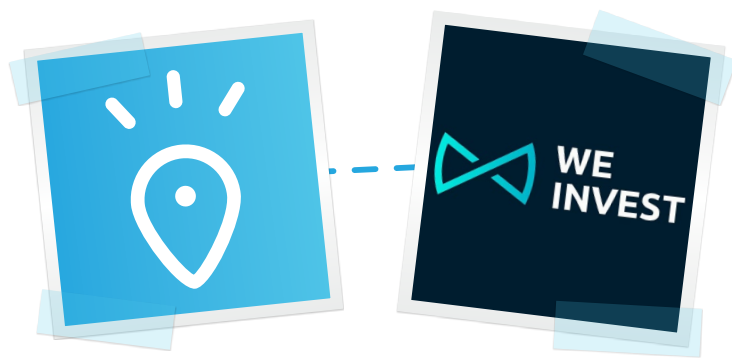


The next generation agency

- powered by SweepBright -



Case Study: We Invest

Your customers have changed.
Has your real estate agency ?



We Invest is a newcomer amongst the Belgian's capital RE agencies.

During the past 6 months, its team almost doubled in size to more than **40 highly talented** and successful agents, its revenue exploded and their brand is recognised all over the city.

By leveraging technology and social media, We Invest is writing a unique success story, illustrating the rise of the next generation agencies using modern tools such as SweepBright and social media to boost their business.

4 Must know facts about We Invest



recently sold **22 properties**
in just **1 week**



adds **30 listings**
a month to its inventory



on average, an agent
sells a property in just
5 weeks



customer satisfaction is spectacularly higher
than your typical real estate agency, with
90% of clients
strongly recommending We Invest



Introduction

Visionary agencies are filling the gap between new generation customer expectations and the service that conventional actors have been providing.

“leveraging technology to create extraordinary customer experiences”

Compass in the US, Purple Bricks in the UK, Proprioo in France, We Invest in Belgium are just a few of these “next generation agencies” taking the market by storm.

We Invest was created by Jonathan Pham and Gabrielle Amandt in 2014. Jonathan and Gabrielle didn't have a lot of experience as agents but saw and understood that a new generation of customers were starting to shape the housing market and therefore decided to set-up an agency tailored to this audience and positioned it by offering a customer experience that exceeded the conventional offering, tapping into new technologies and social media.

SweepBright is the technological backbone boosting We Invests' productivity



Jonathan realised as the agency grew that the available software failed in various ways. He needed to attract additional top talent agents and reduce inefficiencies in the sales journey of his staff so that they could focus on what they were good at while keeping client satisfaction extremely high.

“reducing inefficiencies, boosting productivity and going mobile”

Creating a new listing was a tedious task taking a couple of hours or even days, all from behind a desktop. Sharing it on social media (one of the key channels We Invest excels in) was not automated. Adding feedback for visits, phone calls, messages was also something that

wasn't easy to do and much information was lost in the process....

With SweepBright, We Invest found the only available platform with a mobile-first approach and state of the art tech for the agency.

SweepBright enabled We Invest to dramatically reduce redundant data input during listings intake. It also provided the agents with a way to stay on the move. The mobile app gives them access to the We Invests' listings data and lets them exchange with their leads and publish or match a listing without the need to go back to the office.

We Invest agents are thus completely mobile and come to the main office for training and for the in-house juridical experts and other support services that We

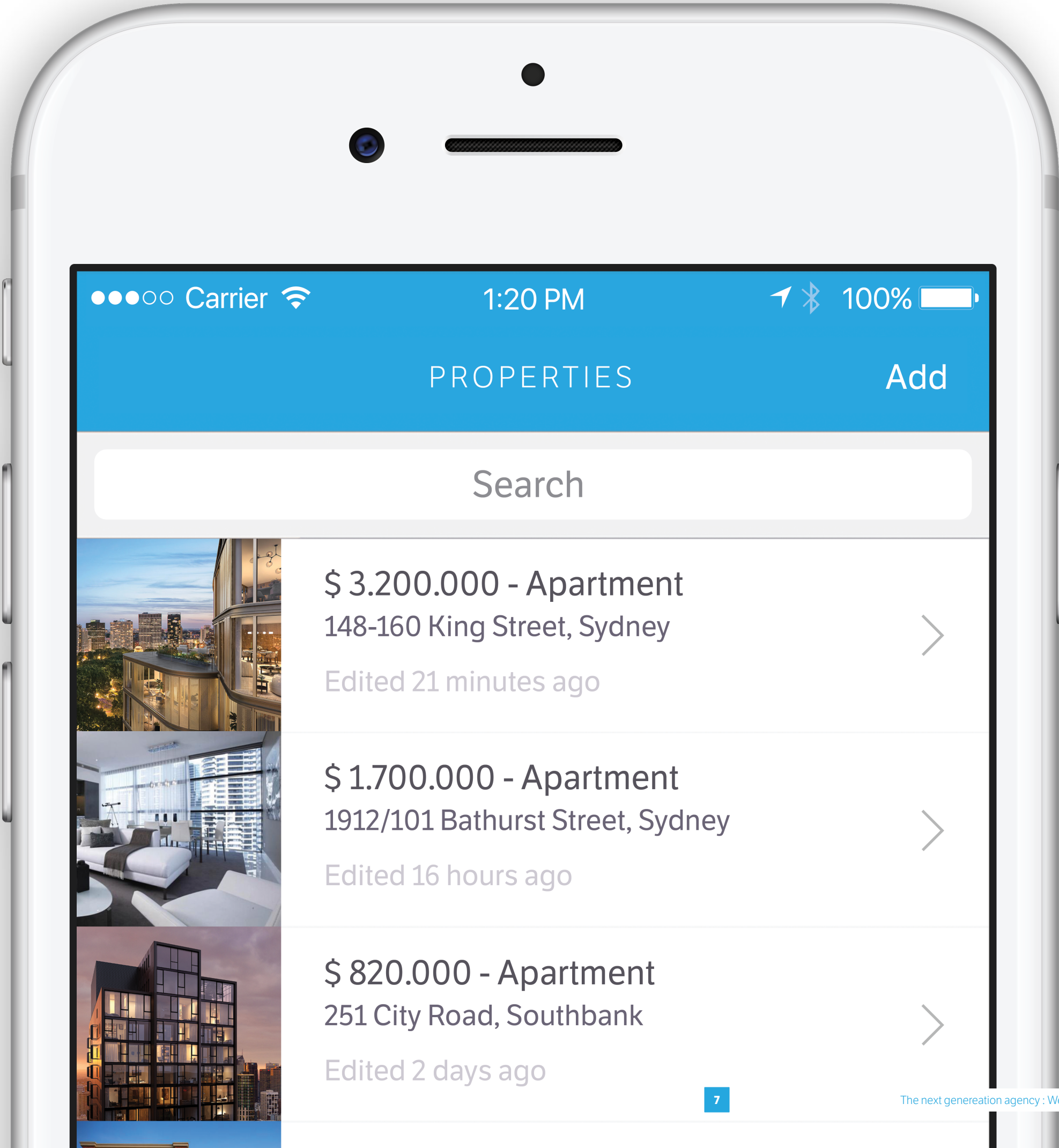
Invest provides them. Keeping in touch with vendors and leads is a human process that requires the agents to be out and about. Something SweepBright greatly boosted at We Invest. We Invest agents are now truly able to have their “office” in their pocket... always on the go !

“I am really amazed at the way other agencies work when I compare it with the We Invest way. Together with the mobile aspect of SweepBright’s platform, I can make 2 to 3 time more visits per week than ever before and therefore, close more deals”.
Olivier Connan - Real Estate Agent @ We Invest



Finally, SweepBright being an open system at its core, We Invest paired it via Zapier with various other apps to automate invoicing, scheduling and many other aspects of their business!

*“It was extremely easy to create **automated workflows** by pairing SweepBright with some other great apps. For example, when a property status change is made by any of our agents (sold or rented), there’s a chain of automated actions being initiated (such as generating an invoice, sending a text message, etc.). This automation is something that would have cost us a lot of time and money to set up with any other platform. This is one of my favourite aspects of SweepBright; it’s a completely open platform which is easy to link with 1000s of other apps out there. If there’s something new that I’d like to try out tomorrow, no need to invest in integration costs.”*
Elliott Cuvelier - IT Manager @ We Invest



HOW WE INVEST KEEPS ATTRACT'

How We Invest keeps attracting the best talents

Today, the team is growing and includes some of the capitals' best agents, surrounded by a marketing and legal team that provides them with unparalleled service.

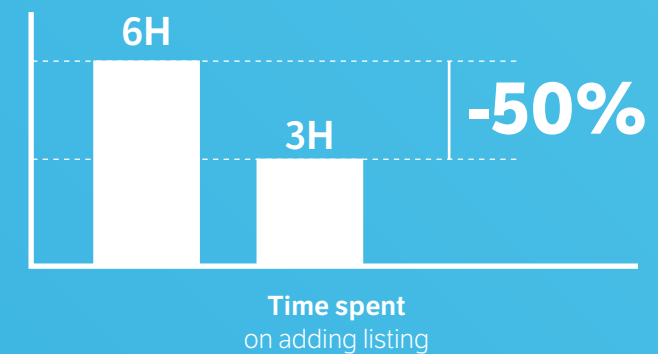
We Invest's team attracts the best talents and helps them achieve unparalleled results. SweepBright is an integral part of that success. It gives We Invest's team both in the field and in the back-office a friendly interface and an easy-to-use platform that is as robust as it is flexible to work with.

"for decades people have been trying to solve problems for buyers, for sellers, for renters, for developers, for investors—and no one has gone out to empower and improve the experience of the real estate agent. SweepBright and We Invest do !"

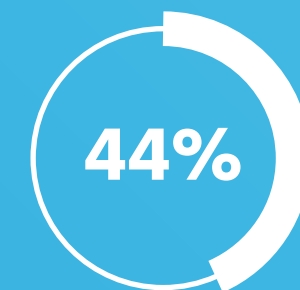
- Gabrielle Amandt -



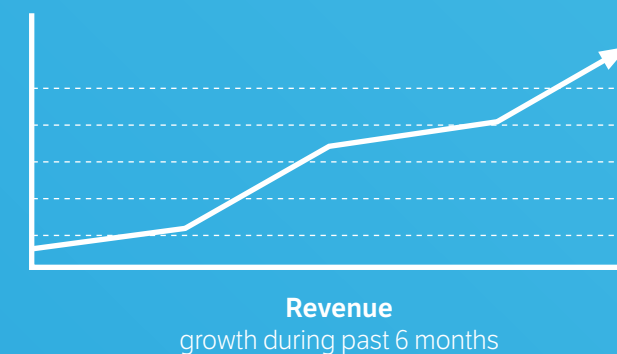
Facts & figures



The processing of a new listing went from **6 hours** per listing to **3 hours**. With almost **10 new listings per week**, this meant agents were able to free up a lot of time to focus on their customers.



Automation: using SweepBright with Zapier, We Invest is capable of automating dozens of processes that would have taken one or more full-time jobs to do manually. In today's context, **44% of companies** using automation see a **return on investment in less than 3 months**.



We invest has improved their lead follow-up by using SweepBright's interaction tracking and saw a **massive increase in revenue over the last 6 months**.

The SweepBright story

SweepBright started in early 2016 as an idea sketched on a piece of paper. Today it is operating out of offices in Antwerp, Belgium and New York, NY. In Europe, Australia and the Middle East - some of the most advanced agencies have already adopted SweepBright.

SweepBright empowers real estate agencies to deliver exceptional customer experiences and become significantly more efficient.

The app's features save valuable time and costs by reducing manual data input and by making the entire sales journey manageable on the go. SweepBright has been designed from the onset with a mobile usage in mind and integrates seamlessly with third-party applications. This enables agencies large or small to

transform their sales flow into a fully digital journey and to deliver exceptional customer experiences.

Creating a new listing takes a few minutes instead of hours. Publishing it to multiple advertising channels can be done with the push of single button while still on location. Matching leads and properties is smart and instantaneous which reduces spamming and results in higher conversion rates. Tracking calls, emails or messages and associating them to a listing or lead occurs automatically.

**In short, SweepBright is
“One App to Run Your Agency”!**



**Is your company similar to this case?
Don't hesitate to get in touch with Ygal.**



✉ ygal@sweepbright.com

SWEEP BRIGHT™

One App To Run Your Agency

Your customers have changed. Has your real estate agency?

Mobile Intake

Create a new listing on location in just a few swipes directly from your phone and save valuable time. There's no need to add information multiple times.

Matching

With SweepBright, property listings and leads are easily matched. As a result, you can get in touch without any delay or brag about leads you already have while you are still visiting that property.

Your Agency Website

SweepBright comes with your own responsive agency website and it's actually live when you publish your first listing!

Lead Management

Your contacts are always up to date with SweepBright's powerful yet simple to use CRM. Follow up on your leads and interact with buyers and sellers while on the move!

Visits & Open Homes

SweepBright allows you to schedule visits or viewings. Visit requests are registered and your leads are notified with an email containing all the useful details.

www.sweepbright.com

Carrier

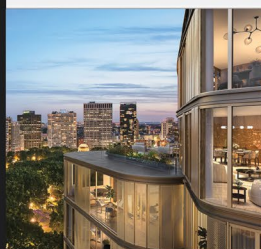
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100%

PROPERTIES

Add

Search



\$ 3.200.000 - Apartment
148-160 King Street, Sydney

Edited 21 minutes ago



\$ 1.700.000 - Apartment
1912/101 Bathurst Street, Sydney

Edited 16 hours ago



\$ 820.000 - Apartment
251 City Road, Southbank

Edited 2 days ago



\$ 2.300.000 - House
42 Mckean Street, Fitzroy North, Vic 3068

Edited 3 days ago



\$ 4.600.000 - Apartment

FEATURED IN



inman

COMPUTABLE

