ESTATE AGENCY LAUNCH PROGRAMME · CHOOSE YOUR AGENCY CRM

CRM scorecard

Score the real UK CRMs against your size, then get a live quote for the one that fits.

01 Start with your size

The right CRM is the one that fits a solo start, not the one with the longest feature list.

How many branches and users on day one?

Per-branch pricing suits one office; per-user suits a tiny team that will grow.

Sales only, or lettings too?

Lettings needs rent and arrears, compliance dates and deposits built in.

What is your monthly software budget?

Set it before the demos so a slick pitch cannot talk you past it.

02 What each column means

Score every CRM you shortlist against these four. Fill them from a live quote, not a website price.

Price model

Per branch or per user? Get the real monthly figure they will quote you.

Portal feeds included

Which portals are in the price, and which cost extra?

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Lettings support

Rent, arrears, compliance-date tracking and deposits, or sales only?

Contract terms

Length, notice period, and what data you can export if you leave.

03 Alto

Houseful-owned, feeds Zoopla well. Roughly £149/mo per branch. Indicative, so confirm it on a demo.

Price model

Portal feeds included

Lettings support

Contract terms

04 Street.co.uk

Modern, unlimited users. Around £350/mo per branch. Indicative, so confirm it on a demo.

Price model

Portal feeds included

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Contract terms

05 agentOS

From around £130/mo. Indicative, so confirm it on a demo.

Price model

Portal feeds included

Lettings support

Contract terms

06 Jupix

Roughly £60–£100 per user per month. Indicative, so confirm it on a demo.

Price model

Portal feeds included

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Contract terms

07 Reapit

Enterprise and quote-only, typically £150–£300 per user per month. Usually more than a solo start needs.

Price model

Portal feeds included

Lettings support

Contract terms

08 Another system on your shortlist

Rex, Vebra, Expert Agent and Dezrez are all worth a demo. Score whichever you try here.

Which system, and price model?

Portal feeds included

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Contract terms

09 Your decision

One choice, made against your size and a real quote.

Which CRM did you pick, and why?

What monthly figure were you actually quoted?

The live quote, not the headline price.

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