

Make everyday property admin easier.

Juniper Row Property Co.

Goal: make enquiries, seller updates and listing preparation easier to manage without losing the personal service clients expect.

New enquiries

Less copying, sorting and chasing.

Seller updates

Clearer updates from consistent notes.

Listing preparation

One reliable source for property facts.

BEST PLACE TO START

Test a shared enquiry queue with draft replies that a person checks before sending.

ILLUSTRATIVE FICTIONAL SAMPLE. All client data is fictional. Figures are planning estimates, not quotations or guaranteed results.

WHAT WE FOUND

Four places where time is being lost

These are practical problems to fix, not a reason to change everything at once.

01 Enquiries need too much sorting

Now: Enquiries are copied between messages, email and the CRM before someone can respond.

Why it matters: The team repeats basic admin and follow-ups can be missed.

03 Property facts are typed more than once

Now: Details are checked across messages, forms and old listings.

Why it matters: It adds work and makes important facts easier to miss.

02 Seller updates start with uneven notes

Now: Viewing feedback is captured in different formats, then rewritten.

Why it matters: Updates take longer and can vary in clarity.

04 Systems do not show one clear status

Now: CRM, messaging and property-portal activity is checked by hand.

Why it matters: A larger connection project needs more investigation first.

YOUR PRIORITIES

What to improve first

Start with small changes that can be tested safely. Keep the larger system project for later.

START NOW

Effort: Low

Make new enquiries easier to handle

A shared place to sort enquiries and prepare a draft reply for someone to check.

POSSIBLE TIME SAVED
About 1-5 hours a week

LIKELY SOFTWARE COST
HubSpot Free for up to two users; confirm current limits.

START NOW

Effort: Low

Prepare clearer seller updates

Use one short viewing-note template to make it faster to prepare a clear update.

POSSIBLE TIME SAVED
About 1-4 hours a week

LIKELY SOFTWARE COST
Microsoft 365 Copilot Business: USD 18-21 per user/month, excluding VAT.

NEXT

Effort: Medium

Prepare listings from one fact sheet

Keep approved property details in one place before writing listing copy.

POSSIBLE TIME SAVED
Not estimated separately

LIKELY SOFTWARE COST
Uses the same Microsoft 365 Copilot Business plan if selected.

LATER

Effort: High

Look at connecting your systems

Only explore this after the smaller changes prove useful.

POSSIBLE TIME SAVED
Not estimated yet

LIKELY SOFTWARE COST
Needs separate discovery and a written quote.

RECOMMENDED IMPROVEMENTS

Three useful changes to test

Each change keeps an experienced person responsible for the final customer message or property detail.

1

Make new enquiries easier to handle

Problem:

New enquiries are copied and sorted before anyone can reply.

Suggested change:

Put one shared enquiry email into HubSpot Free, add simple categories and let a team member check every draft reply.

Cost and time:

HubSpot Free for up to two users; about half a day to set up and test.

2

Prepare clearer seller updates

Problem:

Staff turn uneven viewing notes into updates from scratch.

Suggested change:

Use one short note template, then use Microsoft 365 Copilot Business to prepare a draft that a team member checks.

Cost and time:

USD 18-21 per user/month, excluding VAT; about 1-2 hours to agree the template and checks.

3

Keep property facts in one approved sheet

Problem:

Listing details are re-entered from scattered messages and documents.

Suggested change:

Complete one property fact sheet before preparing a listing description.

Important:

Use the approved fact sheet as the reference for every property detail. A team member must check every claim before it is published.

WHAT THIS COULD MEAN

Possible time saved and likely costs

These are planning estimates based on the fictional assessment. They are not promised savings or a quotation.

POSSIBLE TIME SAVED

About 1-5 hours a week

For the enquiry and seller-update tests. Some time may overlap, so the figures are not added together.

POSSIBLE MONTHLY TIME SAVED

About 4-22 hours a month

Based on a 4.33-week month. Actual results depend on the final workflow and consistent use.

ONGOING SOFTWARE COST

Published USD prices

The HubSpot and Microsoft 365 pricing above is in USD. Confirm current supplier pricing before choosing a plan.

IMPLEMENTATION COST

Quoted separately

Once you decide what you want to implement, allmi can provide a clear scope and price before any work begins. Larger integrations may need additional discovery first.

Keep it safe and accurate

A person should check important customer messages before they are sent. Use approved tools for sensitive client information. Confirm final costs and workflow details before committing to anything.

YOUR PRACTICAL ACTION PLAN

Start small, then see what works

A short, low-risk test is a better first step than trying to connect every system at once.

1

Start here

Choose one common enquiry type. Agree what can be answered, routed or escalated.

2

Test it

Use 20 past enquiries with unnecessary personal details removed. Check that the suggested replies are accurate.

3

Check the result

Review the drafts, exceptions and whether the process made administration easier.

4

Then decide

Run a short one-week pilot only if the test is useful, safe and owned by the right person.

Do it yourself

Choose the enquiry categories, agree response rules, prepare safe examples and review the test.

Ask allmi to help

Set up the pilot inbox, templates and review checklist. Any CRM, WhatsApp or portal connection needs separate discovery and a written scope.

Next step: approve one enquiry test, appoint a reviewer and set a date to look at the results before expanding anything.