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ULTIMATE GUIDE TO **ESTATE AGENT SOFTWARE**

**An Essential Read For Agency Owners That Want To
Hack Productivity, Process & Growth**



AN IRE TECH PUBLICATION

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PROPERTY MANAGEMENT SOFTWARE UK

Ultimate Guide To Software For Estate Agents & Property Managers



An Essential Read For Agency Owners That Want To Hack Productivity, Process & Growth

If you're a business owner keen to take your agency to the next level then investing in software that automates and streamlines the numerous processes you and your agents deal with on a daily basis is essential. How do we know this? Our team have been there and done it. We're ex-agents with years of market knowledge that have built IRE, a market-leading letting agent software that helps businesses like yours with core tasks such as business development, listing properties, managing keys and communicating with clients.

According to The World Economic Forum over 80% of business leaders report that they are speeding up work process automation and expanding their use of remote work.

In this ultimate guide to software for estate agents, we'll take you through everything you need to know about the best software for estate agents, how this software will advance and future-proof your business, what to look for when choosing a system and how to find the most flexible software package.

As professionals with years of experience in the property industry, we know most software solutions inside-out and our team are perfectly positioned to advise you on which system will work best for your business.



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A Brief Intro To Estate Agent Software



So let's kick off with a simple one. What is agency software?

Generally speaking estate agent software is a type of customer relationship management (CRM) software designed specifically for estate agents and letting agents.

It covers every element of your day-to-day and helps you to manage your business, communicate with clients and tenants, list properties, and track leads. Some systems also include features such as automatic property valuation and marketing tools.

This type of software is essential for small and busy agencies who want to improve their efficiency and effectiveness. Without it you run the risk of becoming disorganised, losing track of important tasks, and struggling to keep on top of an ever-growing workload leading to less revenue, poor performance, & provide poor customer service which inevitably leads to poor reviews (not good when someone is looking for an agency right?)

That's why we designed IRE estate agency software. Our goal is to help you streamline your agency's operations, generate and focus on new leads and future-proof your businesses with our digital-first yet personal approach to the modern demands of the estate agency market.

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5 Key Features Of Estate Agent Software

One of the key reasons why agency owners like you have chosen to adopt software like IRE is because it defines, streamlines and improves all of the processes involved from generating new customers to booking viewings. It really does handle everything for you up until the keys are in the door!

To help you get to grips with how useful estate agent software really is we've broken down what we believe are the six essential features of letting agent software that you need to be aware of and that will help you to improve your business. Each feature corresponds to a real-life task or responsibility that you and your estate agents have to undertake on a daily basis including:



Lead Generation



Client Communications



Enquiry Management



Key Management



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Estate Agent Business Development Management

Greasing the wheels of the business development machine is crucial in today's real estate market. You need to be able to track every lead and quickly follow up on new business opportunities almost at the time of them being submitted.

Software like IRE lets you stay on top of all your lead gen efforts by responding to your leads any time of the day and night with the right communication, tone and brand persona that you would have done yourself. Plus you can automate marketing campaigns and send personalised emails and texts. It's a way to cut through the noise and is an unquestionable advantage for agents dealing with an increasingly competitive marketplace - immediacy!

Stages Of Estate Agent Business Development

Because a Business Development Manager (BDM) is such a critical role for growth for letting & estate agents we're going to break down each step and explain exactly how to find, nurture and win customers. The four elements of success in estate agent business development are:

- ① Identifying leads & attract
- ② Qualifying leads
- ③ Nurturing leads
- ④ Converting leads into clients

Using software to help with this process will enable you to focus on doing what you do best – selling. Here's how.



Stage One: Identifying Leads

Stage one is all about identifying who your ideal customer is and then finding where they hang out online and offline.

To do this, you need to create buyer personas. These are fictional characters that represent your ideal customer. Once you know who you're looking for, you can start to find them.

An example of a buyer persona might be 'Dan, a single, first-time buyer in their early 30s who is looking to purchase a one-bedroom flat in London. They like to go out on the weekends and are active on Facebook and Instagram. A typical night is spent with Netflix and a takeaway. He has a £50k deposit saved up for his next investment property'

As you can see, now you have a clear picture of who you're targeting so you can start to think about where they might be found online and how to engage with them.

Tools like IRE's lead capture forms can help you gather data on potential customers so that you can start to build up a picture of who they are and what they're looking for. You can then use this data to send targeted marketing campaigns, so they get the right information at the right time in the right dosage too!

Stage Two: Qualifying Leads

The next stage is qualifying your leads. This is where you decide if a lead is worth pursuing or not. There's no point in spending valuable time and resources on a lead that's not going to convert so qualification is essential.

There are a number of factors to consider when qualifying a lead, including

- ⦿ Whether they are actively looking to buy or rent
- ⦿ Their budget
- ⦿ The type of property they are looking for
- ⦿ Their location
- ⦿ And other opportunities that you help these future prospects with their next property journey

You should have a good idea by now of your target customer so qualifying your leads should be relatively straightforward.

The best way to qualify a lead is to have a conversation with them. This can be done over the phone, by email or in person. You can even use automatic email and SMS follow-ups to keep track of your conversations and make sure you never miss an opportunity. We recommend using bespoke questionnaires in the IRE platform that extract the crucial data on your future business relationships, which are crucial to understanding your clients' needs.

Similarly, if you're using IRE, you can quickly see all of this information in the lead profile which makes it easy to decide if a lead is worth pursuing and worth your time.

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Stage Three: Nurturing Leads

Once you've qualified a lead, it's time to start nurturing them. The aim here is to build a relationship with the lead and turn them into a warm prospect that is ready to do business with you. Know. Like. Trust!

There are a number of ways to nurture leads, including

- ① Sending them properties that match their criteria
- ① Reaching out to them periodically with relevant information depending on where they found on your profile, business and or services
- ① Inviting them to open houses and events
- ① Adding them to your newsletter mailing list

The key here is to keep the lead engaged without being too pushy. Drip, nurture or sequence marketing campaigns make it easy to send automated emails and texts that are personalised for each lead so they feel like they are getting a tailored service.

Don't forget that it's common for it to take a number of communications before a lead is ready to buy, sell or rent or let, and by staying in touch you'll be top of their mind when they are ready to press go.

If you've got an office full of agents, you can also use IRE to create a sense of competition and keep everyone on their toes. The software's leaderboard feature lets you see who's generating the most leads and who's closing the most deals.

Stage Four: Converting Leads Into Clients

If you've followed the other steps, your leads will be warm and ready to buy or rent from you. All that remains is to seal the deal! This is all about presenting yourself as an expert in your field who they can trust and do business with and who has a great track record of property sales.

IRE's CRM features will help you keep track of your interactions with each lead so that you can easily see when they're ready to do business. It's also a great way to build trust by referring to old notes and keeping track of what's important to them.

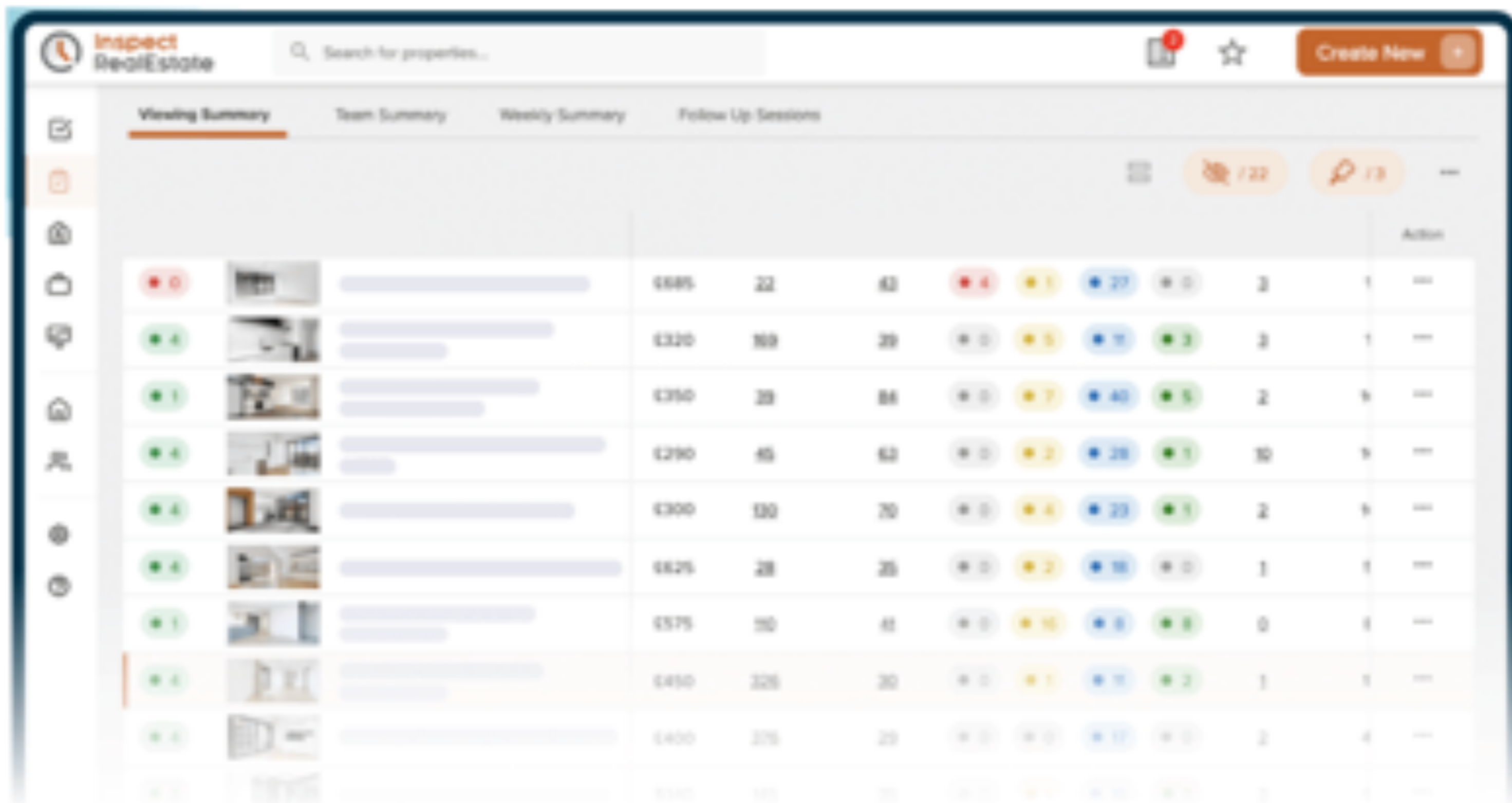
Steps that you can take to help get the deal over the line include

- ① Send pre-listing information over, and make sure the information sets you up for success and other agents for failure
- ① The listing kit MUST include a checklist of things each agent should be able to do to clearly showcase they are the best to let/sell the prospect's property (NOTE: this checklist highlights your USP which the others won't have, FYI, that's the IRE platform)
- ① The valuation - always be well dressed, punctual, never slate the competition, and ask lots of questions to better understand your potential client's specific needs and requirements
- ① Post valuation - keep in contact now in a more personal manner via phone mainly unless otherwise instructed, you've met them, you've built rapport, this is where the automation needs to take a back seat and allow your beautiful personality to win them over)
- ① Ask for the business, you get it - WINNING!
- ① If you don't, ask them why and if you have their approval to keep in touch with them should it not work out OR ask for the opportunity in the future

The final stage is to get the keys to the property and hand them over to the new owner or tenant. This is where your work as an estate agent really pays off!

With IRE, you can easily track properties through each stage of the sale or letting process so you have a clear overview of the stage each property is at and what needs to be done next.

IRE also allows you to add comments, photos and documents to each property so that you can keep all the relevant information in one place. A definite win in our book!



Property Image	Price	Days	Views	Rating	Follow Up	Other Metrics	Actions
	£685	22	43	4.5	27	2	1
	£220	50	20	4.5	7	2	1
	£250	20	84	4.5	40	2	5
	£280	45	63	4.5	20	10	5
	£300	130	70	4.5	23	2	5
	£625	28	25	4.5	10	1	1
	£575	50	41	4.5	10	0	1
	£450	125	30	4.5	11	1	1
	£400	25	25	4.5	17	2	4

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While lead generation is all about getting new business through to door, you need an effective system to respond to your customers (buyers/renters), follow them up, qualify them and all the other “grunt” work to rent and sell the properties right?!

This is because you often need to deal with multiple clients and properties at the same time which can quickly become overwhelming.

We've identified seven key steps in the enquiry management process which are:

🕒 Respond

When a lead comes in your need to be quick to respond. This builds trust and shows that you're attentive. Our branded enquiry management system delivers custom communications to your leads 24/7/365. Always be in form of other agents, you'll have booked them into your diary and shown them through before the other agent has even made contact!

🕒 Follow Up

Once you've responded, you need to continue the conversation. This can be done through IRE's automatic email and SMS follow-up system making sure you only deal with motivated qualified applicants instead of the tyre kickers which is costing your business money to deal with.

🕒 Qualify

All agencies have a different 'perfect lead'. By using IRE's powerful filtering system you can quickly identify which leads are worth your time and focus on these, even have bespoke questions for those corner cases where they want a unique type of tenant for their unique property

🕒 Schedule

IRE optimises your diary and allows qualified applicants to book into your viewing tours, delivering you with hot leads that are ready to go.

🕒 **Book**

With your leads scheduled in you need to keep up the comms with automated booking reminders to minimise no shows and a smart calendar that will refill cancellations for both applicants but also for your occupants.

🗨️ **Communicate**

Communication is key in this game so whether you're sending new instructions, offers or even if you're running late you can keep everyone on the same page with event-triggered messages.

Following these guidelines will help you to manage your enquiries effectively and ensure that you're making the most of your time by only speaking with qualified leads that align with your target persona and are in the market for your services.

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Features & Benefits

Enquiry management software often has many features given it's an essential tool for any estate agent looking to stay organised and efficient. With features like scheduling appointments and sharing information with colleagues, IRE's enquiry management software is the perfect solution.

You can easily manage and respond to multiple enquiries using automation at the same time while booking and communicating with clients to schedule appointments and confirm bookings. The key features we've built are:

- 🕒 Syncs With the Agents' Calendars
- 🗨️ Allows Prospective Tenants & Buyers To Book Viewings Directly
- 🎨 Incorporate Your Own Branding
- 🗨️ Complete Control Over The Platform's Automated Communications - your business your way!

From our work with other agents, we've found that automating tasks like these can save each of your agents up to 4 hours per day per Negotiator, freeing them up to work on more productive tasks that will bring in business.

“

With IRE, you don't have to worry about the quality of leads coming through because there's a huge selection of questions you can use to qualify them

Adam Farrell
Director, Sawyer & Co

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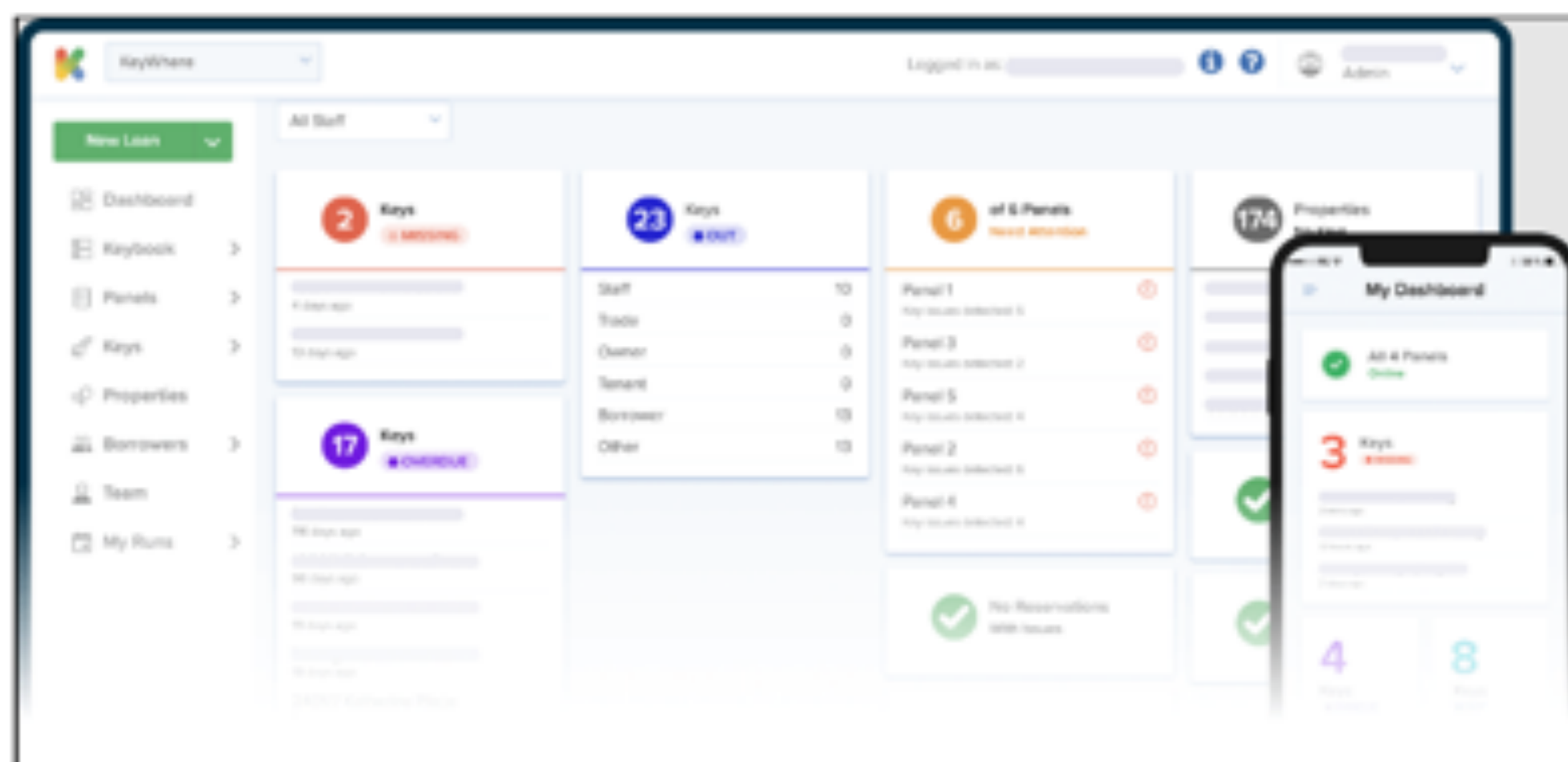
Client Communications & Tenancy Management

Tenants are the lifeblood of any rental business. That's why it's so important to have a good system in place for managing them.

Using estate agent software will give you all the tools you need to find and manage your tenants, from listing properties and taking applications to processing payments and maintaining records.

With an all-in-one solution, it's easy to stay on top of your tenants and you can quickly see who owes rent, when leases are up for renewal and which properties need repairs.

You can also use software like IRE to automate many of the tasks that come with managing tenants, such as sending reminder emails and texts about rent payments and maintenance issues. It's these manual tasks that take up your time and IRE is designed to help you win back that time by automating the process.



Key Management Software

Estate agency key management software is a must if you want to keep track of keys for multiple properties. It allows you to issue, return, and track keys easily and efficiently. That's why it's an integral feature in IRE along with some added features.

The Importance Of A Key Tracking System

Being organised is key (pun intended) to any successful business, but it is especially important for estate agents. This is because you are dealing with people's homes – one of their most valuable assets.

If you misplace a key or lose track of who has what, it can reflect badly on your business and damage your reputation.

A key management system helps you to avoid these problems by keeping track of keys and who has them. This way, you can always be sure that the right keys are with the right people at the right time.

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Types Of Key Management Systems

There are three main types of key management systems which are generally used by estate agents which are key cabinets that are used within their agency online key management software, and the written key log book, though

Key cabinets– these are physical key safes that you can physically access. These are often used by estate agents with an office location, as they are cheaper and provide basic key management functionality.

The benefits of key cabinets are that they're quick and easy to set up, and many offer a higher level of security than using a physical lock box on site. However, they are not suitable for companies that manage multiple key sets, with large portfolios and larger volumes of staff transacting in keys daily.

Online key management software – these systems allow you to manage your keys remotely via an online dashboard. They offer more security and accountability than physical key safes, making them a better option for larger, multi-site estate agents.

Key books are the more commonly used tracking method for agencies, along with the software method, but undoubtedly the worse for your client's assets security. Key numbers that are aligned with addresses, all that takes is someone to swoop the keys and the book and there is a nightmare that won't end!

Online key management software is popular with estate agents because it delivers many key benefits, such as improved control over keys, reduced administration costs, and increased efficiency, however, does not stop the one main offender of losing keys - your staff.

Within our own solution, we've taken a holistic view of key management and provided a complete solution. For example, we've built-in security features that alert you to unauthorised key removals and codeless key tags offer another level of security with only authorised users able to see property data.

Closing The Loop On The Key Management Process

Because key management is so important you need to close the loop on the key management process. What does this mean? It means identifying gaps (humans) in your key management process and using software to optimise how you work and reduce errors that cost time & money, and cause frustration.

This can be done in a number of ways:

- ⦿ Implementing clear communication about missing and borrowed keys, transfers, reminders and overdue
- ⦿ Using software with auto-check in so that when you hang the keys the key book is automatically updated
- ⦿ Being more efficient by allowing agents to reserve keys ahead of time so they are on the board when you need them
- ⦿ Improving your key organisation by using software that shows you where the key belongs to eliminate keys on wrong hooks.
- ⦿ Choosing software with features that staff MUST check out keys to find them to encourage the right behaviour around check-in and out processes

With the right key management software in place, you can close the loop on your key management process, making it more efficient and reducing the likelihood of errors.

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Choosing Key Management Software

When choosing a key management system for your letting & estate agency, it is important to consider both the features and the level of security provided.

Good systems should offer tracking and reporting functionality as well as high levels of security to ensure that your keys remain safe and accounted for at all times.

As you can see, we take key management seriously at IRE. Our software is designed to give you complete control over your keys, with codeless key tags, auto-check in/out and GPS location tracking.

We also offer a number of security features, such as unauthorised key removal alerts and real-time reporting, to help you close the loop on your key management process.

Reporting & Analytics

Reporting and analytics are essential for any business that wants to make data-driven decisions. It allows you to track your performance, identify areas for improvement and make informed decisions about your business.

As an estate agent, reporting and analytics software can help you to track your progress on marketing campaigns, understand your customer journey and measure the success of your staff, marketing and properties.

IRE's reporting and analytics software make it easy to track your progress and understand your data across a number of areas including

- ⦿ Top agents
- ⦿ Bookings made
- ⦿ Emails opened
- ⦿ Available properties
- ⦿ Number of tenants

Getting to grips with your data will transform your business. You'll know where to focus your efforts and how to improve your customer journey which are the essentials for running a successful agency.

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Creating A Perfect Landlord - Estate Agent Customer Relationship

Now we've looked at each of the features and benefits in more detail. Let's look at a real-world scenario where letting agency software can help even more. Sure, it keeps you streamlined, punctual and in profit but it also does wonders for the landlord-estate agent relationship. Here's why.

What's the most important thing to a landlord?

The answer is simple, their property.

What's the second most important thing to a landlord?

You guessed it, communication.

And that's where letting agency software comes in to create the perfect relationship between landlord and agent. It enables you to keep your landlords up-to-date with every element of their property journey quickly, easily and without error through regular automatic updates.

You can also use the software to schedule property visits, organise repairs and even track rental payments - giving your landlord complete peace of mind that their property is in safe hands.

In fact, the only thing better than using letting agency software to manage your landlord's property is using it to manage your own.

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Technical Questions About Letting Agency Software

In the next section, we will be discussing the technical elements of the software. This includes details on cloud-based software, comparisons between different software types and details on software maintenance.

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Cloud-Based Software vs Traditional Property Management Software

First off you might be wondering what cloud-based software is. Cloud-based software is simply software that you access via the internet instead of installing it onto your computer, in your office.

The two main benefits of cloud-based software is that it can be accessed from anywhere in the world with an internet connection, and it will always be safe and looked after with a server based company, that way your business is safe all the time. This is perfect for letting & estate agents who need to manage properties from different locations.

Another big advantage of cloud-based software is that it is usually much cheaper than traditional software. This is because you only pay for what you use and there are no upfront hardware costs.

Cloud-based software is also typically easier to use and more user-friendly than traditional software. This is because it is designed to be used via a web browser instead of installed on a computer, designed for the user and the customer's in mind.

IRE's lettings & estate agency software is cloud-based, meaning that it can be accessed from anywhere in the world with an internet connection.

Benefits of Using Cloud-Based Servers

There are many benefits of using cloud-based servers, which is why they have become increasingly popular in recent years. Here are some of the main benefits:

- ⦿ Cost-effective – You only pay for what you use and there are no upfront costs.
- ⦿ Flexible – You can scale up or down as your needs change.
- ⦿ Reliable – Cloud-based servers are more reliable than on-premise servers.
- ⦿ Secure – Cloud-based servers are more secure than on-premise servers.
- ⦿ Accessible – You can access your data from anywhere in the world with an internet connection.

If you're looking for a cost-effective, flexible and reliable lettings & property management solution, then cloud-based software is the perfect option for you.

On-Premise Software

On-premise software is installed on your computer and can only be accessed from that computer. This means that if you need to access your data from another location, you will need to install the software on that computer as well.

On-premise software is typically more expensive than cloud-based software because you need to pay for the initial installation and ongoing maintenance.

It can also be more difficult to use because it is installed on a computer instead of being accessed via a web browser.

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Pros & Cons Of On-Premise

Before we finish this section, it's important to compare the pros and cons of on-premise software so that you can make an informed decision about which type of software is right for you.

Pros:

- ⦿ You have full control over your data.
- ⦿ It can be customised to meet your specific needs.
- ⦿ It is typically more powerful than cloud-based software.

Cons:

- ⦿ It is more expensive than cloud-based software.
- ⦿ It is more difficult to use.
- ⦿ It can only be accessed from one location.
- ⦿ You need a dedicated IT team or professional.

Estate Agency Software Maintenance

When it comes to software maintenance it can feel like a minefield if you're not technically minded. Luckily, most software providers will offer some level of support and maintenance as part of their service.

However, it's important to understand what's included in your package and whether there are any additional costs. For example, some companies may charge for software updates while others will include them as part of the service.

It's also worth considering how easy it is to get in touch with the software provider if you have any problems. Some companies offer 24/7 support while others only offer office hours support.

As IRE is cloud-based software, all updates are included as part of the service at no additional cost to customers. We also offer 24/7 support so that you can always get in touch with us if you have any problems.

Letting Agent Software Comparisons

Hopefully, by now you have a good understanding of what estate agent software is, how it's used and how it can help grow your agency. While IRE is an all-in-one solution there are others on the market that offer paired-down features. In this section, we're going to review a few key differences that make IRE stand out.

Estate Agent CRM vs IRE's Complete Estate Agency Software

A stand-alone CRM system for estate agents will help you to keep track of your clients, properties, applications, viewings and offers. It's a great way to manage your office and data but it falls short when it comes to marketing your properties and generating new leads.

IRE's software includes a CRM system as well as everything you need to market your properties and keep track of leads, clients and landlords. For example, you can create and send quotes and proposals, collect customer management and feedback as well use marketing tools and analytics to keep in touch with your top clients.

This means that you can manage everything from lead generation to closing deals, and managing all tenancies all in one place.

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Agent CRM

All-in-one multichannel software
Easy to use and set up
Enables lead, client and tenant management
Create and send proposals and quotes
Cloud-based access anywhere

Regular CRM

Standalone system relying on other software
Complicated and time-consuming to implement
Only suitable for managing leads
Cheaper but fewer features
Not specifically build for estate agents



Benefits & Disadvantages Of An Integrated CRM

Not all clients will be ready to do a deal right away. A CRM allows you to track your interactions with a client and keep them updated on new listings that might be of interest to them. It also allows you to set reminders for follow-up calls or emails so that you can stay in touch with your clients and build relationships with them over time.

However, CRM systems can be expensive to set up and maintain. They can also be inflexible, which means that if you want to make changes to the way your business runs, you may have to change the way your CRM system is set up.

An integrated CRM system is an essential tool for any estate agent who wants to build a successful business. There are many benefits to using a CRM for your business. For example, a CRM system can help you to:

- ① Manage your contacts and deals
- ① Track your progress and performance
- ① Generate quotes and proposals
- ① Manage customer feedback
- ① Analyse your data

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Running software with an integrated CRM system will help you to manage your business more efficiently and close more deals and act as the 'one source of truth' for all data related to your business.

Additionally, trying to sync a CRM with another system can cause a lot of issues. This could be loss of data, duplication of data or just general inconsistency between the two systems.

When you use IRE, you don't need to worry about this because everything is integrated into one system. This means that you can be confident that your data is accurate and up-to-date. It also makes it much easier to use the software because you don't have to switch between different systems to find the information you need.

Disadvantages Of An Integrated CRM

The main disadvantage of an integrated CRM system is the cost. These systems can be expensive to set up and maintain and can sometimes require someone on-site that needs specific knowledge of the CRM, particularly if it's on-premise.

Another disadvantage of an integrated CRM system is that it can be inflexible. This means that if you want to make changes to the way your business runs, you may have to change the way your CRM system is set up. This can be time-consuming and expensive.

That being said, overall, the benefits of using an integrated CRM system for your business are likely to outweigh the disadvantages. These systems can save you time and money in the long run and help you to close more deals and build better relationships with your clients.



Property Management Software vs Estate Agent Software

Property management software and estate agent software are similar but there are key differences between the two.

Firstly, property management software is typically designed for larger businesses that manage multiple properties. On the other hand, estate agent software is generally used by smaller businesses that focus on individual properties and deals.

Secondly, property management software often includes features such as accounting and maintenance management. While these features are sometimes included in estate agent software, they are not the focus of the software. The focus of estate agent software is on generating leads, managing deals and marketing properties.

Lastly, estate agent software is generally much easier to use than property management software. This is because it is designed for smaller businesses that don't have the same level of resources as larger businesses.

All tools are different so it's essential to check the spec list of any software and compare it against competitors. Doing so should help you to understand what features are included as standard and which may come at an additional cost.

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Estate Agent Software vs Email Marketing Platform

Email marketing platforms are similar to estate agent software in that they both allow you to manage your contacts and send newsletters. However, there are some key differences between the two.

Stand-alone email marketing platforms are typically cheaper than estate agent software. This is because they don't include the same level of features and functionality. However, syncing an email marketing platform with another system, such as a CRM, can be time-consuming and difficult.

Estate agent software includes an email marketing platform that is integrated into the software. This makes it much easier to manage your contacts and send newsletters. It also means that you don't have to worry about syncing data between different systems.

Can Estate Agent Software Be Used By Landlords?

Estate agent software can be used by landlords, but it is important to note that not all features will be relevant. For example, features like rent tracking and maintenance schedules will only be useful if you manage multiple properties.

If you are a landlord who only manages one or two properties, then estate agent software with basic contact management and marketing tools will be sufficient. Typically IRE is used by agents with 10-100 properties on the books.



What Is The Best Agency Software for agents?

While there are many different types of software available for estate agents, the best software is the one that meets your specific needs.

For example, if you are looking for software that will help you to manage your properties and appointments, then you will need different software than if you are looking for software that will help you with lead generation and marketing.

The best way to find the right software for your business is to speak to other estate agents and do some research online. This will allow you to compare different features and pricing options so that you can find the software that is right for your business.

One of the key reasons to invest in software like this is to take your agency to the next level by streamlining and automating your processes.

IRE's letting & estate agency software is one of the best on the market today because it offers a complete suite of tools, features and automation to help you manage your properties, leads, and appointments. It is also very user-friendly and easy to use, so you'll be able to get the most out of it from the start.

For more info about our software and to get a £250 value consultation for free get in touch with our team today and we'll help you find new ways to optimise your processes, keep your agency happy and maximise your bottom line.

Pricing

Pricing is one of the most important factors to consider when choosing software for your business. You need to make sure that the software is within your budget and that it offers good value for money.

The price of software can vary depending on the features and tools that are included. For example, basic contact management software may be cheaper than full-fledged estate agent software.

At IRE our pricing is clear and simple, unique service requires unique solutions, not two agencies are the same, and no two IRE clients ever have the same set-up, features or benefits are enabled.

Reviews Of IRE Software For Estate Agents

With over 15,000 satisfied users, 110m enquiries and 3500+ agencies using it, IRE's estate agent software is widely considered to be one of the best in the industry.

In particular, reviewers love the intuitive user interface and comprehensive set of features that help them to manage their business more effectively.

“

We have been using Inspect Real Estate in our property management department for over 5 years now and I don't know how we would manage without the software. We use ROL for managing our viewings, the applications program, Key Tracker and IRE BDM are amazing for managing our leads to listings. We would be lost without it!

Martina Berry

“

We have worked with IRE for the past 8 years and have had nothing short of a positive experience with them. The staff are wonderful and the software is effective, efficient and easy to use. When there is a glitch - very rarely, it is normally resolved by the time you refresh the page. Very happy with all the work that they do.

Daniela Nelson

“

IRE is one of the only RealEstate/Property Management software companies that actively develop their product and are constantly adding new useful features. I would 100% recommend them to anyone in Property Management!

Luke Atkins



Estate Agent Software FAQ

Hopefully, our ultimate guide to software for estate agents has answered some of your questions about different types of software and what they can offer. But if you still have any other questions or need more information, here are some helpful FAQs about estate agent software.

What software do estate agents use?

Depending on the size and geography estate agents will use different types of software. For example, larger estate agents may choose to use property management software with features like maintenance scheduling and rent tracking, while smaller businesses may opt for a more basic CRM system with contact management tools.

How much does estate agent software cost?

Estate agent property software can vary in price but most companies offering property management software will have a flexible software package to suit the needs of different businesses. The price will also depend on the features and tools you need as well as the size of your business.

Is estate agent software easy to use?

Yes, most estate agent software is designed to be user-friendly and easy to use. This means that you'll be able to get the most out of the software from the start, without having to spend time learning how to use it.

Estate agent vs letting agent software

Estate and letting agents have different needs when it comes to the software they use in their day-to-day. Letting agents need software that is focused on tenancy management, while estate agents with a larger property portfolio needs software that helps them to manage properties, deals, and appointments.

[Book a consultation call with our software integration specialists](#)



Visit this QR code to book a consultation.

Do I need software to run an estate agent?

Technically, no. But in practice, it will make your life a lot easier. Software for estate agents helps you to manage your business more effectively by keeping track of your properties, clients, and appointments. It can also automate tasks like lead generation and marketing so that you can focus on growing your business.

If you're looking for estate agent software, the best place to start is by speaking to other estate agents in your area and doing some research online. This will allow you to compare different features and pricing options so that you can find the software that is right for your business.

Does your letting agent software include accounting features?

No, IRE does not offer accounting features in our software package. However, we do integrate with a number of third-party accounting software programs that can be used to manage your finances.

[Find out how we can grow your business with property technology](#)

