

AXI Quick Scan

Marwood and Co | Real Estate

A Summary of What You Told Us

Here is what we captured from your submission and our research into your business. Everything in your Quick Scan is built from this.

YOUR BUSINESS

Marwood and Co

Independent estate agency, established 2016, Durham and Chester-le-Street

YOUR SECTOR

Real Estate

Two-branch sales and lettings

TEAM SIZE

9 across two branches

Sales, lettings, valuations and admin; husband-wife founder team

YOUR AI MATURITY TODAY

Assisted

Some informal use of public AI tools by one team member; nothing built into how the business runs

OUR SUMMARY OF WHAT YOU TOLD US

Marwood and Co runs two estate agency branches across Durham city and Chester-le-Street and has grown steadily over ten years on a relationship-first culture that vendors and tenants name in reviews. The regional and national competitors are louder but none is visibly using AI as part of how the business runs. Your priorities are getting your senior negotiators back to closing instead of handcrafting comp packs, fixing missed lettings calls, and a story for vendors weighing Marwood against the bigger players. The order to tackle these in is what the Quick Scan begins to set out.

We have tailored your report based on the AI maturity rating of 'Assisted' you gave your business today.

Your Quick Scan Results

1. Vendor Pitch Differentiation

The valuation visit is the moment that wins or loses an instruction. Most independents in your space spend significant time assembling bespoke comp packs and pricing narratives the vendor needs to see to be convinced. An AI layer can pull a four-to-six-page personalised pack from your existing data sources in minutes rather than hours. Your senior negotiators get more time closing, less time assembling, and the vendor leaves with a leave-behind they actually want to keep.

In the full diagnostic: *A vendor pitch generator specification with comp data sources, format and competitive context for your sector.*

2. Cross-Branch Strategic Intelligence

Your CRM handles two-branch operations but does not give you a weekly strategic read across both branches side-by-side. Instruction velocity, conversion rate, time-on-market and pipeline health are usually read after the fact rather than in time to act on. A layer above your CRM pulls the operational view into a same-week dashboard so you and your senior team can see where to push and where to hold.

In the full diagnostic: *A cross-branch performance specification with the four to six metrics that matter and how to surface them weekly.*

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

The competitive set across Durham city and the Chester-le-Street corridor includes long-established regional brands and Newcastle-based agents reaching down. As at May 2026, none are visibly using AI as part of how they run. Being the first independent in your market to plant a credible AI story turns into a vendor pitch advantage and a reputation effect. The window is open today and will close as larger regional players move.

In the full diagnostic: *A competitive landscape across both your branches and a positioning approach you can hold publicly.*

Your next step: AXI Business Diagnostic

The AXI Business Diagnostic goes deeper on all three of these areas with recommendations specific to Marwood and Co rather than the sector in general. It gives you a clear, prioritised plan you can act on without needing a technical background to follow it.

£250

Reply to this email or visit axiomaiinsights.co.uk/axi/business-diagnostic to get started.

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.