ESTATE AGENCY LAUNCH PROGRAMME · ADD THE SUPPORTING TOOLS

Lean tool stack for month one

The minimum set to trade with now, what to add later, and rough monthly costs for each.

01 Month one: the tools you actually need

Enough to take an instruction, market it, and stay compliant. All costs are rough, so get a live quote.

- [ ] Agency CRM with portal feeds, from around £60–£350/mo depending on the system.
- [ ] Business email and domain on Workspace or 365, around £5–£12/user/mo plus £10–£20/yr for the domain.
- [ ] Digital ID and AML checks for CDD, a few pounds per check or a small monthly plan.
- [ ] E-signature for agreements and terms, roughly £10–£30/mo.
- [ ] Accounting or bookkeeping, from around £100/mo with an accountant or £10–£30/mo for software.
- [ ] Portal accounts for Rightmove, Zoopla and OnTheMarket: your biggest line, quoted in Module 7.

02 Add later, when a real bottleneck shows

Every one of these earns its place only when a job is being done by hand and starting to hurt.

- [ ] Mailout tool for your database, around £10–£30/mo with free tiers to start on.
- [ ] Call handling or answering service, roughly £50–£150/mo, so no valuation lead rings out.
- [ ] Client accounting software, added when you take on managed lettings.
- [ ] Review and reputation tool, once you have sales to ask for feedback on.
- [ ] Social scheduling tool, once you are posting often enough to batch it.

03 Keep the stack lean

- [ ] Add a tool only when a real task is being done by hand and slowing you down.
- [ ] Prefer tools that plug into your CRM over standalone ones that do not.
- [ ] Check for overlap, since your CRM may already do mailouts or e-sign.

PREFER THIS DONE FOR YOU?

Want your tools wired together so they talk to each other?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us

- [ ] Review every subscription each quarter and cut what you never open.
- [ ] Treat every price above as indicative, and get a live quote before you commit.

PREFER THIS DONE FOR YOU?

Want your tools wired together so they talk to each other?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us