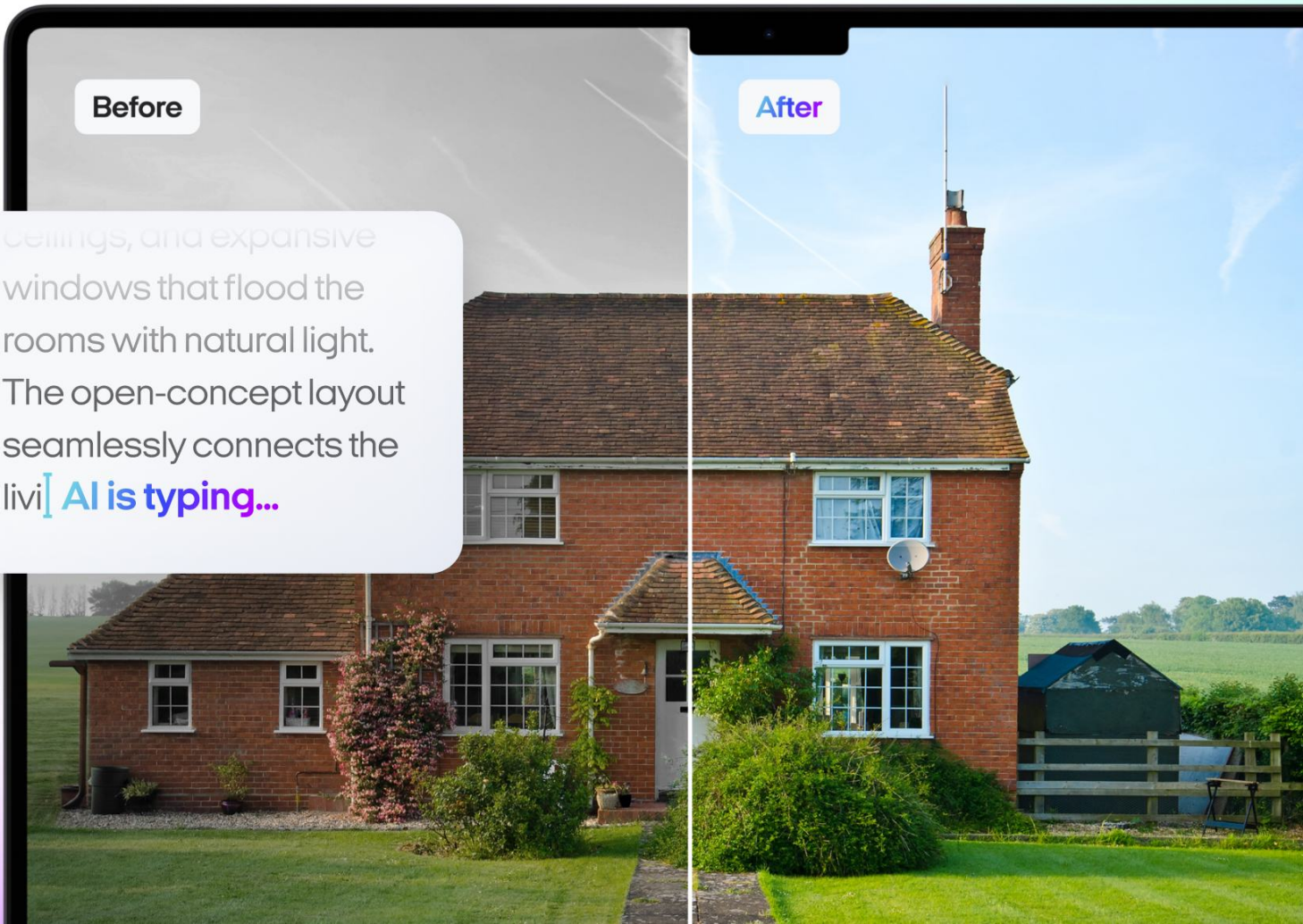# STREET.co.uk

Reclaiming your week with AI.

A practical guide for estate agents.

Before

After

cellings, and expansive windows that flood the rooms with natural light. The open-concept layout seamlessly connects the livi| AI is typing...

Why should you care about AI?

Currently, agents not embracing AI are losing anything from hours to days of their working week to manual busywork. Writing property descriptions, editing photos, drafting emails to clients, fielding tenant maintenance requests – it all adds up.

You might not be feeling the pinch yet. But, with operational costs spiralling, if your processes are built on manual work, just growing as an agency will place significant pressure on your profit margins. Put simply, if you'll need to hire more staff to acquire new instructions, this may not be sustainable. To truly scale, you need to **build efficiencies into your operations early.**

But here's the biggest reason you should care about AI at your agency:

> Your competitor cares about AI.

That's why smart agents are already future-proofing their businesses with AI, to be able to scale effectively alongside growing operational costs, and an increasing compliance burden.
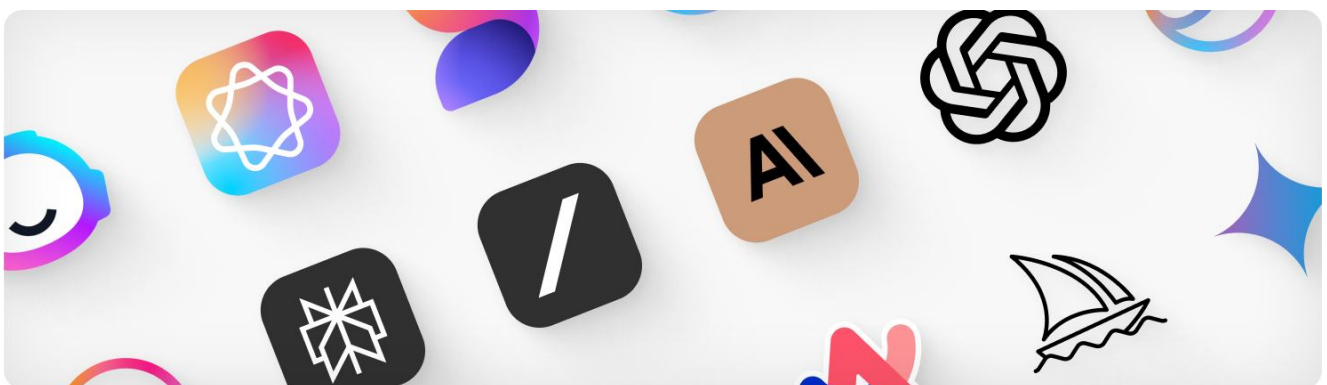
🔍 Did you know?

At Street.co.uk, we found that agents who used AI to automate where possible won back over 24,708 hours (the equivalent of 2 years 10 months) to invest back into the relationship-building work that will set them apart from their competitors.

24,708		**2** **10**
hours	or	Years + Months

How can estate agents stay ahead of the curve?

AI adoption is already outstripping smartphone adoption within its first 4 years, so if your agency's processes are still 100% manual, you're already behind.

So, what actions can you take to not only keep up with other agencies, but to continue to beat out your competitors in the future?

Your first option:

Start innovating and experimenting with AI yourself.

Play around with the AI tools already on the market, like Chat GPT, and learn how to get the most out of them for your business.

Don't be scared to adopt new processes, and allow AI to do things you previously thought only a human should.

This approach does have its setbacks, as it requires staff training, tools may not be optimised for the property industry, and your data is likely to spread across multiple AI tools and will need to be re-input into your CRM, meaning you might not get the full benefit of AI's efficiency.

This brings us to option two:

Partnering with a CRM that can innovate for you.

This comes with a few benefits. The main one is that, by partnering with a forward-thinking CRM, they will stay on top of upcoming regulations and compliance, as well as emerging technologies, on your behalf. This means you can focus on growing your agency, knowing you're keeping up with cutting-edge AI technology as it becomes available.

Another important benefit to partnering with a CRM is that they should have already adapted AI tools to fit specific industry use-cases. For example, Street AI's Property Description Generator offers the time-saving benefits of tools like ChatGPT, but is tailored exclusively to the UK property industry, so there's no risk of brand-damaging, inaccurate US terminology being used.

Working with a dedicated CRM also means that AI becomes embedded in your agency's operations, without any extra workload to set up. This means AI can get to work behind the scenes, speeding up busywork like summarising viewing feedback, drafting client emails, writing property descriptions and triaging tenant maintenance requests – and you won't have to worry about keeping track of multiple platforms.
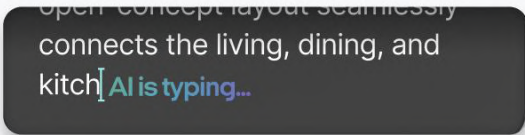
So, what is AI?

According to IBM, AI (Artificial Intelligence) refers to any technology that allows computers and machines to simulate "human intelligence and problem-solving capabilities". If this seems broad, that's because it is.

Really, AI is a catch-all term – and there are a whole host of different technologies currently out there that fall under this umbrella.
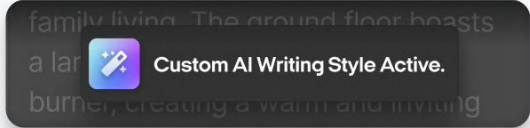
LLMs (Large Language Models) and Generative AI.

This is what you're most likely to have used so far. Examples include Chat GPT, Google Gemini and chatbots.

open-concept layout seamlessly connects the living, dining, and kitch| AI is typing...

Natural Language Processing.

Designed to understand and generate human language, including virtual assistant tools and language translation.

family living. The ground floor boasts a lar | Custom AI Writing Style Active.
burner, creating a warm and inviting

Predictive Models.

These are the models that predict what product you're most likely to buy next on Amazon, or which credit card transactions are most likely to be fraudulent.

Stable Diffusion.

This type of AI creates totally novel images from text prompts. You might have seen this in use within Adobe Photoshop, or within the viral image creator, DALL·E.

You'll likely have heard that 'AI is revolutionising the property industry', or that 'AI will be a game-changer for estate agents'.

You're less likely to have heard how AI will affect your agency's everyday operations (in other words, why you should care).

In this guide, we'll drill into these different types of AI, how they can impact your agency's productivity – and your bottom line – and how these can be applied day-to-day. Let's get started.

> # 'AI is the single biggest time saver that Street has provided us with.'
>
> **— Henry Adams, Estate Agent**

Large Language Models (LLM) and Generative AI.

Write compelling property descriptions with AI.

📊 How does it boost productivity?

Writing unique, captivating property descriptions for every new listing can quickly add up. Based on current data, this sets agents back **hours per week** – so automating this with AI means agents can win significant time back.

🔍 What does this look like day-to-day?

Using an LLM or Generative AI tool to write a property description can take this process down to minutes (or even seconds, with an industry-specific tool). This can be as simple as inputting a property's features, choosing the ideal length of the listing and your agency's preferred tone of voice, then letting AI draft tailored content for you to upload to portals.

⚠️ Things to consider.

There are a lot of LLM/Generative AI tools already available, such as Chat GPT, but these aren't all primed to use for property descriptions. Chat GPT, for example, requires detailed knowledge of how to effectively use 'prompts', and can take some time to master before producing useable content.

Agents should also consider whether a tool is trained to understand the UK property industry, to avoid any misplaced Americanisms or incorrect terminology.

Write professional, on-brand client emails with AI.

How does it boost productivity?

Going back and forth with clients and making sure all communications are professional and mistake-free is no simple task. Recent research suggests communication and relationship management tasks, like speaking to landlords or vendors, take agents an average combined **22.8 hours per week**. With help from AI, these tasks can now take just minutes.

What does this look like day-to-day?

There are now LLM/Generative AI tools that can write client emails based on a single prompt, from within your CRM. So, if you're drafting an email and don't have the time to perfect it, you can let AI write the rest, in just a few clicks. Some, more sophisticated, AI tools will let you select your preferred tone of voice, too – whether this is more casual, or professional.

Things to consider.

Some AI tools have come under criticism for sounding too alike, and in a competitive industry like estate agency, differentiating your business from the rest is crucial.

Agents should be wary of out-of-the-box solutions like ChatGPT that can churn out similar content, and look for AI solutions that allow customised writing styles. Leading tools now offer the ability to train AI by inputting your favourite emails or property descriptions, so that you don't have to sacrifice your brand identity for efficiency.

'After discovering the new AI description generator I added 9 or 10 key points about the property & local area. The property I'm marketing is on a new build site and the builder has added quite complex technology which I was dreading typing up. Within 5 minutes I had a professional description which just needed minor tweaks. This saved me over an hour of typing. This is an absolute game changer for me!'

— Kate Robson, Estate Agent

Natural Language Processing.

AI-enhanced listing performance reporting.

### How does it boost productivity?

Listing performance reporting (or customer/vendor care reporting) is a great way to demonstrate the value you're providing for vendors or landlords by providing feedback on viewings, pricing, and general marketing stats. This, however, can be incredibly time-consuming, with agents spending hours gathering portal data and feedback from emails or phone calls, as well as then distributing this to clients.

What does this look like day-to-day?

Natural Language Processing AI tools have now been adapted to automate at least some of this process by analysing sentiment around pricing and viewing feedback, so you can quickly and clearly advise clients on steps to take to get their property tenanted or sold faster.

AI can also help with distribution, by generating email body and subject line copy ready for you to send out to clients.
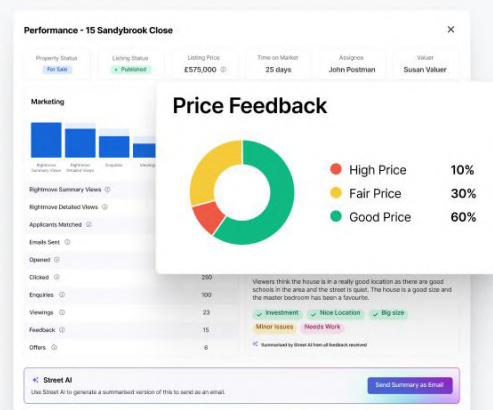
⚠ Things to consider.

While Natural Language Processing AI is helpful for gathering and summarising data for listing performance reports, where agents should make sure they're adding value is by providing their own recommendation on pricing, staging etc., based on their expertise. By backing up their recommendation with AI-driven data, agents can really set themselves apart from the competition here.

Delight tenants and landlords with AI property maintenance.

How does it boost productivity?

Using Natural Language Processing in property maintenance can free up a huge amount of agent time. Natural Language Processing tools can allow tenants to input their maintenance issue themselves, and then provide accurate, clear next steps based on the details the tenant provided. By facilitating a 'self-serve' model for tenant maintenance, Natural Language Processing has the potential to **reduce inbound requests by 20%, and increase first-time fixes**.

### What does this look like day-to-day?

Many property managers find themselves regularly dealing with the same maintenance requests – reports of damp, mould or a blocked sink, for example. Whereas, previously, the property manager would have to take the time to go back to tenants and explain that this can be fixed by them, AI can now automatically intercept these requests as they come in, giving the tenants the information they need to resolve their issue without having to contact their letting agent.

Things to consider

Of course, some issues are genuine emergencies, and require a quick, human response. Agents should make sure that, if they're using an AI tool to triage maintenance requests, that there is a process in place to provide urgent help and prioritise tenant safety when needed.

For example, if a tenant using Street.co.uk reports an issue with a clogged sink, Street AI will read and understand the details provided and give the tenant simple steps to resolve the issue themselves. If there's a more urgent issue, like a gas emergency, AI will flag this and put them through to their agent, or an appropriate out-of-hours contact.
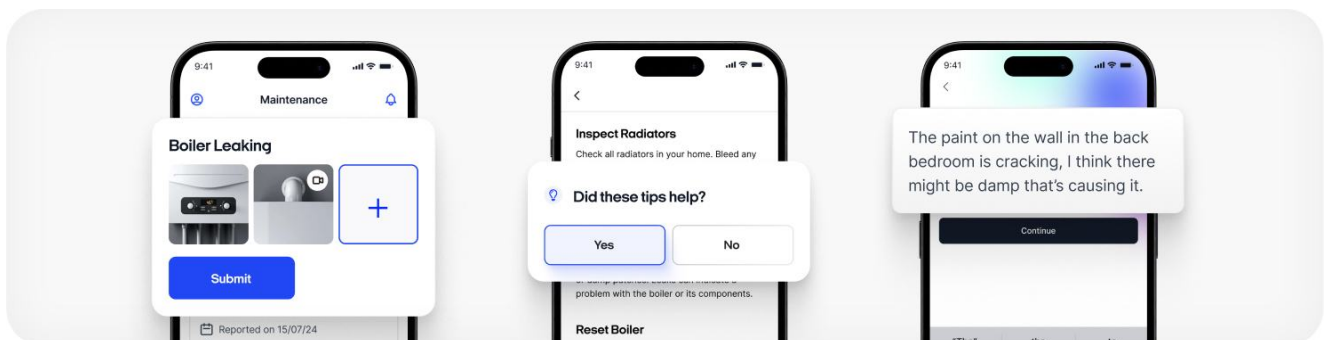
Predictive Models.

Meet Material Information guidelines with predictive Property Information Questionnaires.

📊 How does it boost productivity?

Following the National Trading Standards Guidance for Estate & Lettings Agents (NTSELAT)'s Material Information guidance, agents are now required to provide the information about a property laid out in Part A, B and C within their listings. Gathering this information can take between hours and weeks, however, and involve frustrating back-and-forth between agents and the vendor to track down the necessary information.

🔍 What does this look like day-to-day?

Predictive AI models are now in use within more modern CRMs as part of their Property Information Questionnaire workflows. For example, Street.co.uk uses data from our sister company, Spectre Insights, to pre-fill fields in a vendor's Property Information Questionnaire, streamlining the process for them significantly and meaning agents can get compliant listings live quicker.

⚠️ Things to consider.

While this process can be made significantly more efficient by AI, there may be details about a property that only a homeowner would know, that could still need to be completed manually.

Agents should make sure that all parts of the questionnaire have been completed correctly before a listing goes live with this information.

Stable diffusion.

Enhance property photos with AI.

📊 How does it boost productivity?

Currently, if you don't have access to high-end equipment or professional photography, editing poor angles or bad lighting can take hours of in-house employees' time, or mean outsourcing to a professional at cost. Using Stable Diffusion AI to give photos a professional finish means you can get listings up faster and have a better chance of securing online viewings, without losing time or resources to manual editing.

🔍 What does this look like day-to-day?

Quality AI image enhancement tools can brighten up photos to help capture attention, instantly fix poor angles, and even allow you to choose cloud coverage based on your preferences.

⚠️ Things to consider.

While AI image enhancement can help create more polished final products, it's important to note that these tools are not a substitute for high-quality photography. It's still crucial for estate agents to ensure that the original photos are of good quality and that the property is presented in the best possible light. Additionally, estate agents should ensure that the enhanced images accurately represent the property and do not mislead potential buyers or tenants.
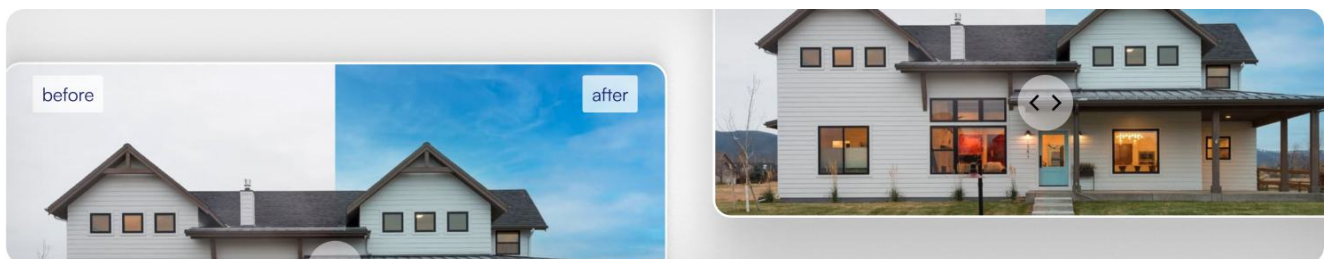
So, what's next?

We've shown you what's out there already – but what's coming next?

AI will become more sophisticated.

Unsurprisingly, it looks like AI is set to become even more advanced within the next few years. Whereas now Large Language Models do require some supervision, within a couple of years LLMs could be handling the bulk of your customer communication, pre-writing emails without supervision and automatically handling 24 hour web chat functionality.

This area has been one of our big bets at Street.co.uk for over 5 years now. We have a fantastic data team with in-house machine learning engineers who have some very exciting developments to continue to bring to our industry. Our message to you is – make sure you're choosing tech partners who are going to bring you these innovations first.

Data will drive agent decision-making.

As AI becomes more sophisticated and valuable data becomes more widely accessible in the next few years, agents will be able to use it to make more informed decisions around marketing and strategy.

Predictive AI models (similar to the ones we covered earlier in this guide), will help agents better understand market trends and buyer behaviour, meaning marketing campaigns become more cost-effective, targeted, and ultimately generate more instructions.

⚠️ **Tech efficiencies and outsourcing will mean instructions grow – but staff numbers fall.**

Based on our own research, we estimate that the efficiencies brought on by AI will lead to at least 50% less staff in branches.

We've already seen this in action: when a business starts using Street.co.uk to automate its processes, they typically employ over 10% fewer heads per property sold, but have a larger market share than pre-Street.

Over the next few years, as technology, automation and AI mature, the number of people in agencies will reduce and the people that remain will be back doing those high value, human activities of building relationships, negotiating sales and guiding their clients through that stressful process.

AI is set to absorb your agency's day-to-day, manual operations, leaving you with more available resource to scale, and compete – as well as the quality of data to do so quickly.

In summary, to avoid getting left behind as technology advances, and make sure you're one of the agencies at the forefront, it's key to make sure you're either investing in AI yourself, or working with an innovative, forward-thinking CRM who will do it for you.

Customise Street AI

✉️

Email Style

Train Street AI to write emails in your style, tone of voice and structure.

Get Started

🏠

Property Description Style

Train Street AI to write descriptions in your style, tone of voice and structure.

Get Started

Street AI

Unlock new levels of productivity at your agency with Street AI.

Street AI is an industry first, allowing agents to unlock hours of their working week without sacrificing their brand identity, or reputation.

Purpose-built for the UK property industry, with American to English translations and anti-embarrassment software built-in, Street AI is trainable, and ready for you to put to work at your agency.

Street AI is already powering the processes of thousands of agents, streamlining time-consuming tasks.

What Street AI streamlines:

- ✔ Creating compelling property descriptions in seconds.

- ✔ Writing on-brand, word-perfect emails to clients.

- ✔ Making listings stand out with instant photo editing.

- ✔ Managing tenant maintenance requests with self-serve workflows.

- ✔ Gathering viewing and pricing feedback for listing performance reports.

And we haven't stopped there. We're constantly innovating, keeping our ear to the ground on both emerging technology and compliance updates, to bring agents the most bleeding-edge technology before their competitors.

STREET_.co.uk

The better way to run your agency.
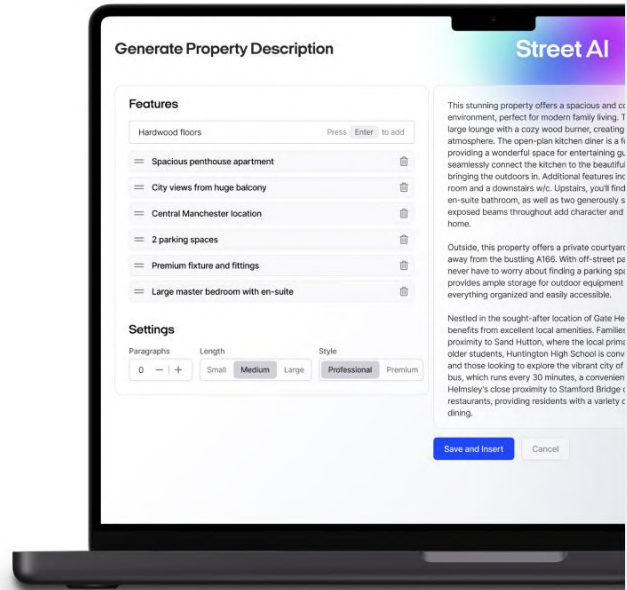
Ready to stop reading about the difference AI can make to your agency, and actually see it?

Try Street AI for yourself for free today.

Book a demo

Estate agents save over **24,708 hours (the equivalent of 2 years 10 months)** in total admin time when using Street AI to automate tasks like writing property descriptions, and client comms.