents to condense their private appointments to just those applicants who are genuinely interested.

## The benefits

- Time saving
- Lead generation
- Brand exposure

Find out more about Gavl and what other agents have to say about them [here](#).





## Who are they?

Advanced, secure and intelligent tenant reference.

## Problem they solve

Lots of things - security, speed, UX, cost cutting and revenue generation.

## Their innovation

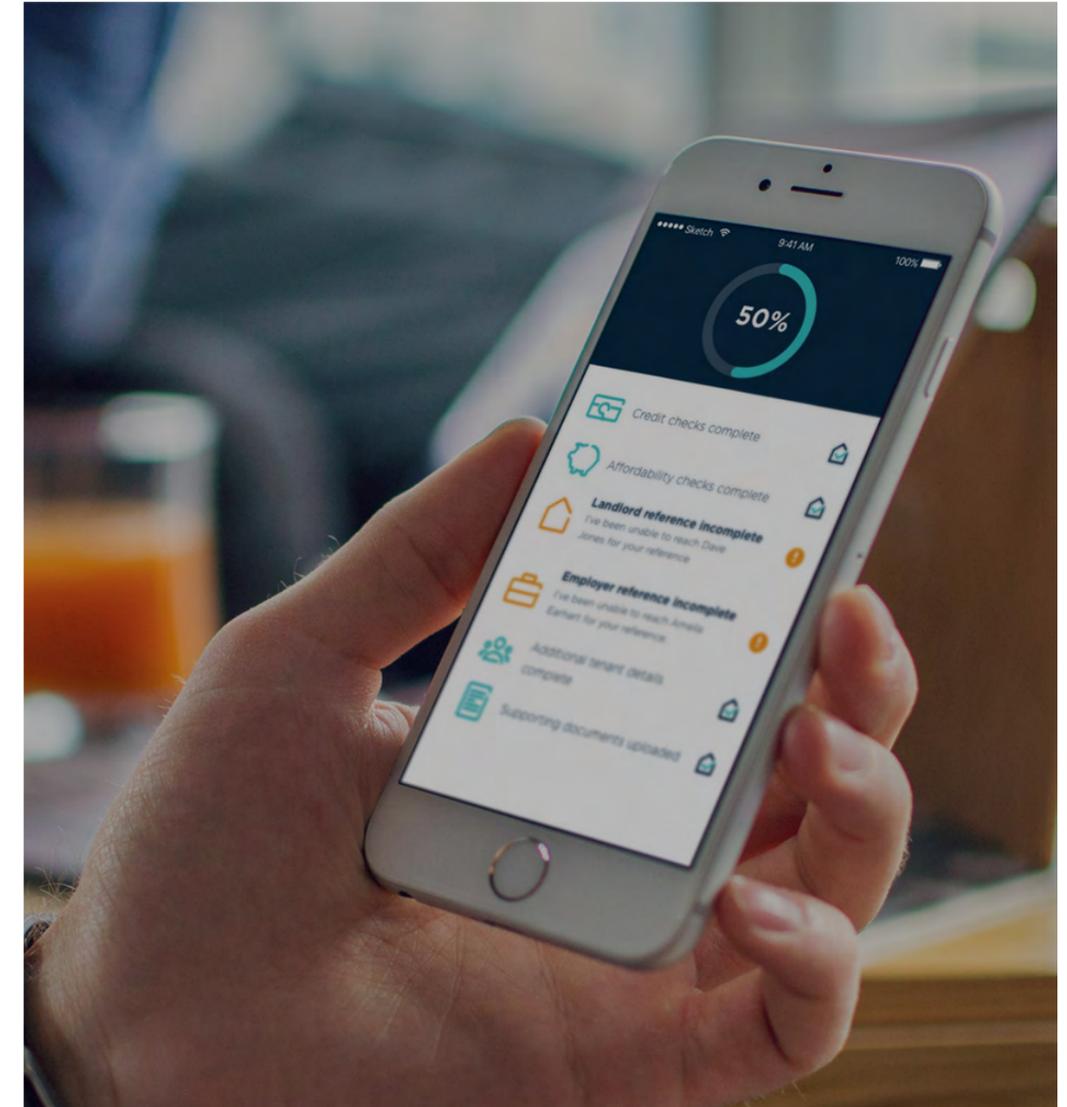
Facial recognition, document reading, identity matching, fraud checks, open banking, social media profiling and instant reporting - all built around a super intelligent chat bot giving agents and tenants 24/7 access to their very own referencing assistant. They claim to generate an average of £300 in revenue per property.

## The benefits

- Award winning tenant referencing.
- Revenue generation.
- Awesome tech

Find out more about Vouch and what other agents have to say about them [here](#).

# vouch



# The Depositary



## Who are they?

Automates the end of tenancy process.

## Problem they solve

The end of tenancy process is time consuming and includes many tasks that have no revenue benefit.

## Their innovation

Removes 80% of the end of tenancy admin such as confirming check out appointments, negotiating deposit deductions and providing bank details for refunds to free up property managers' time. It provides greater clarity to tenants about the check out process whilst ensuring agents offer a highly efficient customer experience for landlords and tenants creating a great last (and lasting!) impression.

## The benefits

- Procedural oversight
- Operational efficiency
- Enhanced customer experience

Find out more about The Depositary and what other agents have to say about them [here](#).

## How does The Depositary help Ferndown Estates?



Since Ferndown Estates joined The Depositary we have helped them to achieve the following results:

<b>RETURN DEPOSITS FASTER</b> On average Ferndown Estates return a deposit in 17 days- nearly 20% faster than the national average of 21 days	
<b>AGREED DEPOSIT DEDUCTIONS</b> Achieve 100% of proposed deposit deductions with zero disputes	
<b>IMPROVE END OF TENANCY PROCESS</b> Fastest deposit conclusion: 2 days	



# The Able Agent



## Who are they?

Learning management system to support high quality training and development within estate agency businesses.

## Problem they solve

Lack of choice of relevant, modern training for property agents which adds value to the business and prepares agents for RoPA.

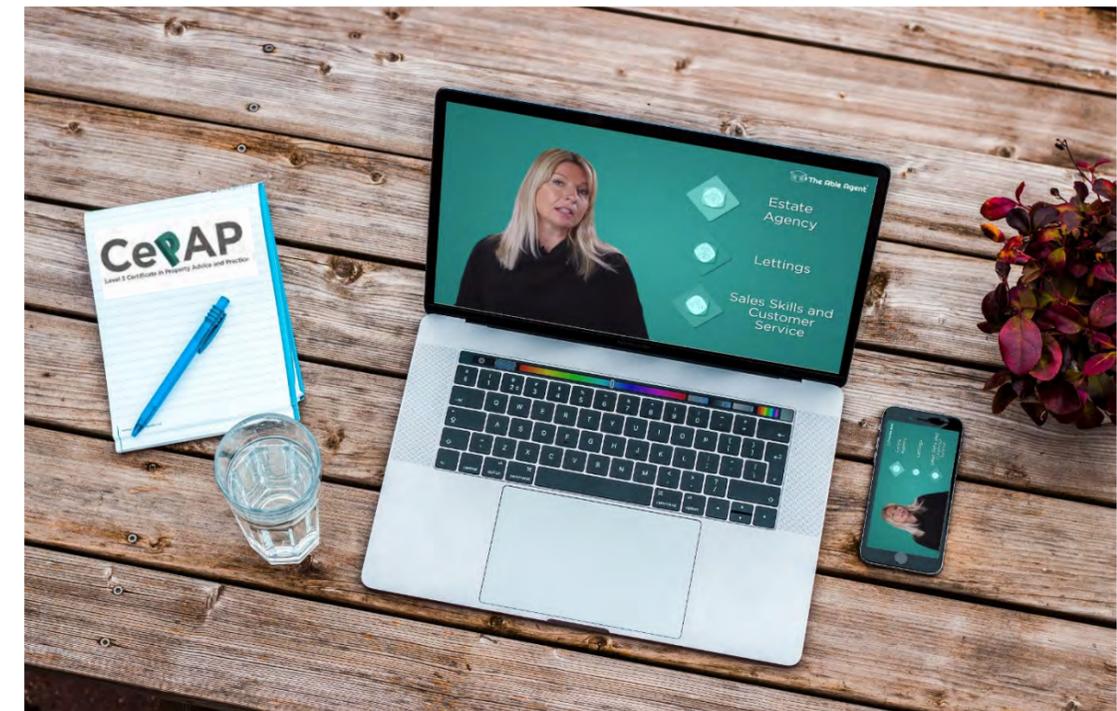
## Their innovation

Learning management platform that agents can use to upskill their workers, ensure new starters learn industry best practices rather than passed on bad habits and prepare agents for ROPA.

## The benefits

- Makes it easy to put in place a successful training programme for all staff
- Positively impacts business generation, customer service and staff motivation
- Leads to a RoPA ready Level 3 Qualification combining estate agency and lettings in 1 exam

Find out more about The Able Agent and what other agents have to say about them [here](#).





## Who are they?

Help Estate Agents deliver faster transactions with more certainty and less risk.

## Problem they solve

Search delays can cause a real headache and speed is crucial for getting properties to exchange.

## Their innovation

One Search Express is a data report that represents about 60-70% of the data you would get with a normal local search, produced from Landmark's database and online sources. It can be used in place of a local search to avoid the council delays that are ever-increasing and as it comes with data, when used with the instant searches, agents are only insuring out a very small risk.

## The benefits

- A fast and efficient way to get properties from offer-accepted to exchange
- Offered on a no sale, no fee basis if needed so they can be ordered earlier at no risk, as soon as the offer is agreed
- turnaround time is about 24 hours although in a recent case they delivered one in an hour where the search was delayed, and occupants were at risk of being homeless

Find out more about Landmark and what other agents have to say about them [here](#).



landmark.co.uk/leas

## OneSearch Express

The unique insurance policy and data bundle to keep your pipeline moving. With more certainty and less risk.

Search delays can cause a real headache and speed is crucial for getting your properties to exchange.

# Home of Mortgages



## Who are they?

Mortgage advice services.

## Problem they solve

Bringing greater clarity and transparency to the constantly changing mortgage market.

## Their innovation

They have a team of centralised mortgage experts who don't just source mortgage products but offer advice too. This is backed up with a tech platform that provides reports, updates on new products and brings greater transparency to the process. They've created a Home Tool Kit that allows customers to book different types of appointments via an estate agent's website such as 'run the numbers', 'quick chat' and 'ready to apply' to help customers bust through the jargon as well as source mortgage products.

## The benefits

- Bring greater transparency and clarity to the mortgage process
- Fast track decision-making processes
- Help validate and motivate buyers
- Add value to the customer journey by being helpful and informative

Find out more about Home of Mortgages and what other agents have to say about them [here](#).





## Who are they?

A solution from LandTech that helps agents find off-market development sites faster.

## Problem they solve

Speed is of the essence when it comes to sourcing off-market site opportunities which carry far less competition.

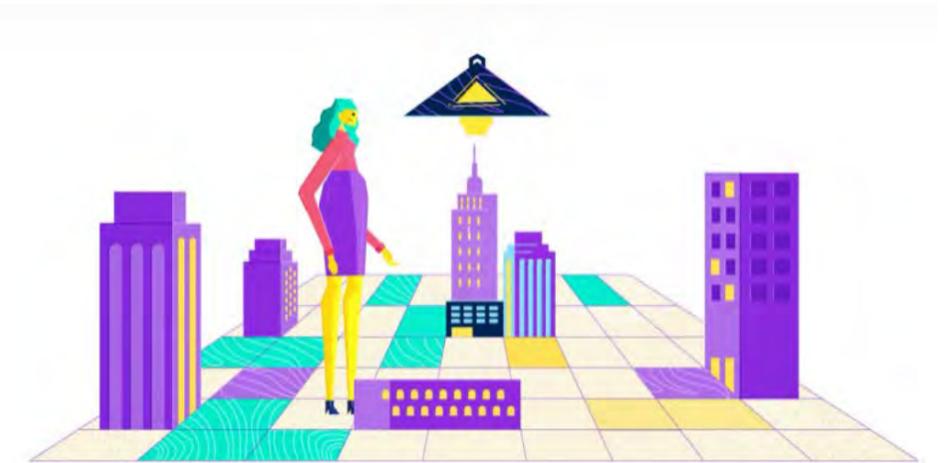
## Their innovation

Get access to nationwide site searches, simplified planning permission, access ultimate owner information, identify off-market site opportunities and receive alerts when the ownership changes so you know exactly the right time to act.

## The benefits

- Off-market sites have less competition increasing your chances of winning instructions
- Quickly identify the ultimate owner and see the relationship between parent and subsidiaries so that you engage with the right people
- National data

Find out more about LandTech and what other agents have to say about them [here](#).



[www.kerfuffle.com](http://www.kerfuffle.com)



#kerfuffleclub

Get in touch [hello@kerfuffle.com](mailto:hello@kerfuffle.com)