

Capture more data than ever before

Bathurst Real Estate

Bathurst Real Estate started (under a different name) all the way back in 1975. They've since cemented themselves as a staple in the 40,000-strong Bathurst community - selling around 280 properties a year, and managing over 850 residences.

As an independent agency, it's up to owner and principal Michael Whittaker to make all the technological decisions. So when his old database provider suddenly closed operations in 2012, Michael had little time to choose a whole new system to run his office.

On to bigger and better things

Having just had the rug unceremoniously pulled out from beneath him, Michael knew he wanted a CRM provider he could trust was in it for the long haul.

Most importantly, he wanted to improve the amount of data Bathurst Real Estate agents were capturing. Their previous CRM didn't inspire a whole lot of engagement - and that meant lost prospects and poor oversight for management.

A tool your agents actually *want* to use

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"The ease of use of Rex means our agents are far more likely to input the data they receive. When people understand what's going on with the system it makes their - and my - life significantly easier," says Michael. "Now with Pocket they can even do it out on the go, which is another real plus."

But it goes well beyond data entry and access...


The more you use Rex, the more real estate you sell



I've noticed that the agents that write the biggest figures are the ones spending the time to keep Rex in order. They realise that by investing time into Rex, they're actually freeing themselves up for more important tasks.

Michael Whittaker
Principal of Bathurst Real Estate

Now that's a lightbulb moment!



Overview


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[Website](#)

Founded	Size
1975	5-10 employees

Location

102 William St, Bathurst NSW 2795



Key features

- Help, support & training
- Mobile app
- Performance reports