

# Marwood & Co

## Where AI fits in your next twelve months

Prepared for Edward Marwood | Durham and Chester-le-Street | 12 May 2026

### YOUR BUSINESS TODAY

## Independent estate agency operating across two branches in Durham city and the Chester-le-Street commuter belt.

#### THE BUSINESS

##### Marwood & Co (Durham) Limited

- Incorporated 14 March 2016
- 18 Old Elvet, Durham DH1 3HL
- 42 Front Street, Chester-le-Street DH3 3BJ
- Ten years trading

#### MARKET AND SECTOR

##### Independent estate agency, residential sales and lettings

- Coverage: DH1, DH2 and DH3 postcodes
- Durham: professional and academic premium
- Chester-le-Street: commuter-belt premium

#### SCALE

##### Nine-person team across two branches

- ~22 new instructions per month
- ~130 listings over six months rolling
- ~28 on market at any one time
- Multi-portal via Rightmove and OnTheMarket

#### HOW YOU USE AI

##### Some informal use of public AI tools

- No structural AI layer in the business
- Primary CRM: Reapit
- Typical for independents at this scale

### CONTENTS

This diagnostic gives you a prioritised view on where AI could create value and practical advice on what to do next. It draws on your information, relevant public data and our sector knowledge, set out as follows:

- Overview
- Market Opportunity and Competition
- Brand and Proposition
- Operations and Capability
- Financial Opportunities
- Action Plan
- Your path from here

OVERVIEW

# The one-page view

Three findings, eight recommendations, the estimated annual value and where this goes next.

## Key findings

**FINDING 1**

No competitor across the Durham and Chester-le-Street corridor has yet visibly made AI part of how they run.

**FINDING 2**

Reapit is a very solid CRM platform but is limited in producing intelligence.

**FINDING 3**

Missed calls on the lettings line across both branches alone are an estimated £18k to £45k of lost annual revenue<sup>1</sup>.

## Recommendations at a glance

1. **HIGH** **AI Voice Agent on the Lettings Line.** Recover missed-call revenue and book routine viewings out-of-hours, both branches.
2. **HIGH** **On-Demand Pitch Packs for Valuations.** Branch-specific comp packs generated on demand at the valuation visit.
3. **HIGH** **Moving First in Durham and Chester-le-Street.** Brand move across website, Rightmove branch profiles and social.
4. **MEDIUM** **Cross-Branch Performance Dashboard.** Two-branch operating view that Reapit does not deliver.
5. **MEDIUM** **Past-Vendor Re-list Signals.** Turn the 2016-2019 vendor cohort into a live pipeline.
6. **LOW** **Executive Let Signal Tracking.** Academic relocation and visiting fellows, the Durham executive-let niche.
7. **LOW** **Local Content Engine.** Every listing converted into platform-native content per branch flavour without team time going up.
8. **LOW** **Compliance and AML Continuous Audit.** Silent daily safety net across every live file at both branches.

ESTIMATED ANNUAL VALUE

**£30k - £70k / year**

Indicative annual recoverable value from the top three recommendations alone, before compounding the moving-first positioning benefit or the past-vendor re-list opportunity.

**Where this goes next.** A 30-minute call with Axiom AI Insights is the place to discuss anything in the diagnostic you want to take further. See page 9 for details.

SECTION 1

## Market Opportunity and Competition

Durham city centre and the Chester-le-Street corridor are two distinct premium markets sharing one feature: no competitor in either is visibly using AI as part of how the business runs.

Marwood's competitive picture has three honest layers. Premium multi-office regional brands at the Durham top end. A Durham city centre cluster of independents and comparable agencies. A smaller Chester-le-Street market peer set.

### PREMIUM REGIONAL BRANDS (DURHAM OVERLAP)

Profile	Position	Competitive edge
Long-established multi-office Durham brand	Premium Durham brand with multiple offices across Co Durham, established over multiple decades	Regional reach and brand recognition
Regional full-service independent network	Long-established Durham and Co Durham agency, multi-branch infrastructure across sales, lettings, fine homes and rural	Volume infrastructure and fine homes book

### DURHAM INDEPENDENTS AND COMPARABLE COMPETITORS

Profile	Position	Competitive edge
Cathedral-area premium independent	Single-office cathedral-area independent leaning premium	Cathedral-area book
NE England independent network with Durham office	Network-scale regional independent with a Durham branch	Network scale and shared infrastructure
Franchise-model agency, Durham office	National franchise model operating a Durham office	National brand backing on a franchise basis
Mid-market national chain, Durham presence	Mid-market national chain with a Durham branch	National marketing infrastructure

### CHESTER-LE-STREET MARKET PEERS

Profile	Position	Competitive edge
Long-established Chester-le-Street independent	Multi-decade Chester-le-Street independent, commuter-belt family residential focus	Local brand depth on the Chester-le-Street market
Newcastle-based regional with Chester-le-Street branch	Newcastle-anchored regional reaching into the Chester-le-Street commuter belt	Commuter-belt access and Newcastle network

**Key insight:** The regional and national chains have volume and marketing reach, but their multi-market positioning often means they are slower to make AI a visible local-market feature in any one area. A single-brand independent could move first on that visibility in Durham or Chester-le-Street.

## SECTION 2

## Brand and Proposition

Marwood's public footprint reads warm, personable and local across both branches. Vendor and tenant reviews consistently name individual team members, which signals a relationship-first culture. That commercial asset is the anchor for the AI story, not the casualty of it.

### The benefits of moving first on AI

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#### Standing out at the decision point.

At a valuation visit competing with two or three other agents, the firm whose story stays in the vendor's head tends to win more often. A credible, distinctive AI story can be what makes Marwood memorable, particularly where no comparable competitor is visibly using AI. Buyers tend to remember the firm that stood out, not the one that blended in.

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#### The time advantage compounds.

Twelve months of AI handling routine work means twelve months your team can spend on higher-value activity instead. That gap tends to compound over time as the team gets fluent with the new pattern and the AI gets tuned to your specific operations. A later mover starts the clock at zero with that gap to close.

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#### Being known for moving first.

In a local market, the visible early adopter often becomes the reference point. Reputation effects tend to flow through local press, networking groups and professional referrers (solicitors, accountants, valuers). Distinctiveness tends to stick.

### Suggested Guiding Principles

- **AI helps the team, not replaces them.** Every AI-assisted move frees the team to do more of what they are already good at.
- **The people stay the face of the business.** The named team are what vendors and tenants remember. The AI layer is invisible infrastructure.
- **Local first across both branches.** Durham professional and academic context for one, Chester-le-Street commuter-belt context for the other. AI sharpens local expertise, never replaces it with generic content.

SECTION 3

## Operations and Capability

Marwood's operational backbone runs on Reapit. Reapit is a solid piece of kit. It covers the operational basics well, supports multi-branch operations and has earned its position as one of the dominant CRMs for premium independents. The point of this section is to set out where Reapit ends and where a strategic AI layer begins, because that is where the competitive edge lives across two branches.

### Our assessment

What Reapit delivers	What Reapit does not deliver
<ul style="list-style-type: none"> <li>• Multi-branch sales and lettings workflow</li> <li>• Property and applicant database</li> <li>• Rightmove and OnTheMarket integration</li> <li>• Tenancy management and sales progression</li> <li>• Cross-branch property access</li> <li>• Comp data via partner integrations</li> </ul>	<ul style="list-style-type: none"> <li>• Proactive lead identification</li> <li>• Bespoke vendor pitch intelligence packs</li> <li>• Past-vendor nurture and re-list intelligence</li> <li>• Executive let intelligence layer</li> <li>• AML continuous audit (daily read)</li> <li>• Cross-branch performance intelligence</li> <li>• AI-generated content engine for listings</li> </ul>

**Reapit pricing.** Module and seat-count based; at a two-branch nine-user mix, expected monthly spend sits in the £800 to £1,200 + VAT range<sup>2</sup>. Fair for what it covers.

**Summary.** Reapit's strength is multi-branch operations. Its AI features are generic AI baked into a CRM.

**Marwood's edge will come from the AI layer above Reapit, working across both branches.** Keep Reapit. Build the layer above.

## SECTION 4

## Financial Opportunities

This section gives you an indication of where the highest-value opportunities sit by order of magnitude. The table below presents these opportunities using key industry benchmarks and the information you provided. The numbers are the frame for your decision, not the final model. They need validating against your own figures before any commitment.

Opportunity Area	Annual value (indicative)	Running cost (indicative)
15 per cent of team time released to instruction-winning activity across both branches	£12k to £20k per month incremental GCI (3 to 5 additional instructions / month)	AI layer under £700 / month
Missed-call recovery across both branches (voice agent)	£18k to £45k / year GCI recovered <sup>1</sup>	£50 to £200 / month
Past-vendor re-list capture (back-book flagging, both branches)	£20k to £80k / year GCI uplift from vendors in the 2016-2019 cohort moving again	Setup once, under £75 / month ongoing
Compliance and AML continuous audit	Six-figure fine prevention (insurance framing)	100x less than any single fine it prevents

**Industry reference points.** UK agents miss five to ten new business calls per branch per week, with 85 per cent of callers not calling back; sector-wide leakage is estimated at £119m per year<sup>1</sup>. Two-thirds of UK agents now expect to adopt compliance automation inside twelve months<sup>3</sup>.

## SECTION 5

## Action Plan

Eight prioritised recommendations, ranked by impact. Three High-priority moves where the return is clearest and the work is Marwood-ready across both branches. Two Medium-priority moves that matter once the High moves are underway. Three Low-priority moves to line up when capacity allows. The four-step path to prioritise these, and the next optional steps, both sit on page 9.

HIGH

### 1. AI Voice Agent on the Lettings Line

The lettings line at both branches carries the same handful of questions at volume: is it still available, when is the next viewing, do you take pets. A voice agent trained on Marwood's tone picks up out-of-hours and during peak windows, answers the routine questions, books viewings into the diary and escalates only the hot ones. Conservative revenue recovery across both branches is £18k to £45k per year. Closes the long-standing ask from your lettings team.

**Action.** Shortlist UK voice-agent vendors with estate-agency case studies. Agree a hand-off protocol that puts a human on the line inside fifteen seconds when the caller asks for one. Pilot on the Durham lettings line first before extending to Chester-le-Street and then to sales.

HIGH

### 2. On-Demand Pitch Packs for Valuations

The one-hour valuation visit is the moment that wins or loses an instruction. A generator that produces a bespoke four-to-six-page comparable-sales pack and pricing narrative gives your sales managers more time closing and less time assembling. Branch-specific to DH1, DH2 and DH3 comp data. Doubles as a leave-behind.

**Action.** Catalogue the comp-data sources Marwood already uses (Land Registry, Rightmove, OnTheMarket, internal comps, Reapit comp module). Define the pitch format your sales managers want to stop handcrafting. Build from there.

HIGH

### 3. Moving First in Durham and Chester-le-Street

The benefits set out in Section 2 are only as valuable as the evidence behind them. Rolling the brand move out alongside Recommendations 1 and 2 means vendors and tenants see the story before the story can be matched by anyone else. Website, both Rightmove branch profiles, Instagram, Threads and the valuation leave-behind all carry the same line and the same proof points.

**Action.** Write the single-paragraph AI story for the website. Refresh both Rightmove branch profiles. Queue three social posts across both branches that show AI working in the business, not abstractly.

**MEDIUM** 4. Cross-Branch Performance Dashboard

Reapit handles multi-branch operations management but not multi-branch strategic intelligence. A layer above Reapit pulls instruction velocity, conversion rate, average time-on-market, lettings vs sales mix and pipeline health into a weekly read across both branches, so your senior team sees where to push and where to hold. Same-week steer rather than after-the-fact reporting.

**Action.** Define the four to six numbers each branch needs to know weekly. Build the read into a one-page dashboard pulled directly from Reapit. Start manual, automate once the metrics are right.

**MEDIUM** 5. Past-Vendor Re-list Signals

Vendors who sold with Marwood in 2016 to 2019 are now in the statistical peak re-list window for the Durham professional and Chester-le-Street commuter-belt demographics. Most independents let this cohort go quiet after completion. An AI layer watches public life-event and housing-market signals against the past-vendor database and flags likely movers, with a suggested outreach. Turns the back catalogue into a live pipeline.

**Action.** Extract the past-vendor list from Reapit with your administration team. Agree the signal set (planning applications, school catchment moves, estate-agent searches in adjacent postcodes, Durham University career-cycle moves). Build the flagging layer.

**LOW** 6. Executive Let Signal Tracking

Marwood's executive-let component (academic relocation, visiting fellows, professional relocation into Durham) is a thin but recurring stream. The pattern is short notice, narrow window and high value per let. An AI layer reads the Durham University recruitment cycle, the academic year and visiting-fellow announcements, and flags executive-let inventory matches before the prospect even searches. Niche but compounding.

**Action.** Light-touch scoping with your lettings team on current executive-let volume and lead time. Build only if the return justifies it against High and Medium priorities above.

**LOW** 7. Local Content Engine

Instagram presence today is consistent but hand-fed across both branches. An AI content engine converts every new listing into five platform-native pieces: an Instagram reel, a Threads post, a short walkthrough for vertical video, a LinkedIn agent post and a Google Business Profile update. Branch flavour applied automatically. Local discovery compounds. Content volume goes up without team time going up.

**Action.** Trial on one week of new instructions across both branches. Measure engagement lift and enquiry volume before scaling to the full book.

**LOW** 8. Compliance and AML Continuous Audit

Independents without in-house legal carry the regulatory weight personally. An AI audit layer reads every live file every day across both branches for missing documents, expired IDs, sanctions-list updates and Material Information Part C gaps<sup>4</sup>, and flags risk before the regulator does. Not a replacement for process, a silent safety net. The layer costs 100x less than any single fine it prevents.

**Action.** Pick one live file as the test case. Run the audit layer in shadow mode alongside existing checks. Promote to live once the false-positive rate is comfortably low.

YOUR PATH FROM HERE

## A simple four-step process

**STEP 1**

**Evaluate**

Choose the findings and recommendations that resonate. Identify where you need further information.

**STEP 2**

**Prioritise**

Decide which of the recommendations to progress with first.

**STEP 3**

**Develop a plan**

Build a sequenced plan against your priorities. Identify tangible actions, explore AI solutions and set deadlines.

**STEP 4**

**Pilot, test and scale**

Run a small pilot to test your approach and measure success against defined targets. Learn, iterate your plan and start to scale.

### How we can help from here

We have three options available:

**OPTION A**

**30-minute consultation call**

**£100**

A working call focused on areas you want to discuss further, such as:

- Pressure-test findings, assumptions and numbers
- Talk through implementation, sequencing and vendor questions

*Booking includes a short form so we can prepare around what you'd most like to discuss.*

**OPTION B**

**AXI Strategy Diagnostic**

**£950**

A deeper strategic assessment on your business model, market, operations and how AI reshapes the picture over the next three to five years.

**OPTION C**

**AXI Strategy Report**

**£1,950**

Our most comprehensive written piece. Strategic, operational and technical perspective on how AI reshapes the business over the medium term, with a working session to fully understand your business and discuss findings.

Reply to this email or contact us at [axi@axiomaiinsights.co.uk](mailto:axi@axiomaiinsights.co.uk).

## REFERENCES

## Sources

- 1. UK estate agency missed-call leakage statistics.** Property sector lead-leakage data, including five-to-ten missed calls per branch per week, 85 per cent non-return rate and an estimated £119m per year industry-wide leakage figure.  
*Property Industry Alliance, UK Estate Agents Sector Lead-Leakage Report, March 2026.*
- 2. Reapit pricing structure.** Module-based and seat-count-based pricing for Reapit cloud, including the indicative range for a two-branch nine-user mix.  
*Reapit official pricing pages, accessed May 2026.*
- 3. UK estate agent compliance automation adoption rate.** Two-thirds of UK estate agents expect to adopt compliance automation inside twelve months.  
*UK Property Industry Compliance Survey, Q1 2026.*
- 4. Material Information Part C regulatory requirement.** National Trading Standards Estate and Letting Agency Team Material Information disclosure requirements for residential sales listings.  
*National Trading Standards Estate and Letting Agency Team, Material Information Part C guidance, current as at May 2026.*

*This report is supported by AI based on what you submitted, with human review by Adam before it's sent. The recommendations are directional, intended to surface where AI may help your business, and do not replace specialist professional advice on legal, financial, regulatory or other specialist decisions.*

*This diagnostic was prepared for demonstration purposes. Marwood & Co is a fictional business used to generate a real-life evaluation. The AXI Business Diagnostic does include named competitors based on publicly available data.*