



Where **technology** meets **tradition**

Why choose hystreet?

- Hystreet is a platform specifically designed for estate agents.
- The software allows estate agents, established and new start ups alike, to swiftly adopt a business model to rival even the largest of online estate agents.
- The cloud based system can be white labelled to reflect your current business, or you may choose to set up a rival brand.
- The Hystreet product has been developed by estate agents, for estate agents. We know the problems facing the market and we are giving you the solution.



Where did we come from?



Awais Ahmad,
Founder, and
CEO of Hystreet

Awais began his career in the property industry in 2002, later working in Germany and Dubai. Having joined Countrywide he later opened his own estate agency branch and now runs an independent two branch estate agency business in Worcestershire.

In 2015 Awais quickly realised that online agents were a threat that could no longer be ignored, developing his own software that allowed for the business to have an online, fixed fee offering.

Whilst that business has been highly successful, Awais knew that he couldn't tackle the online insurgency on his own.

From this moment, the Hystreet concept was born.

The Hystreet team invite you to join the fight back, and stop losing instructions to online agents.

Our Vision of the Hystreet

The Hystreet software is an enabler. It allows Estate Agents of any size, new or established, to maintain, develop and grow their businesses on a even playing field.

Hystreet seeks to redress the balance of power, away from privately funded corporations, back into the hands of high-street agents and the clients they serve.



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Key Features of Hystreet

- No need to change your existing CRM as the system is standalone.
- Simple integration with your website through three simple and seamless access points.
- Viewings and valuations can be booked online instantaneously using our live diary system.
- Gather vital, 100% honest feedback, direct from the viewer to vendor, automatically after every viewing.
- Property fact finds and ID checks can be submitted by your clients. Our ID checks include recent updates by the 4MLD, all automated & all online.



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Key Features of Hystreet (cont)

- Negotiations can be carried out between seller and buyer through Hystreet, with the agent only being involved if they feel it beneficial.
- The system is task driven, freeing up estate agents to focus on important revenue generating tasks.
- Multiple levels of control, from agent, branch manager to network of branch control.
- Completely white labelled, all your clients will see is your brand.
- Keep a close eye on every stage of a sale, with a full audit trail.

All this and more allows agents to concentrate on what differentiates them from their competitors, rather than worrying about the future of their business.



Benefits for Agents

- Never lose an instruction to an online agent again.
- Keep all of your fees, Hystreet don't take a cut and you get paid directly for all of your transactions.
- Promote your business or your new brand to a new breed of tech savvy customers.
- Transform your organisation into a 24-7 operation.
- Have an online, fixed price offering, a traditional commission as before, or be flexible with any level in between.
- The home isn't selling on a fixed price deal? Simply switch to a traditional contract and show your customers how you really earn your commission.



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Benefits for your customers

- They pay an online, fixed fee, only with the benefit of the estate agent that they know locally and trust.
- Take reassurance that the agent they are dealing with is an expert of the local market, which will expedite the sale of their property, through correct pricing.
- 10 month finance is available on the fixed fee, but the agent still gets paid up-front.
- If the vendor needs assistance they can purchase add-ons to the service or switch back to the traditional commission model. This is something that only a hybrid agent can offer!



Benefits for your customers (cont)

- The vendor and/or buyer have busy lifestyles or unusual availability for viewings? No problem, everyone's needs can be catered for with the online booking service, no more interruptions at work.
- Get updates on their property sale or purchase on any device, from anywhere. All they need are their login details and an internet connection.
- Quick and simple to use, first time users regularly comment on the ease of use of Hystreet.
- Complete transparency of the sales process.
- Returning customers can simply log in, they don't need to re-register!



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Built by estate agents... For you

We didn't want to just build yet another product that works for you today. We wanted to build a future proof estate agent platform, so we built Hystreet.

There is no other estate agency software built by estate agents specifically for estate agents in this way. Existing software products are OK but have been around the industry for decades. You now have a platform that has been built to scale, adapt, integrate and grow with your business.

The digitisation of lots of industries as well as the rapid success of online and hybrid

estate agencies has meant that interactions with and expectations of software have changed. Customers expect to be able to manage their sale or property purchase 24/7.

We wanted to give the high street estate agent the technology that the well-funded online and hybrid agents have that has allowed them to grow into huge companies in only a few short years. Hosted in the cloud on Amazons AWS Servers, Hystreet can work with your existing systems, or better still; use our pre-built integrations.



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Valuations / Market Appraisals

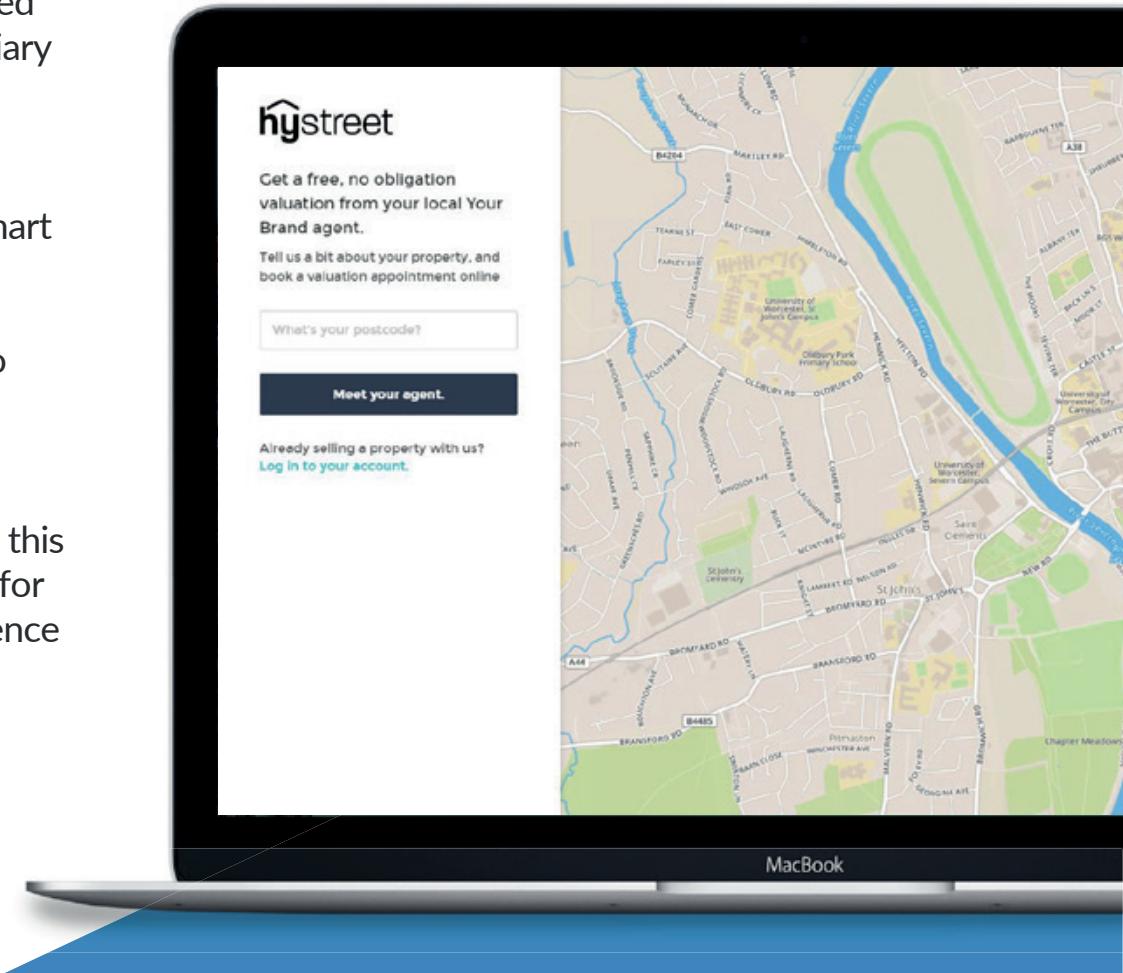
Our systems are unique in that when your client goes to book a valuation or market appraisal it's not an enquiry or request that you get sent but instead it is a confirmed appointment. The platform checks against the valuer / lister in your branch covering that postcode and shows the client their available times.

This means when a client sees the available slots for an appointment they pick one that suits them and book that slot,

the appointment is confirmed and added to the valuer's diary as well.

This feature has proven extremely popular and is smart enough to allow adequate travel time between appointments so there is no rushing or double booking.

There are many valuation booking tools out there but this is the ultimate in efficiency for your business and convenience for the client.



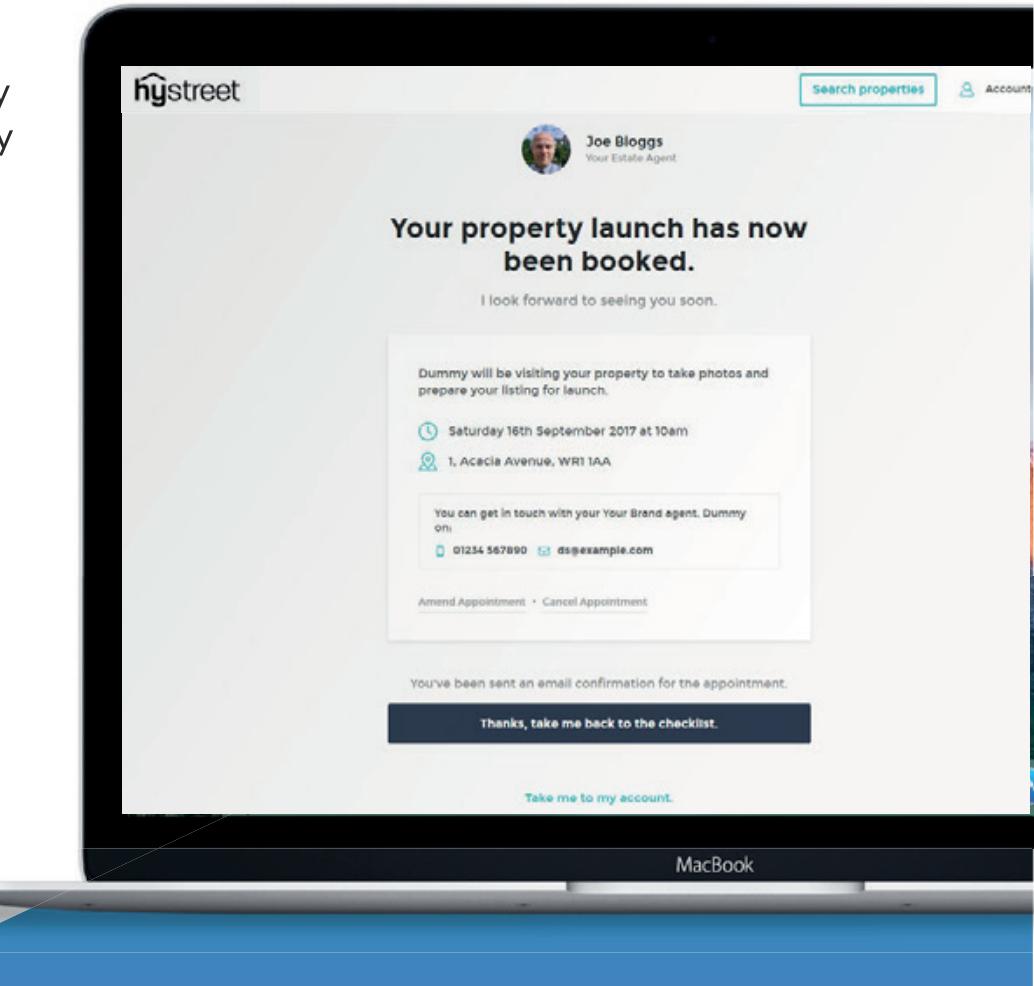
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Launch

Property launch or marketing appointment; whichever term you use we have you covered. Whether your agency staff do the photographs and floorplans, or you have a third party do this for you, the system can be configured to deal with any arrangement you have.

Listings are put together directly into the Hystreet system, which

will organise your hi-res photos, floorplans, EPCs and any other details, including key features and in-depth property details to market your properties better than ever. The appointment is booked online in the same way as the valuation appointment and confirmed immediately, the appointment is put into the right person's diary for you.



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Portal Feeds

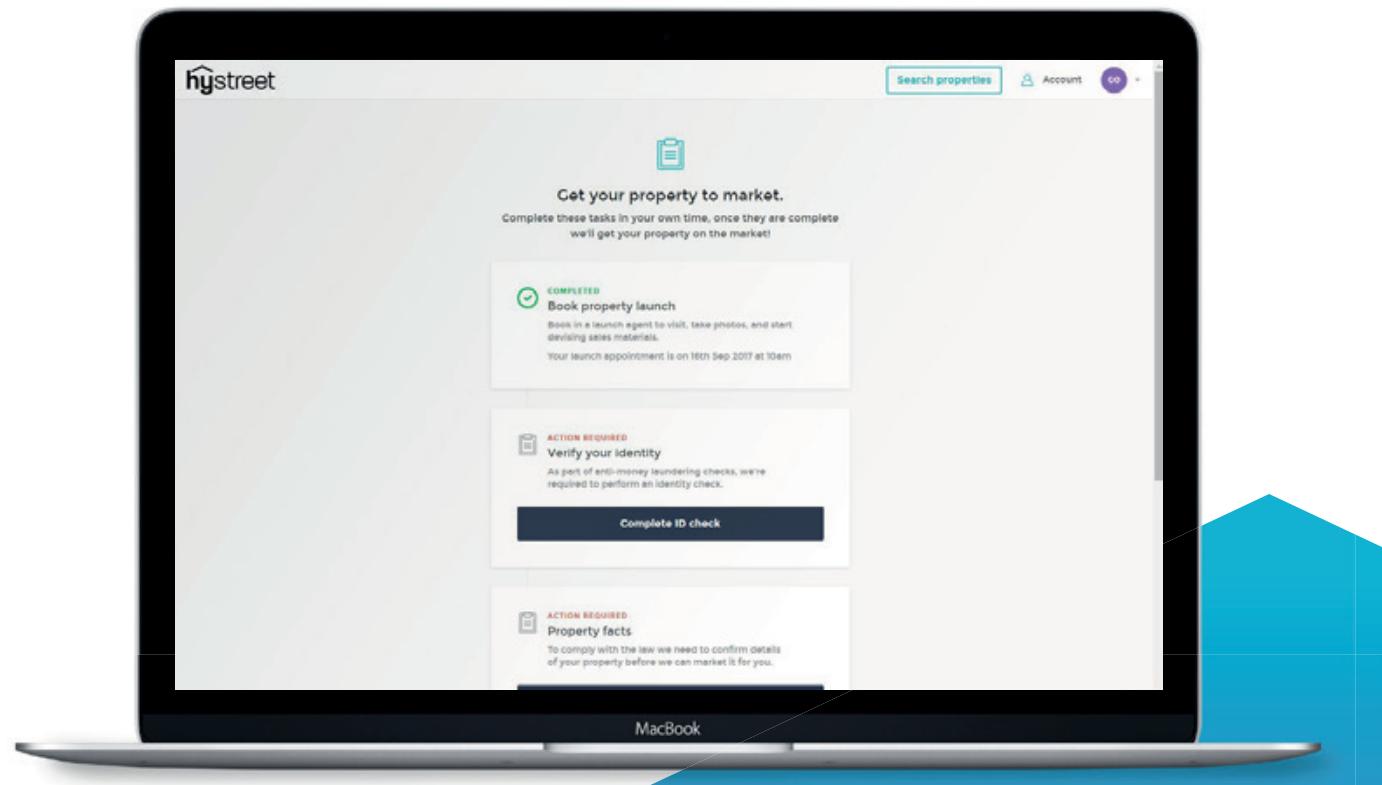
Once your property details have been approved it's time to market the property, Hystreet automatically publishes your property to your chosen portals including Rightmove, Zoopla, and OnTheMarket. We have direct integration with the major portals, which means that at the push of a button, your property is published live on the market for millions of people to see, with your stunning photos and listing details being featured exactly as you want them. You retain full control over your listings, and if any properties need to be withdrawn from the portals and/or your website at any stage, you can pull them back instantly. As a property you are marketing reaches different stages along the sales process, the system automatically updates the state of the property instantly whether that is under offer, SSTC or sold. Through every stage of a transaction, Hystreet saves your team time.



ID Checks and AML Compliance

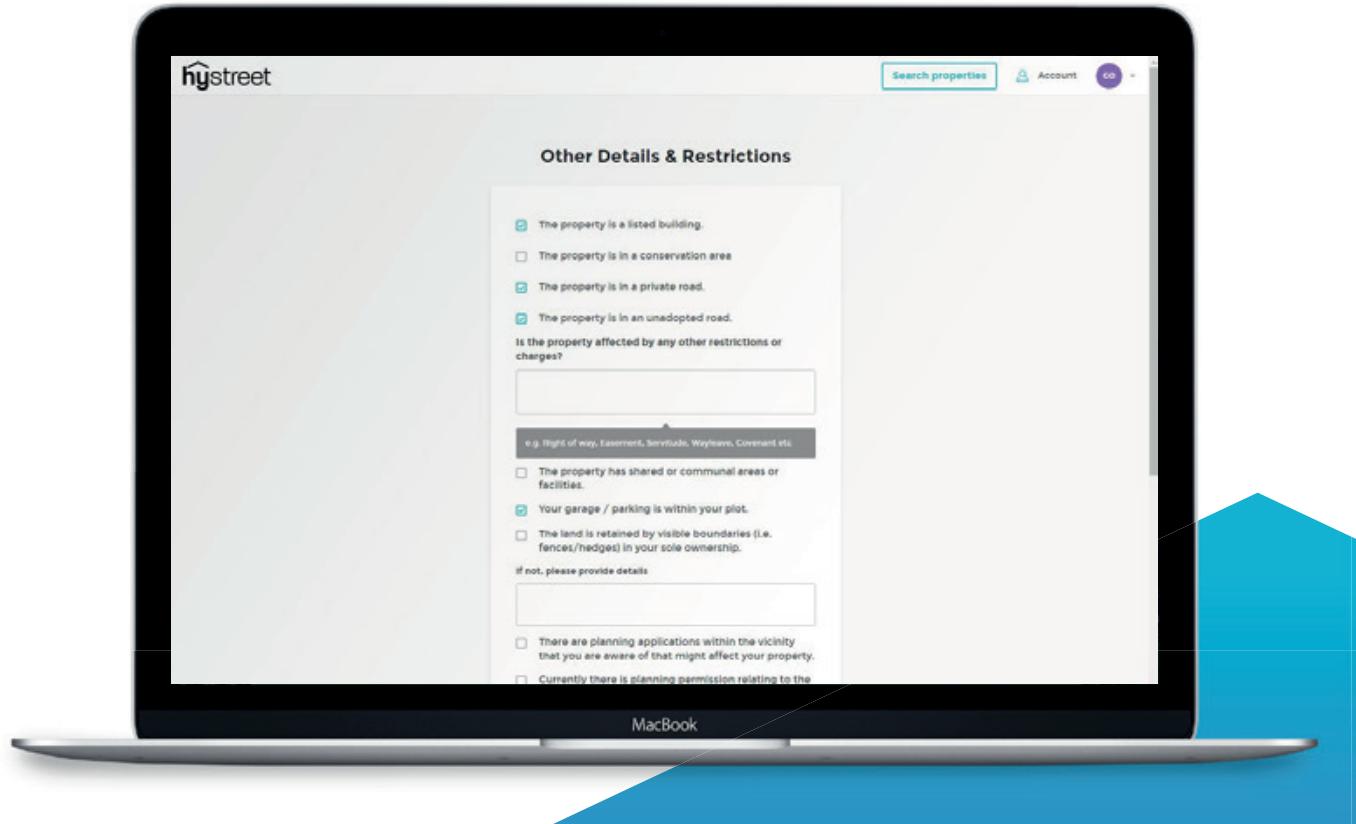
ID checks can take up your team's time, with collecting information and chasing customers for the right forms, it can be a serious hassle asking for client to come into branch with their documents. The platform takes all the stress out of identity checks for customers and for agents.

We provide fully AML compliant ID checks through our partners at Experian. All your customers must do is input their name, date of birth, and residential address and we take care of the rest. No chasing up documents, no delays and no inaccuracies. All whilst saving you and your team time and no it's not a credit check either! No more chasing ID and checking you're compliant as the system has you covered.



Fact Find

Fact finds can be complicated for customers and difficult to manage for agents – every property is different and vendors may not always know what they need to provide. Hystreet guides your customers through each stage of the fact find, collecting all the information you need, including freehold or leasehold information as well as warranties and guarantees. Hystreet also collects all the documentation you need and stores it all in one place, meaning you can approve it straight away and remove the frustrating process of chasing up your customers. As compliance increases, the time it takes agents to ensure they are being compliant increases but now we give you that time back and handle the process in an easy and central manner; clients love the ease of use too!

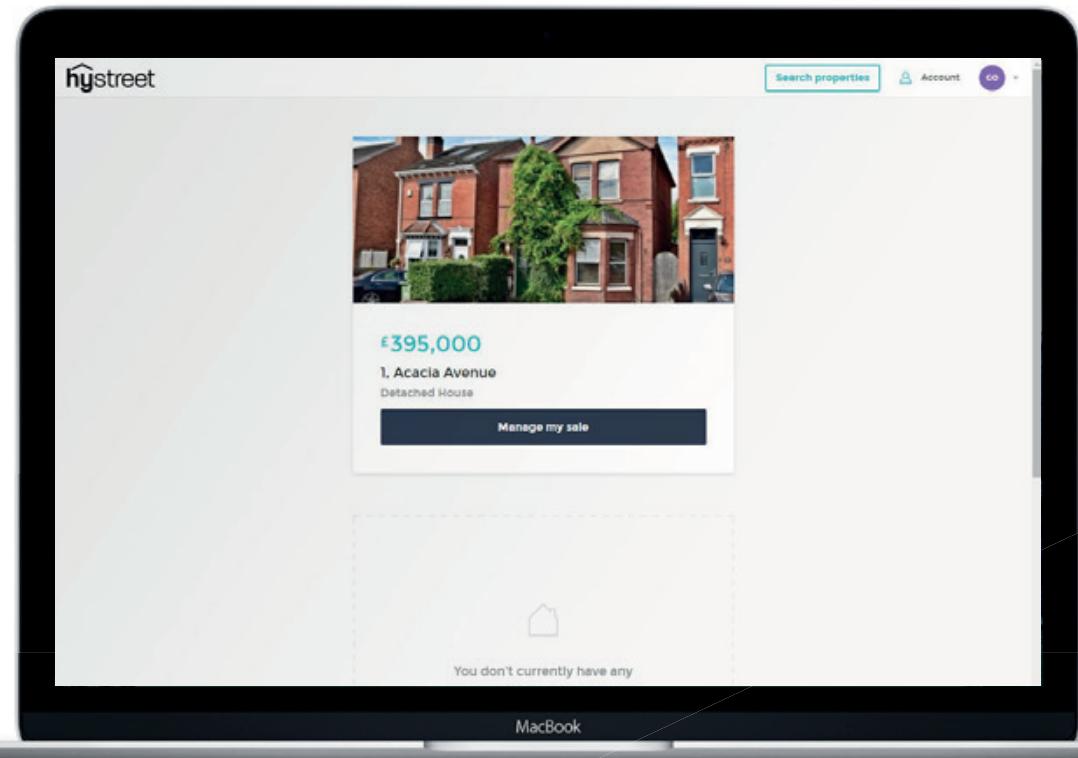


Sellers' Online Portal

Provide your sellers with an online portal that can be accessed any time of day or night.

Give them full access to view the progress of their sale and allow them to update anything they need to at any time.

Via our platform they can manage their availability for viewings down to the hour up to six weeks in advance, accept or reject offers, view feedback in real-time and progress with finalising their sale whenever best suits them. If you want, they can also contact their dedicated agent directly at any time using an online messaging platform.

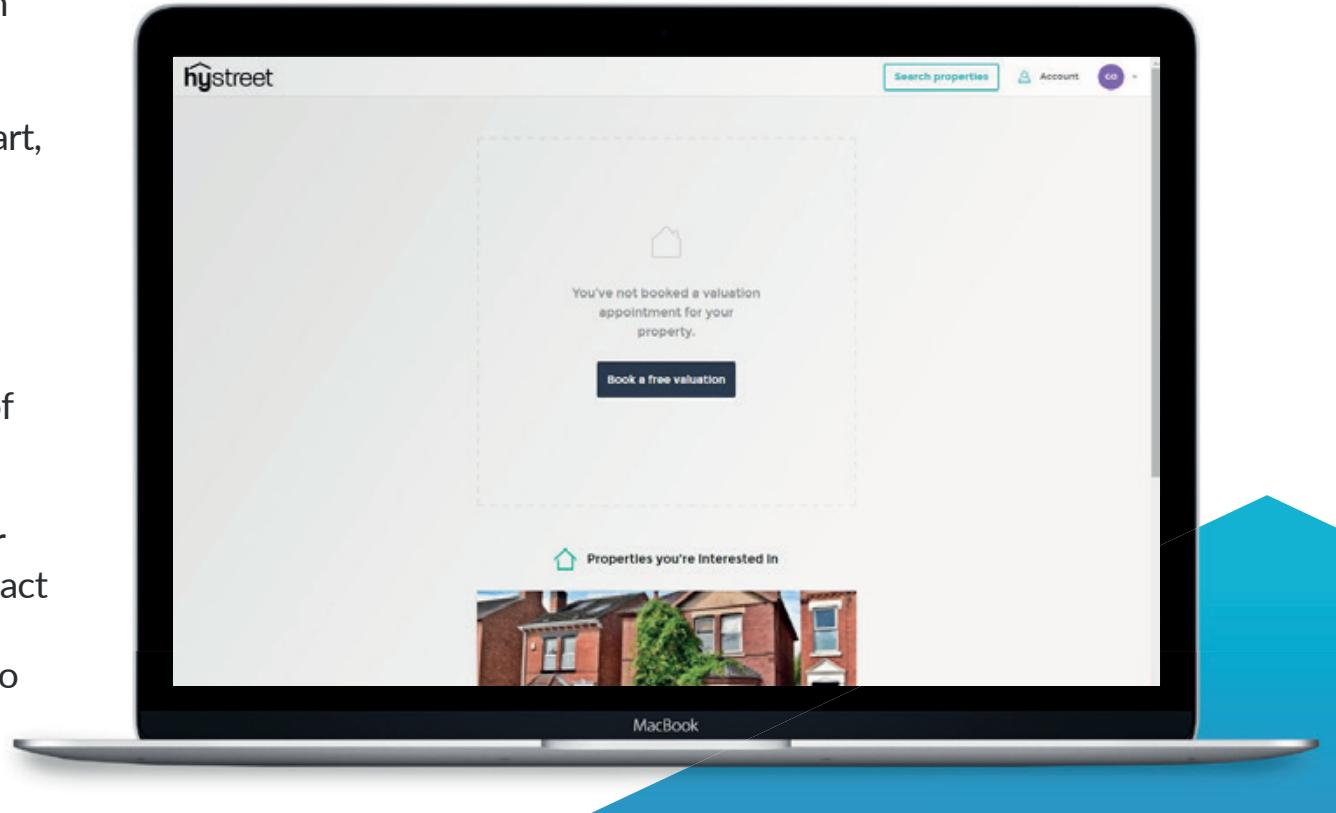


Buyers' Online Portal

Buyers get their own online portal too which allows them to manage every detail of their property purchase, registering, booking a viewing and leaving feedback are just the start, they get to see every property they have expressed an interest in.

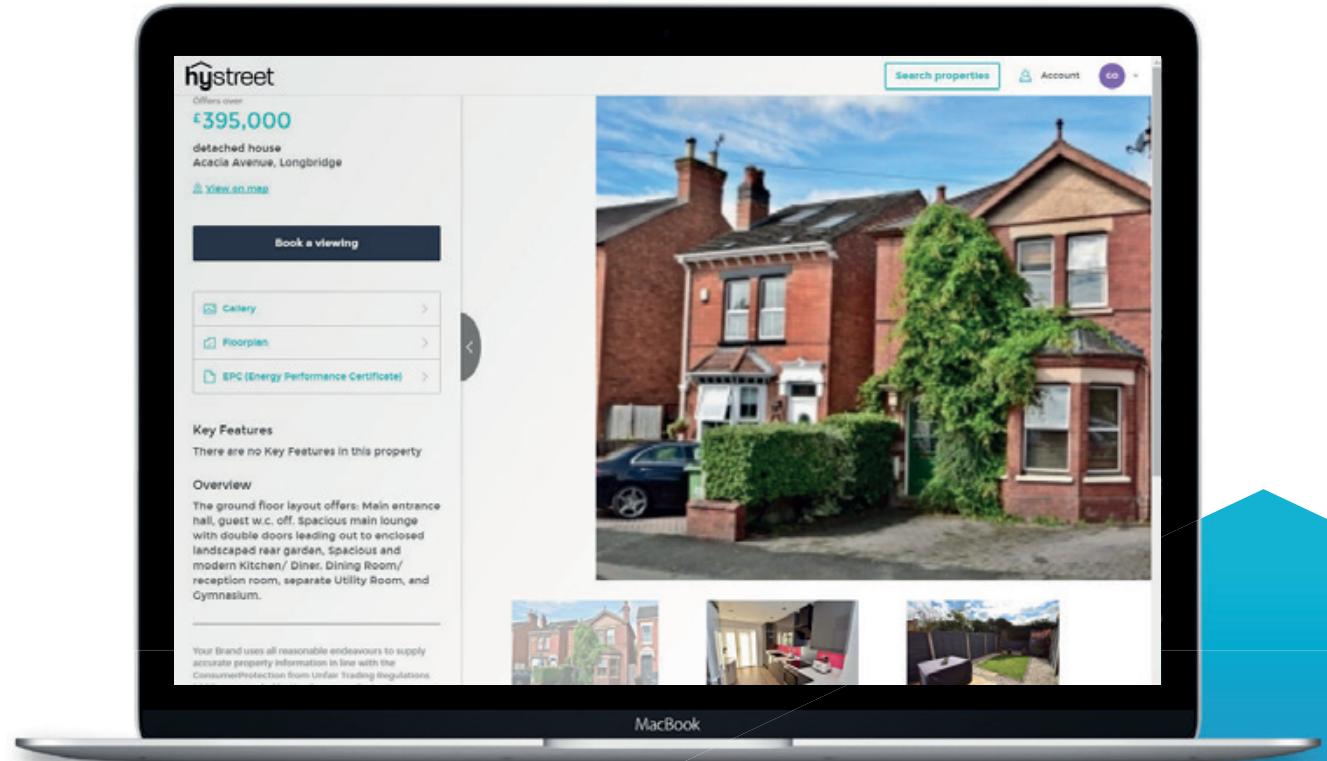
They are free to make an offer and progress with finalising their purchase online 24-7, which is all fully automated and taken care of by the system.

You can setup the system to be as manual or automated as you like, either let clients interact directly with sellers or be their personal negotiator as the system is flexible enough to allow for many different ways of working.



Booking Viewings

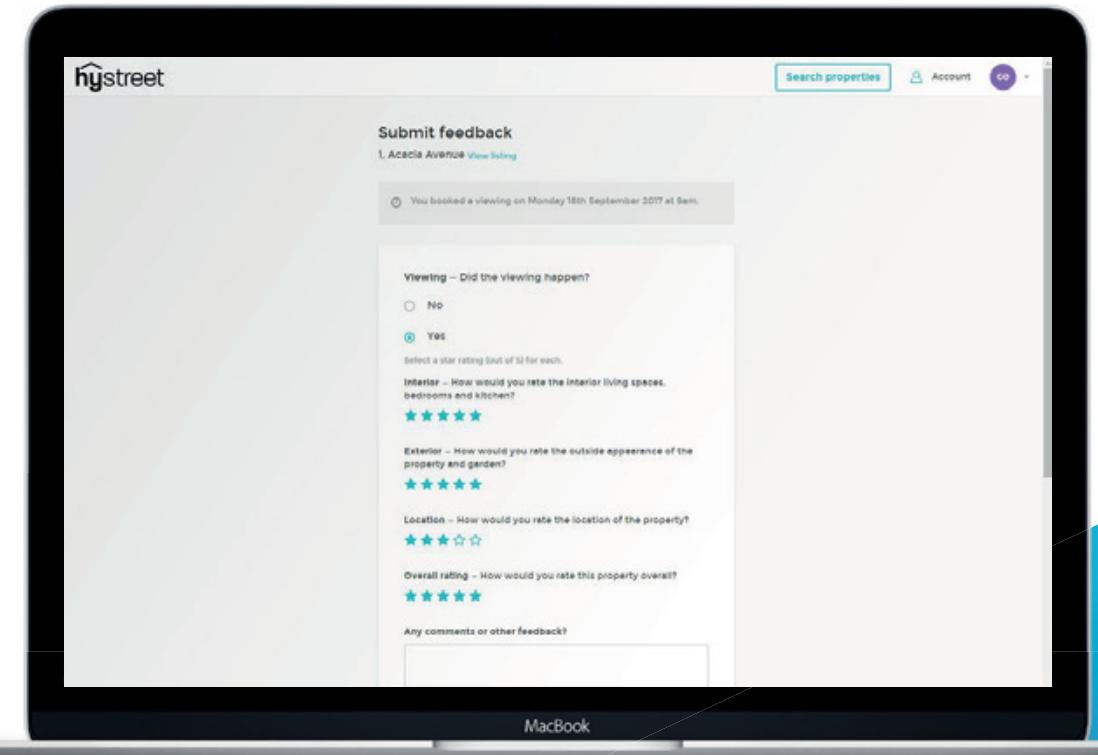
Viewings managed by Hystreet can be booked online 24/7, the platform automatically collects information from the applicant, including their address, phone number, and buying position information. It then automatically flags up if the applicant has a property to sell, and prompts them to book a valuation with you. It also checks for potential financial services referrals, so you don't miss out on those either. Regardless of who is conducting the viewing (the agent, vendor or both) the applicant can book it directly into their diary with at least twenty-four hours' notice. The platform uses a smart booking system allowing for travel time to ensure the agent has plenty of time whilst continuing to work efficiently. The system takes the sellers availability and therefore any viewings are booked and confirmed instantly, on the rare occasion where a suitable slot isn't available the buyer can request the agent to arrange.



Feedback

Once viewings have taken place, the buyer is chased automatically for feedback two hours, twenty-four hours, and forty-eight hours after the viewing takes place. Using star-ratings to rate each aspect of the property, our system provides vendors with concise, useful information direct from the potential buyers in real-time.

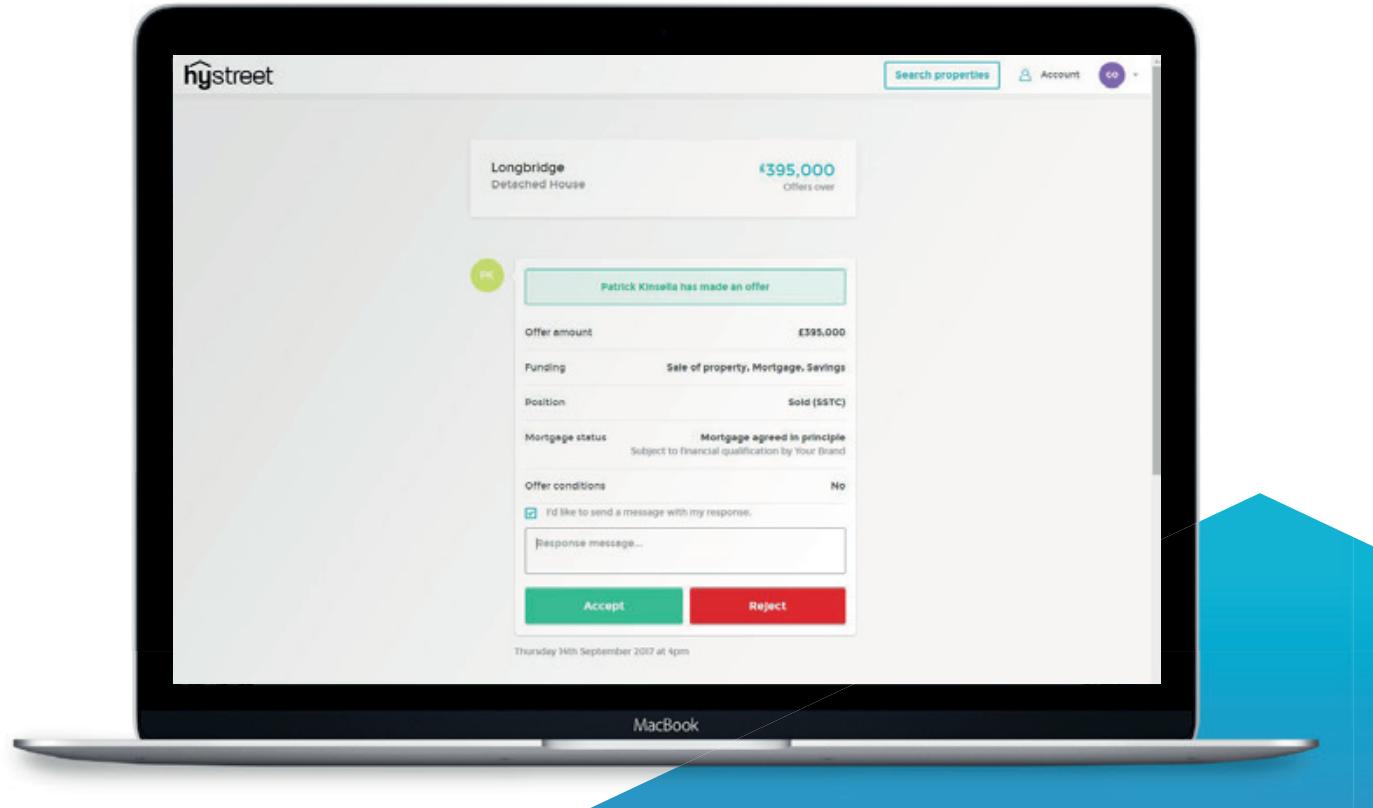
Should a buyer not respond, the platforms smart technology notifies the vendor that after a number of requests that buyer hasn't left any feedback. This allows the agent to spend less time chasing feedback and more time winning instructions and tying up sales.



Offers

Offers are made directly over the Hystreet system between the buyer and the seller, saving you time when it comes to processing offers.

As soon as an offer is made, the seller is notified, as is the estate agent. The agent is also notified whenever offers are accepted, rejected, or withdrawn, meaning you are capable (if necessary) of stepping in at any point and helping to negotiate the best deal. If you choose not to, then buyers and sellers are perfectly able to negotiate back and forth to get an offer they are happy with.



FS Qualification

Once an offer is accepted, the system then collects financial information from the buyer, saving you time when financially qualifying them. Buyers submit their figures and funding methods over the web, and upload all the necessary documentation for their proof of cleared funds and mortgage arrangements. The system supports files of all types, so regardless of what format the buyer uses, be it a scanned physical letter, a PDF file, a photo of a bank statement, or a screenshot of a bank account, they will all be ready and waiting for your approval, saving you time usually spent on chasing files and documentation.

Property: 1 Acacia Avenue, Worcester, WR1 1AA

This form was last saved: September 4th 2017 at 4:48 pm

Select buyer

Offer details

Offer amount
100000

Offer status
Open

Offer conditions
I need to move within six weeks.

Buyer withdrawal statement

The buyer(s) are not an estate agent nor related to or an associate of an estate agent.

The buyer(s) are financially qualified

The buyer(s) accept our terms and conditions

Offer funding

Buyer type
Other

Funding purchase with

Sale of property

A mortgage

Savings/cash

Impression of sale
Sold (STC)

Mortgage status
Mortgage agreed in principle

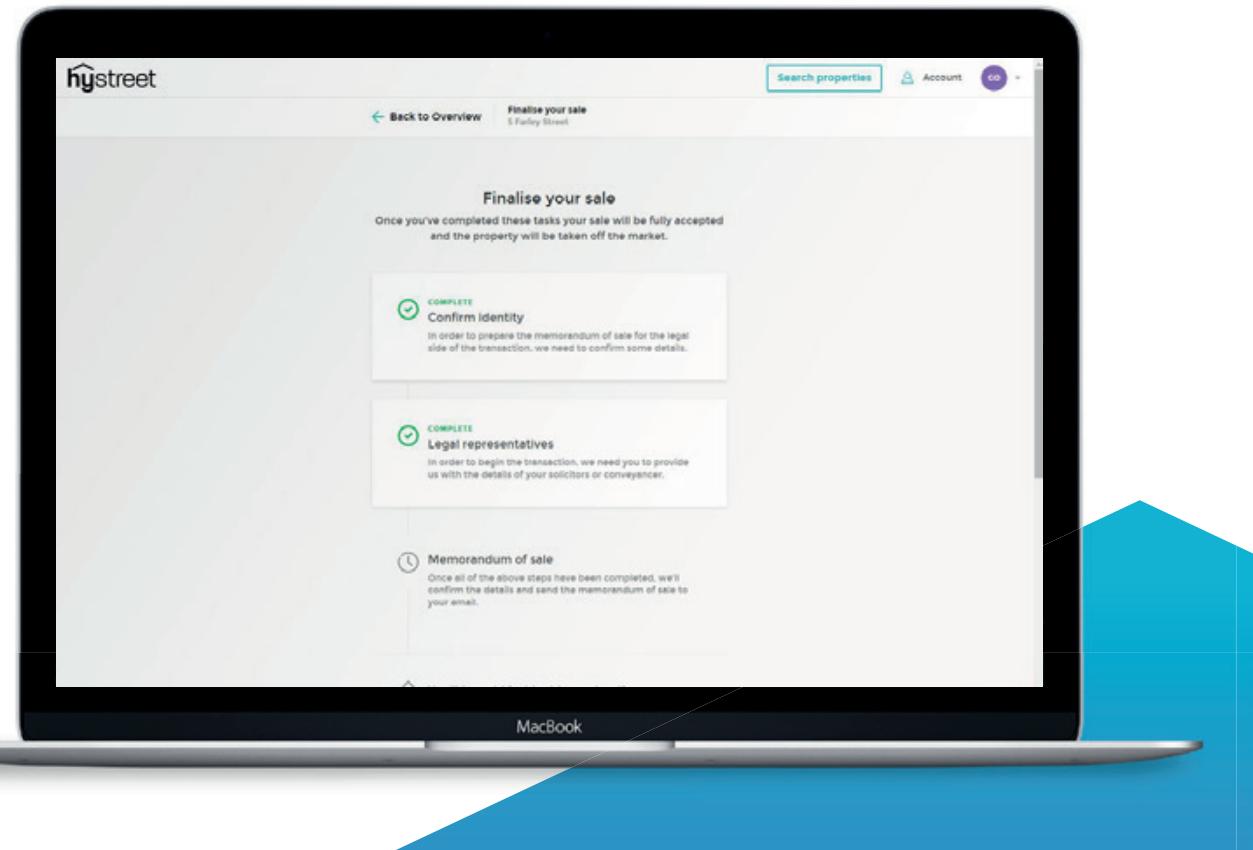
Seller response

MacBook

Solicitor's Details

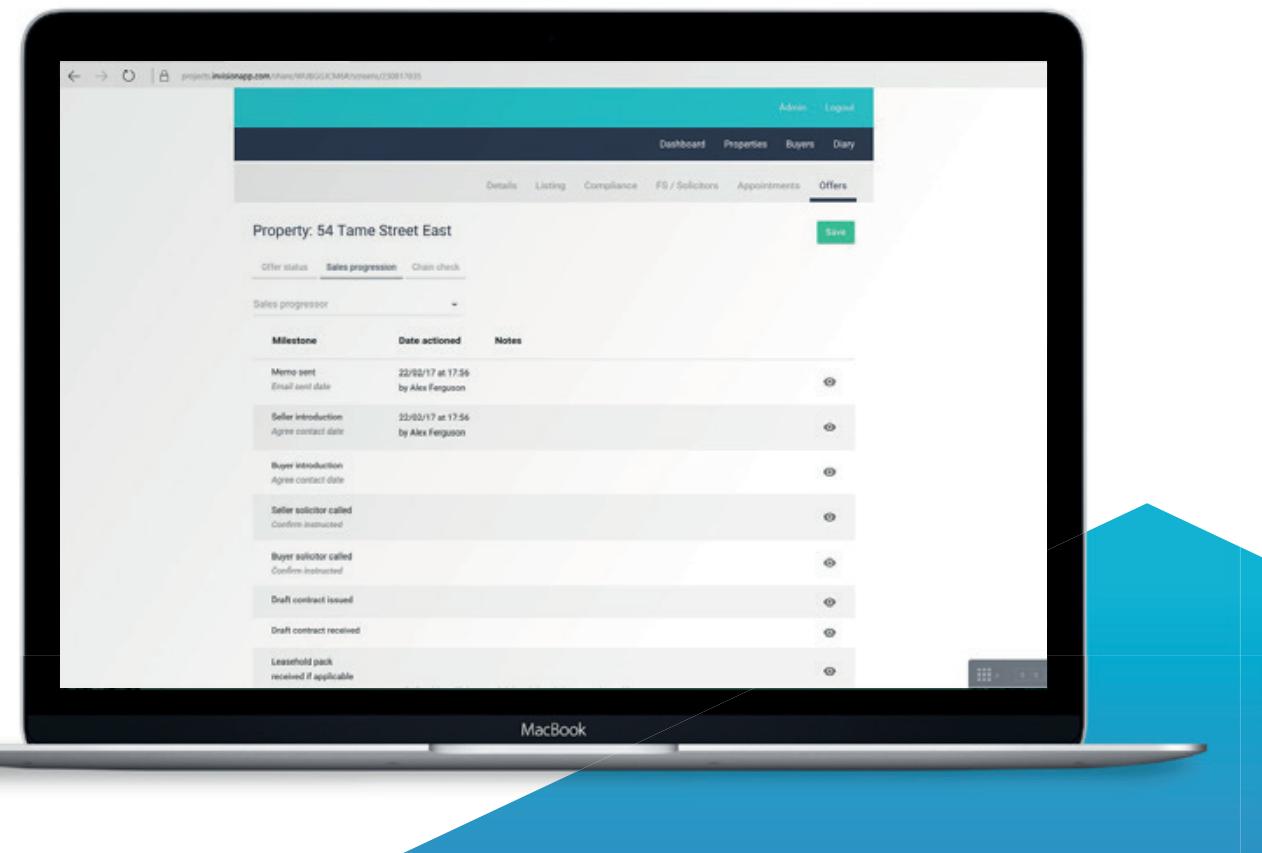
Solicitor's details are entered directly by the buyer and seller, including the details for the individual case handler.

You have the option to send out your own solicitor's quote to both the buyer and the seller as soon as they come on board, giving you opportunity to keep your relationship with existing solicitors and keep any referrals.



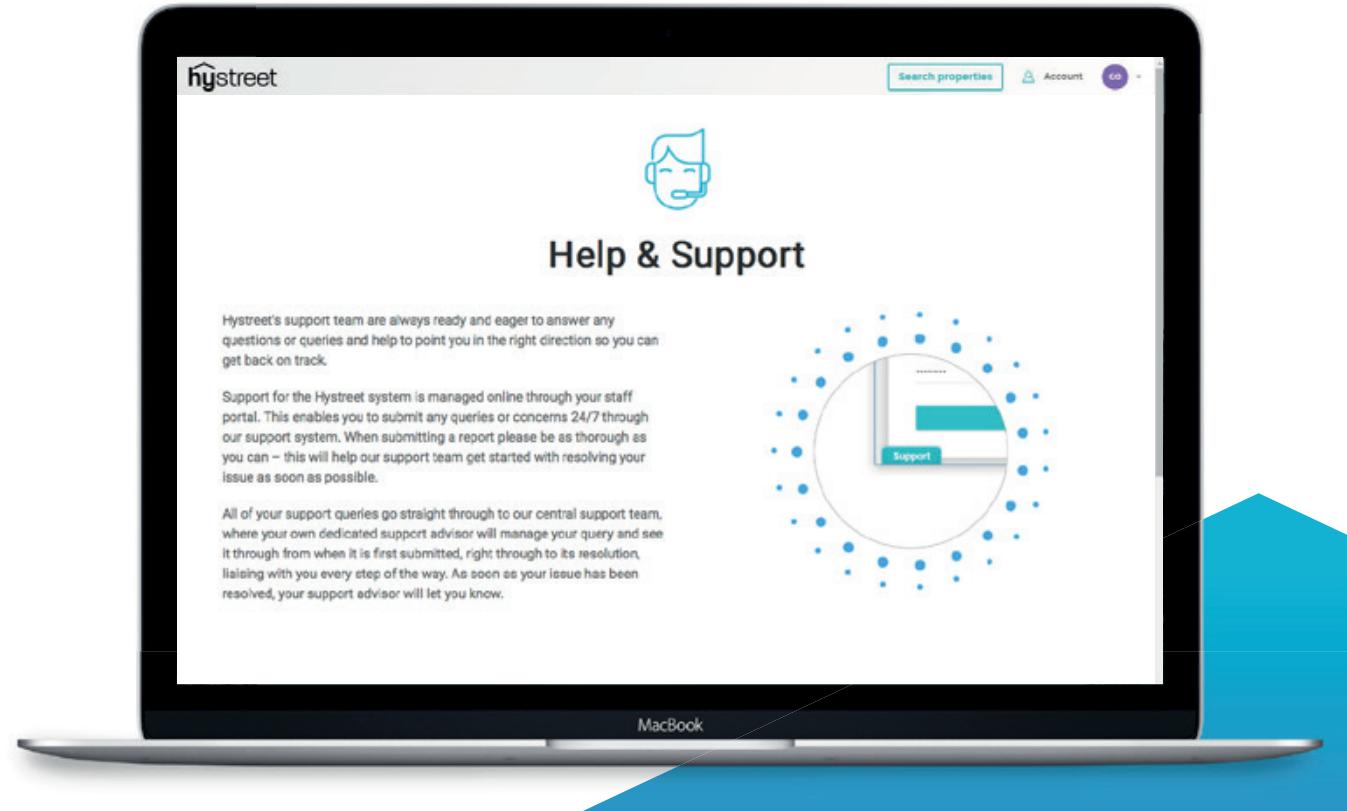
Memorandum Of Sale

The memorandum of sale is generated automatically by Hystreet as soon as you have approved all the necessary information, all you need to do is click send. The system then sends out the memorandum of sale to all the relevant parties; the buyer, seller, and both sets of solicitors. The memo can also be passed on to a member of your team to look after during the ongoing after sales process. If the memorandum of sale needs to be reissued at any stage then you remain in full control. You are able to manually edit any information or recipients you need to, and hit send; the memo is then reissued how you wish.



Support

Hystreet's support team are always ready and eager to answer any questions or queries and help to point you in the right direction so you can get back on track. All your support queries go straight through to our central support team, where your own dedicated support advisor will manage your query and see it through from when it is first submitted, right through to its resolution, liaising with you every step of the way. As soon as your issue has been resolved, your support advisor will let you know.



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Read about Hystreet in the Press

Allows high street agents to offer vendors an online sale services as well, without the expense of setting up their own separate digital platform.

www.estateagenttoday.co.uk April 2017

Offer valuations and viewings to be booked online and allow customers to make offers, provide feedback, negotiate a sale and communicate with their dedicated agent online.

www.estateagenttoday.co.uk May 2017

Estate agents who have trialled Hystreet so far also love the fact the system automatically takes care of ID and AML checks as well as property fact finding, freeing up their time to focus on what they do best: selling houses. Online agents will need to up their game significantly in order to remain competitive.

www.propertyindustryeye.com April 2017

A software platform that any agent can use to offer the advantages of an online/hybrid service with the benefits of a highly experienced local estate agent.

www.estateagentnetworking.co.uk May 2017

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The revolution starts
today with HyStreet

Arrange a demonstration today
and join the fightback!

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