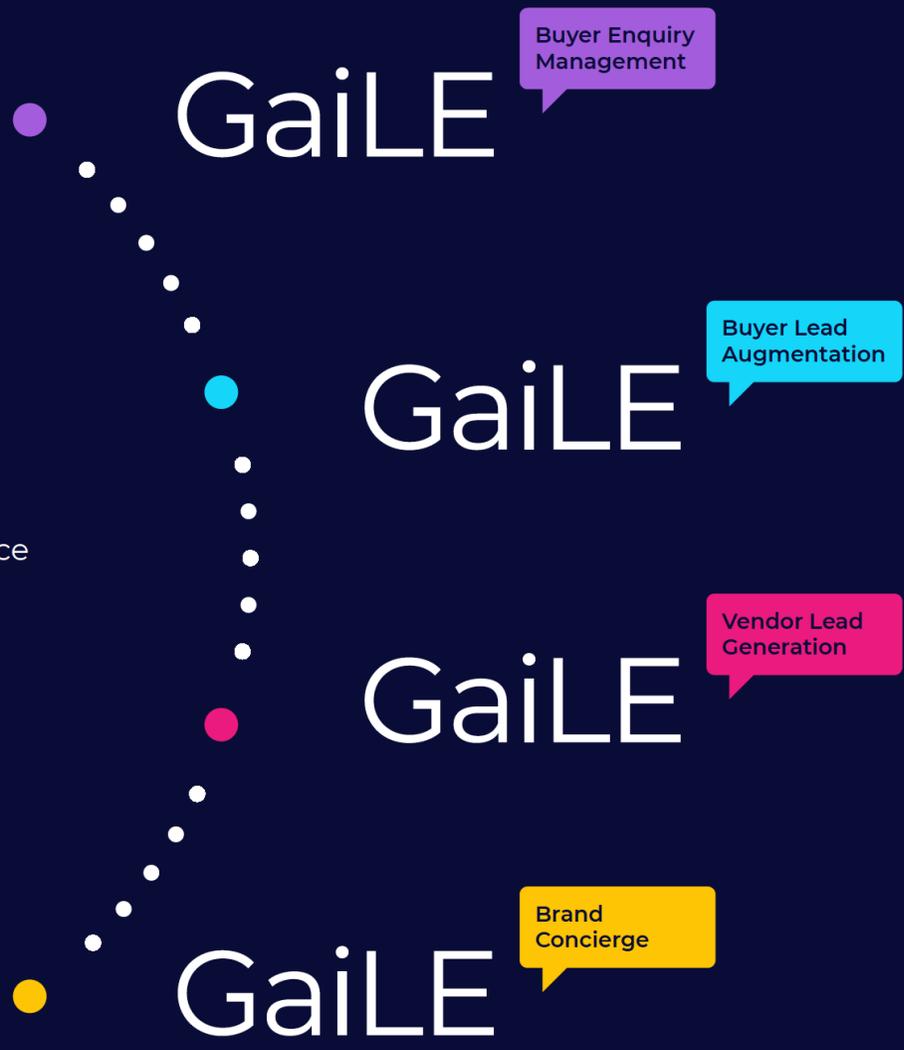


# GaiLE

Generative  
Artificial Intelligence  
Led Engagement



# GaiLE

Buyer Enquiry  
Management

## How Does It Work?

1

### **Enquire**

Buyers enquire on properties via the portals.

2

### **Respond**

GaiLE responds immediately with answers to the questions asked by the buyer.

3

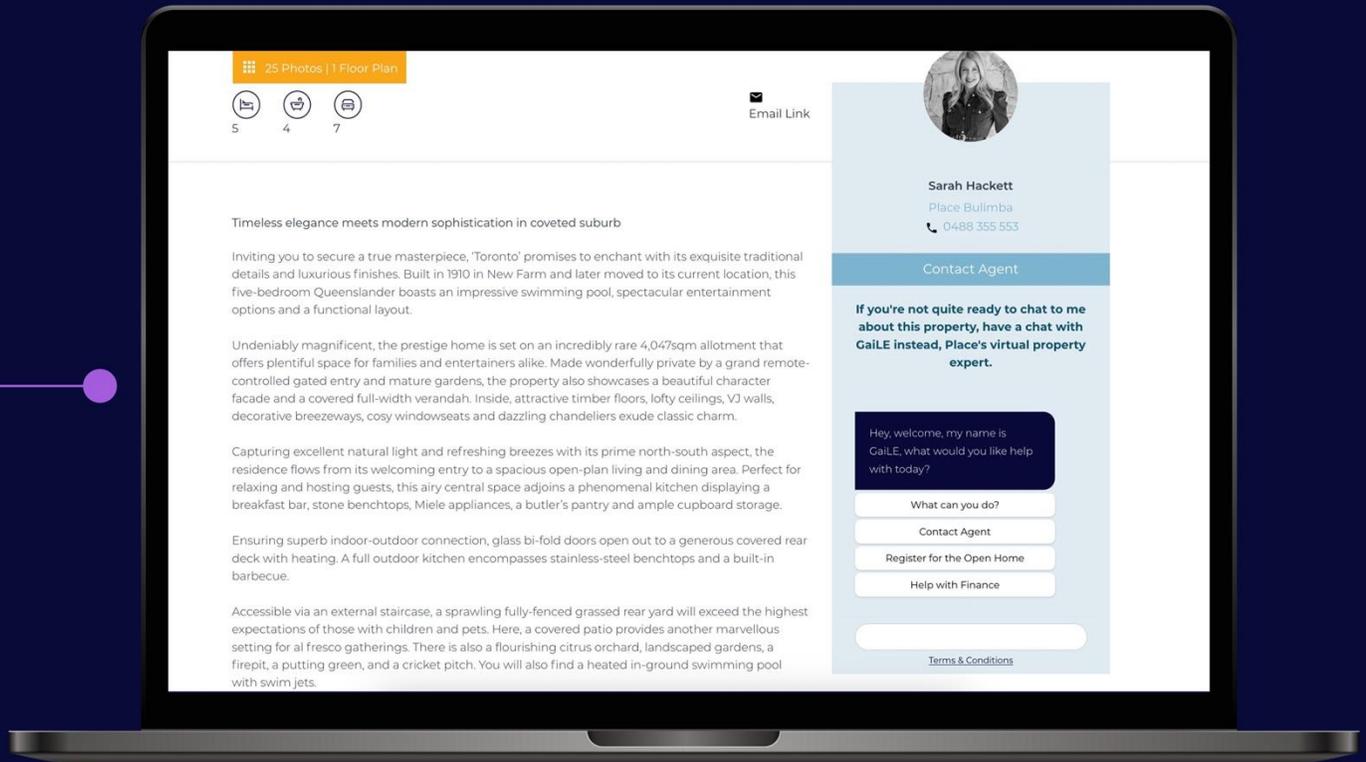
### **Engage**

Email response drives the buyers to our listings pages for deeper engagement with our properties and agents.

# GaiLE

Buyer Enquiry  
Management

GaiLE responds to buyer enquiries immediately,  
professionally and accurately, 24/7



# GaiLE

Buyer Enquiry  
Management

GaiLE Vision reads property images to enable more detailed responses to buyer enquiries



Multi-level

Tiled roof

Rainwater tank

Front garden

Manicured lawn

Side Driveway

# GaiLE

Buyer Enquiry  
Management

**ACTION:** Add as much property data to the listing in REX as possible

1. Documents – CMA, Building & Pest, Blank Contract, Pool Certificate
2. Price
3. Authority Type
4. Property attributes
5. Property features
6. Property area
7. Rates & fees
8. Events (OFI's and Auction)

# GaiLE

Buyer Lead  
Augmentation

## How Does It Work?

1

### **Summarise**

GaiLE summarises each conversation it has with a buyer.

2

### **Augment**

GaiLE interrogates external data sources to find more information out about the buyer.

3

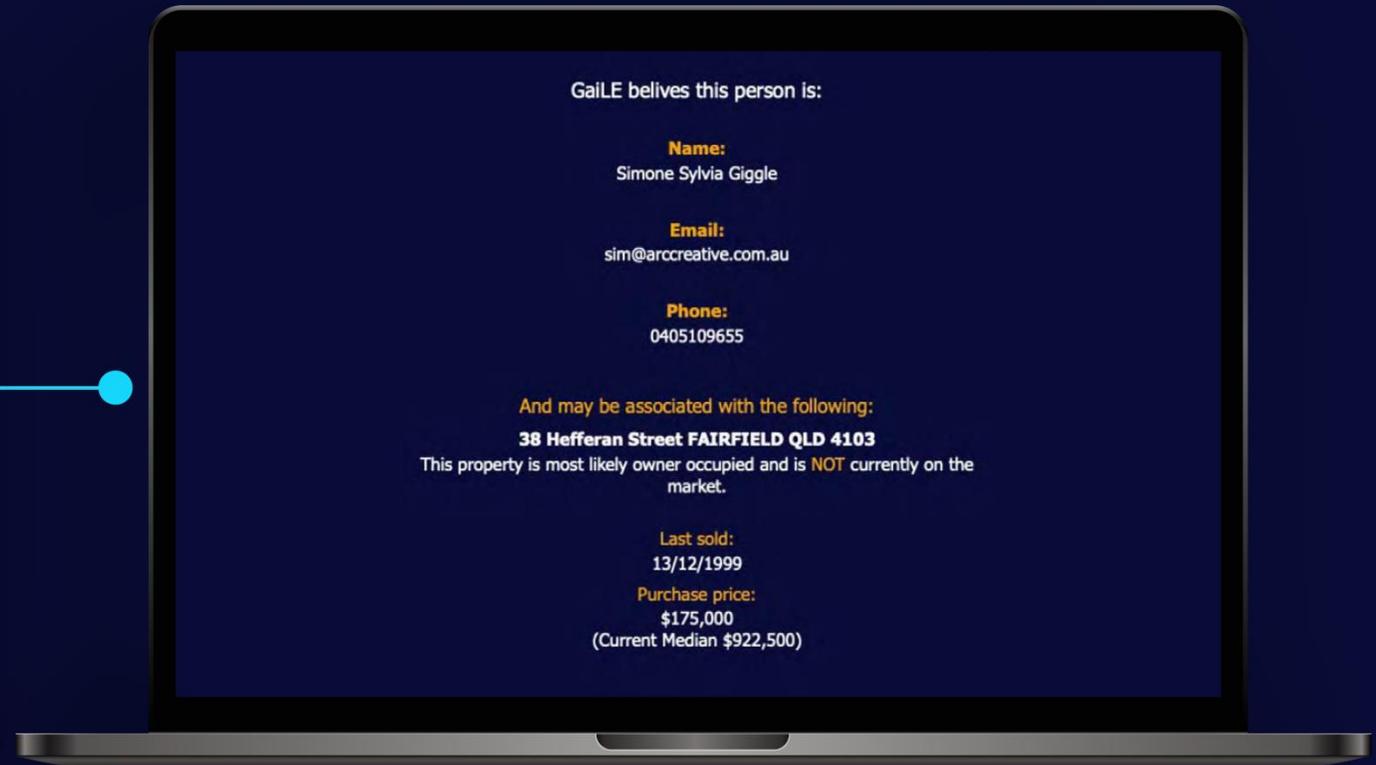
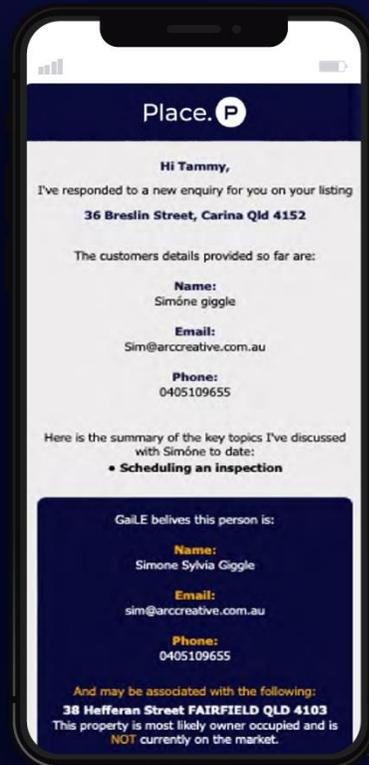
### **Supply**

GaiLE sends the agent an email with the conversation summary and augmented data for further action.

# GaiLE

Buyer Lead  
Augmentation

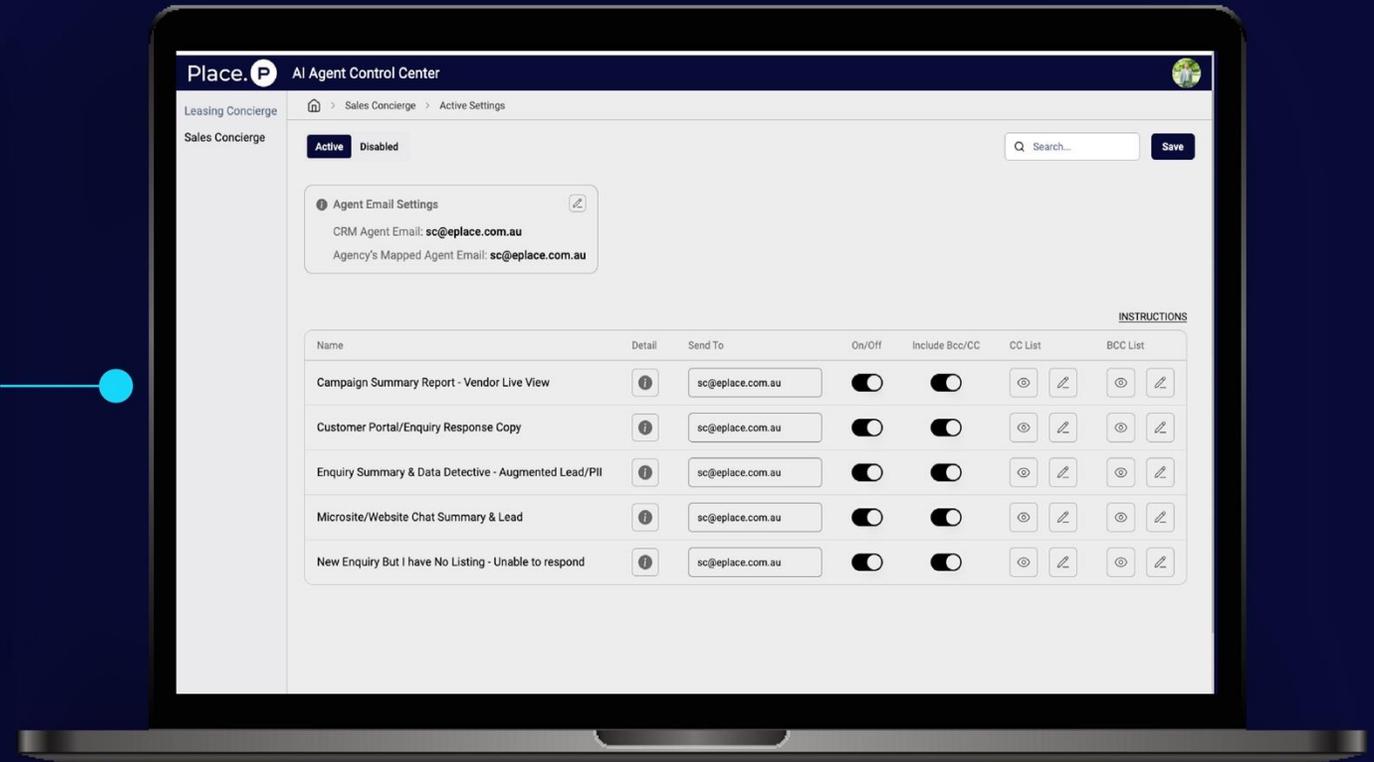
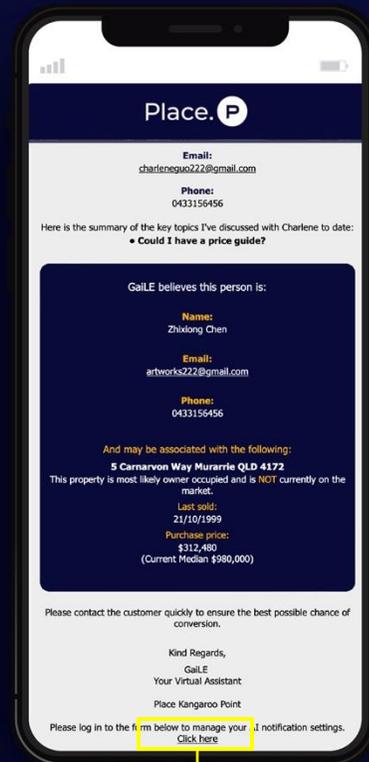
GaiLE integrates with multiple data sources to provide more information about the buyer



# GaiLE

Buyer Lead  
Augmentation

Control who receives which email notifications from GaiLE through the Agent Control Centre



Click here to access the  
Agent Control Centre

# GaiLE

Buyer Lead  
Augmentation

**ACTION:** Develop a process for confirming and using the augmented buyer data

1. Confirm augmented data during buyer call backs
2. Use the augmented data to start a conversation about an appraisal / new listing
3. Add confirmed data to REX contact card
4. Set-up email rules to reduce inbox clutter and focus on valuable information

# GaiLE

Vendor Lead  
Generation

## How Does It Work?

1

### **Predict**

Identify properties that are most likely to come to market.

2

### **Engage**

Make contact with property owners via outbound email and SMS.

3

### **Convert**

Provide insights by presenting in-depth data about their local market.

# GaiLE

Vendor Lead  
Generation

## Predictions

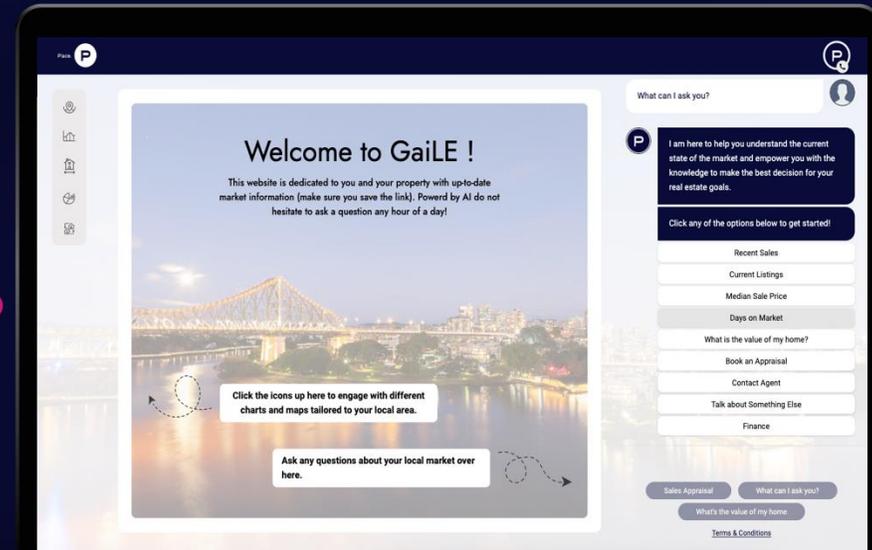
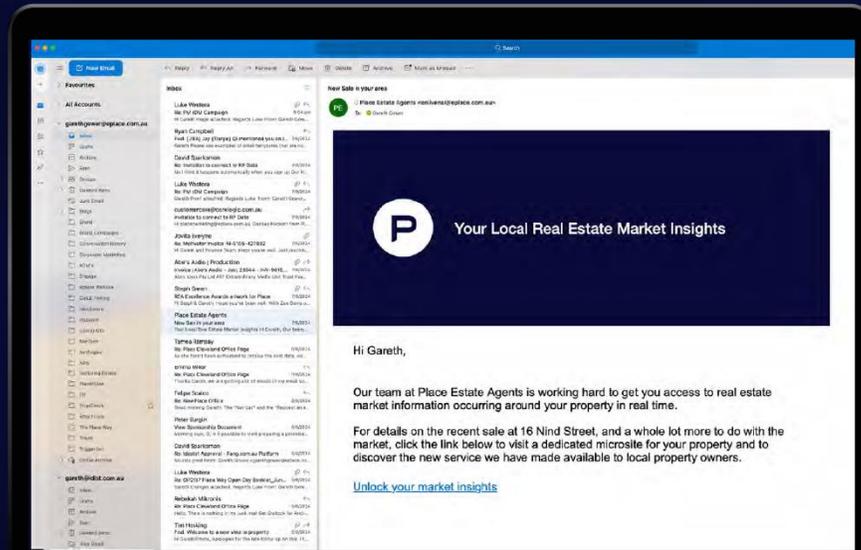
### **Multiple scenarios trigger outbound SMS and email messages**

- Record Sale in Street
- Record Sale in Suburb
- New Listing nearby
- New Sale Nearby
- Past Appraisal, 18mths old
- OFI Attendee with Property Ownership
- Competitor Churn, Aged Active listings
- Competitor Churn, Withdrawn Listing

# GaiLE

Vendor Lead Generation

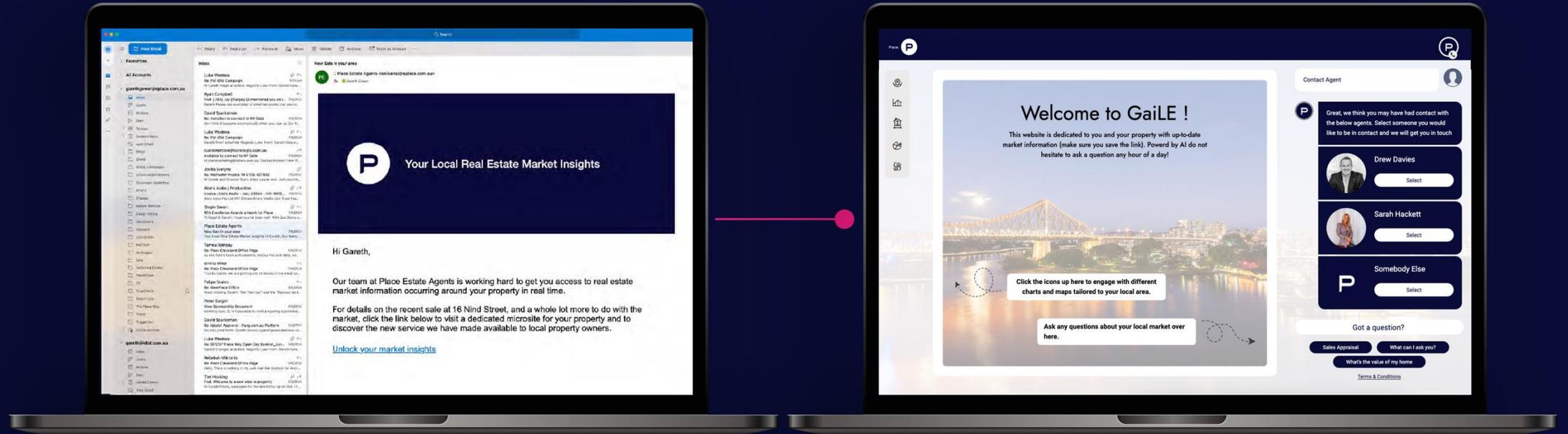
GaiLE sends SMS's and Emails to known owners based on notable market activity that occurs near their property



# GaiLE

Vendor Lead Generation

It provides real-time market information and aims to connect potential vendors with Place agents that they know



# GaiLE

Vendor Lead  
Generation

**ACTION:** Connect property address to contact card in REX

1. Potential vendors may be sent a SMS / Email if notable activity takes place near their property (new listing, recent sale, record sale, etc)
2. GaiLE interrogates REX to identify agents who 'know' the contact
3. If you know the contact and have their address in your REX, you will be presented as an option for the person to contact for an appraisal
4. Contacts won't receive more than 1 message a month

# GaiLE

Brand  
Concierge

## How Does It Work?

1

### Visit

Users are driven to the Place website via multiple channels and strategies.

2

### Search

They explore our website to research properties, offices, agents and more.

3

### Engage

GaiLE lives on a number of our web pages and can answer a variety of questions about Place and our services.

# GaiLE

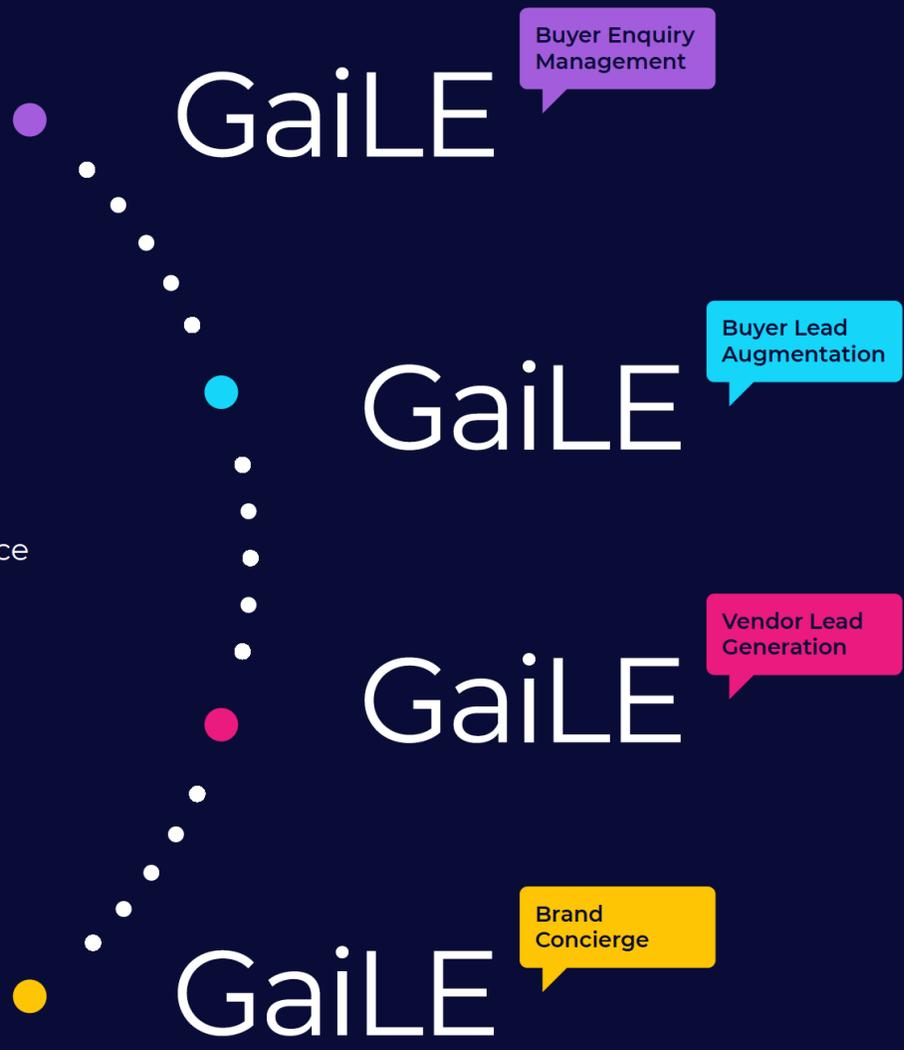
Brand  
Concierge

GaiLE engages visitors to our website in high-level conversations about Place services



# GaiLE

Generative  
Artificial Intelligence  
Led Engagement



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