

TECHNOLOGY + AI UPDATE

More time for what matters.

Brett Baillie – National Technology Manager

NORTH STAR

Our direction

A secure, unified technology ecosystem that enables our people to scale confidently and lead nationally.

Technology value across the network

NOW

What we're delivering

Technology that delivers value

Review tech investment across the network

More time for clients & growth

Invest in AI to reduce administration

Less double handling

Connect platforms and reduce re-entry

Seamless onboarding

One place to find and access tools

NEXT

What we're validating

The right technology partner

Core platforms that support our national scale and diversity

AI in everyday workflows

Enable all roles to work smarter and faster

Positive performance culture

Turn data into actionable insights

One connected network

A shared digital workplace

LATER

What we're exploring

A consistent client experience

Invest in a more consistent set of tools across the network

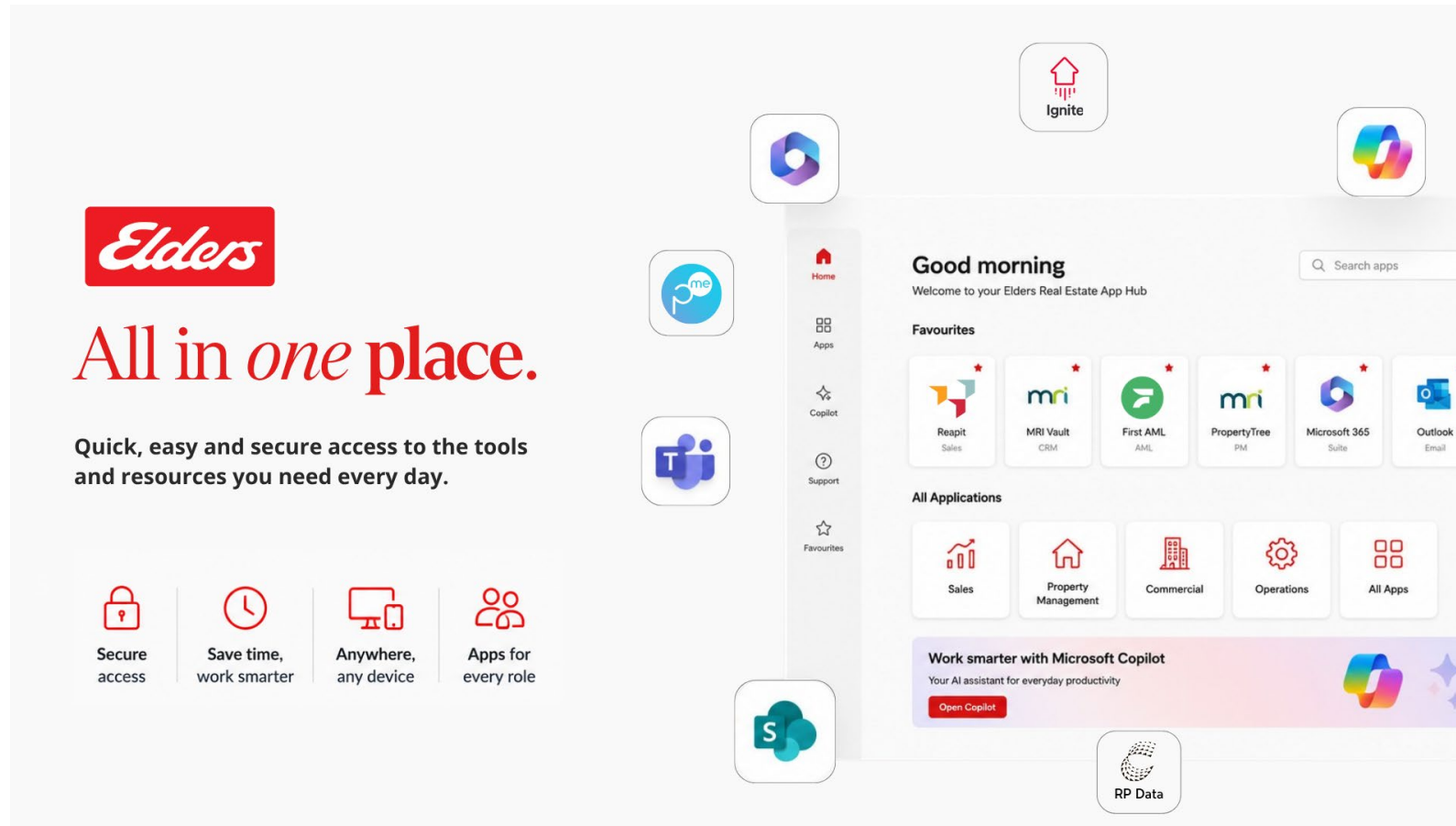
Right access from day one

Automate access as people join or move

Value through shared services

Explore shared capability and efficiency

The Elders Real Estate *Front Door*



An easier start

Reduced onboarding complexity and time to productivity

Our tech, together

A clearer view of the tools we use at Elders Real Estate.

Performance intelligence.

Whoever knows first, *wins*.

Have the conversation *sooner*.

The agent

who spots a relevant market change before the vendor calls.

The principal

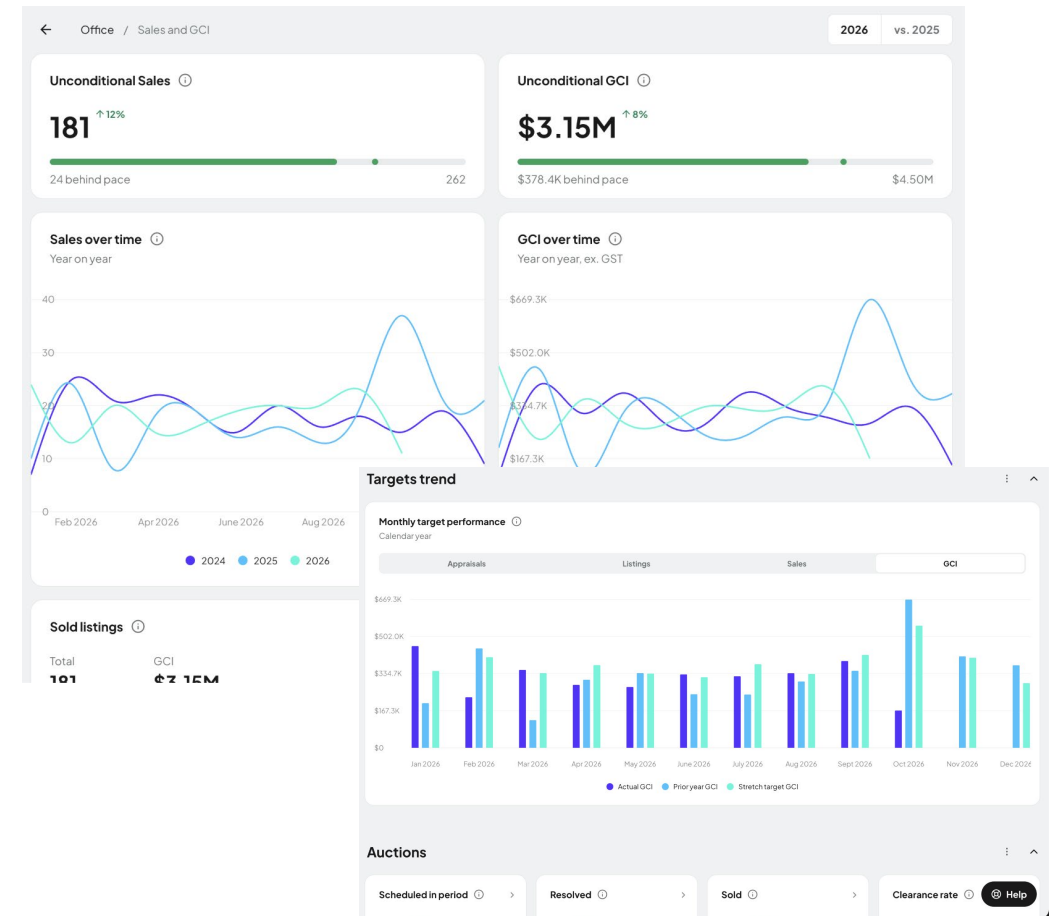
who sees a thinning pipeline before it becomes a revenue shortfall.

The state manager

who identifies a performance opportunity before the next office review.

The national leader

who sees where support can make the greatest difference.



Earlier *insight* creates more time to *influence* the outcome.

Connect the network. Align the *action*.

Elders' strength sits across its people, offices and markets. Bringing their performance into one connected view helps that strength work across the entire network.

Appraisals

Listings

Inspections

Offers

Contracts

Settlements

GCI

Market Benchmarks

National

Track network performance against budget and direct support where it matters most.

Office

Turn targets, agent activity and listing performance into focused coaching.

State and Region

Understand each office's performance, pipeline and local market before every conversation.

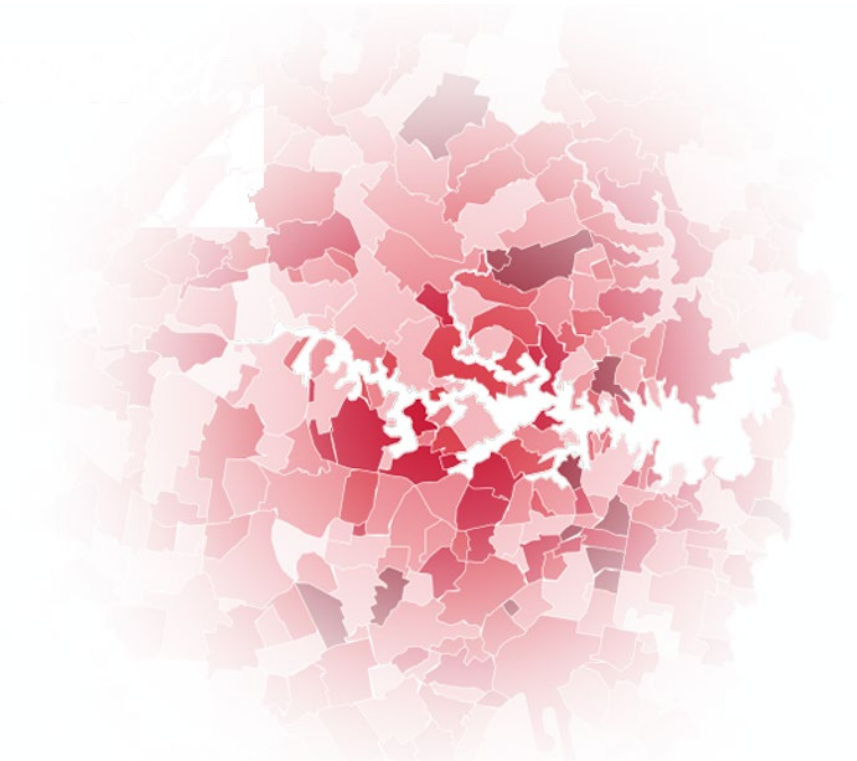
Agent

Stay informed, track personal goals and have better conversations with clients.

Shared *intelligence*. Clear *priorities*.
Action relevant to every role.

Know whether the gap is the *market*, the *office* or the *opportunity*.

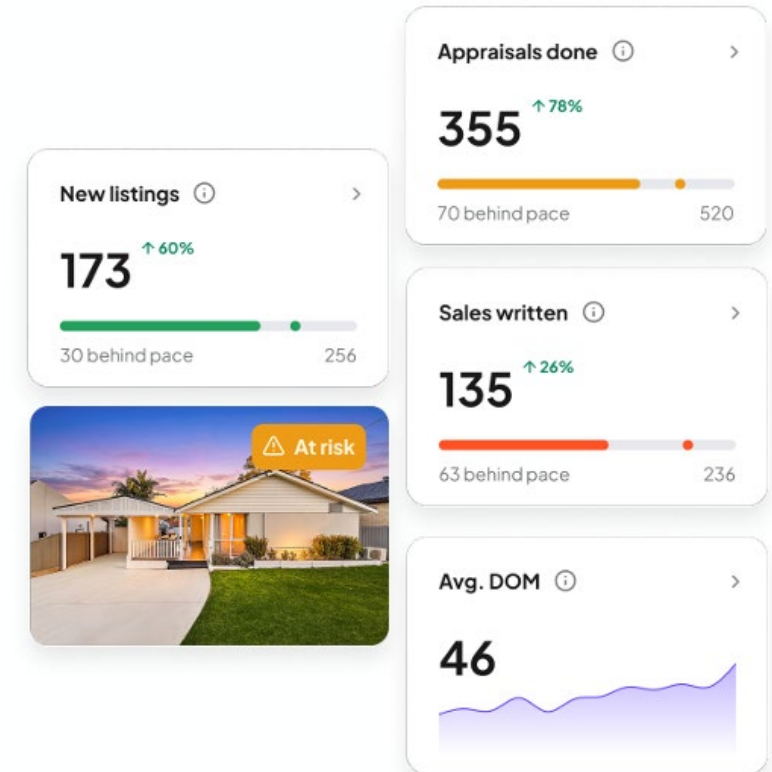
- Explore local listings, sales, prices and days on market.
- Compare office and agent performance with competitors.
- Identify where market share is growing or slipping.
- Assess selected markets for recruitment and growth opportunities.



Bring local *evidence* to every strategic *conversation*.

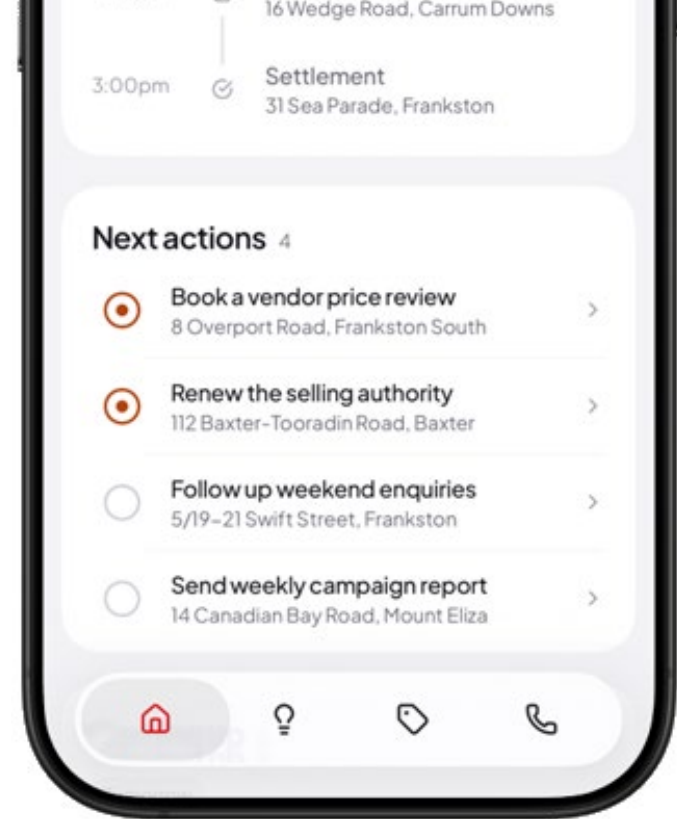
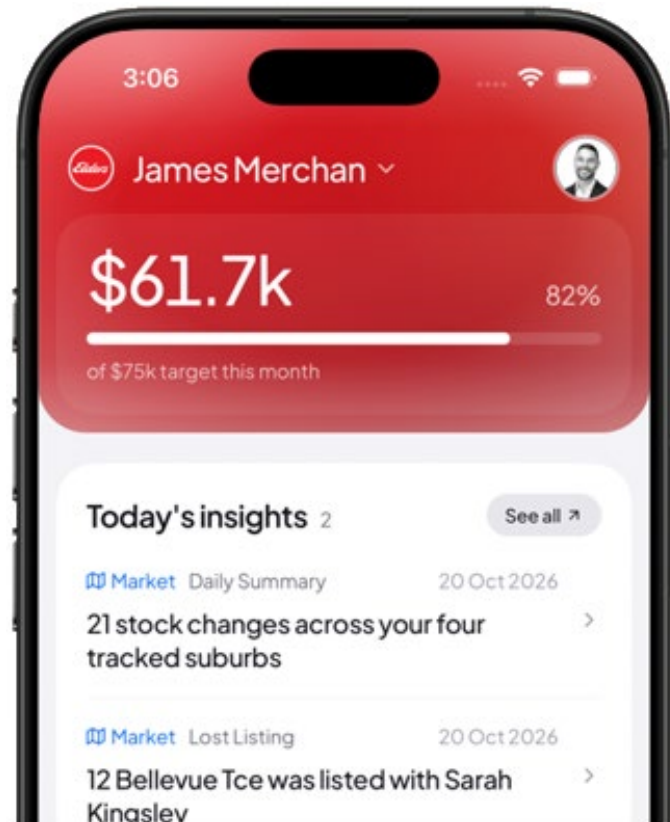
Know where to *focus* before the conversation *starts*.

- Track office and agent results against budgets and stretch targets.
- Review the pipeline from appraisal through to settlement.
- Spot listings with weak enquiry, limited buyer engagement or rising days on market.
- Use real-time local market evidence to guide pricing and vendor conversations.
- Recognise progress and focus coaching on the next opportunity.



For agents

From knowing what *happened*
to knowing what to do *next*.



Designed to turn *insight*
into useful *activity*.

The compounding edge

When every level sees *clearly*, the whole network moves *forward*.

Agents

Have more informed conversations and focus on opportunities.

Office

Coach more effectively, strengthen pipelines and address risks earlier.

State leadership

Target support, share successful practices, drive a positive performance culture.

National leadership

Align investment, training and recognition around network performance.

Insight informs *coaching*. Coaching guides *action*.

Results inform the next *decision*.

AI in everyday real estate work

Available now

Copilot for company offices.

Gemini for franchise offices.

Other approved tools available in your office.

The *opportunity*

More time human-to-human.

More time for growth.

More capability arriving soon

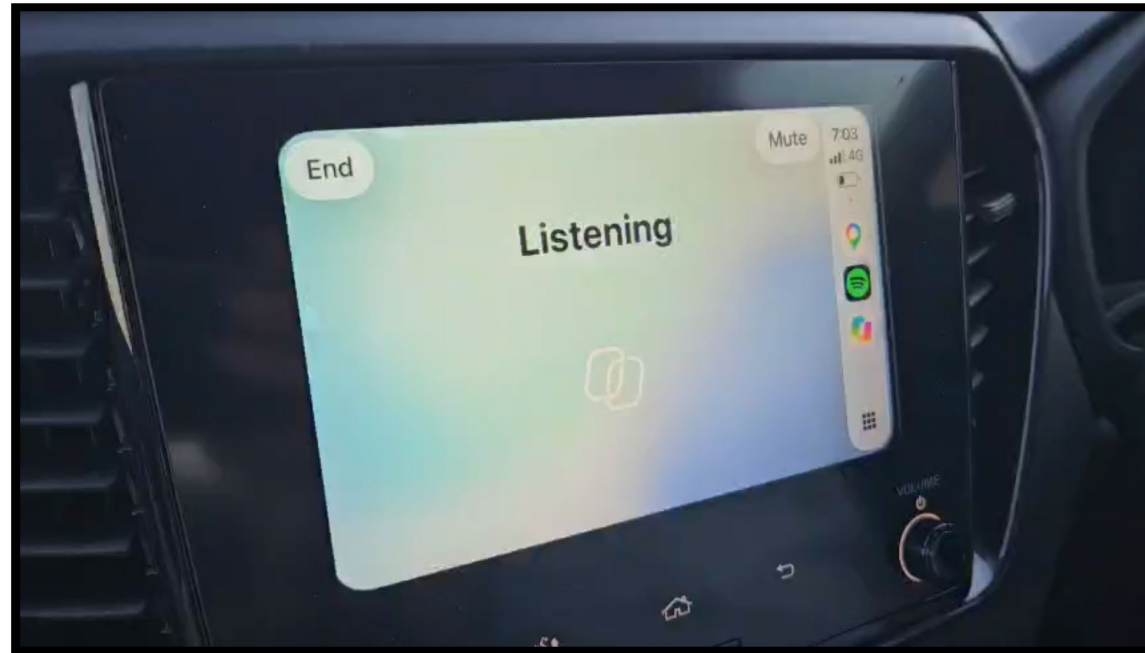
CRMs are embedding AI into everyday workflows.

In 2027, we expect major advances in AI capability.

Copilot + AI tools connecting directly to your CRM

FOR PROPERTY MANAGERS

Insights on the move



Less time behind your desk. More time human-to-human.

FOR SALES AGENTS

Research on the move



Less time behind your desk. More time human-to-human.

COPILOT FOR LEADERS

Turn data insights into *action*

PERFORMANCE

How are we going?

PIPELINE

What is likely to happen next?

PEOPLE

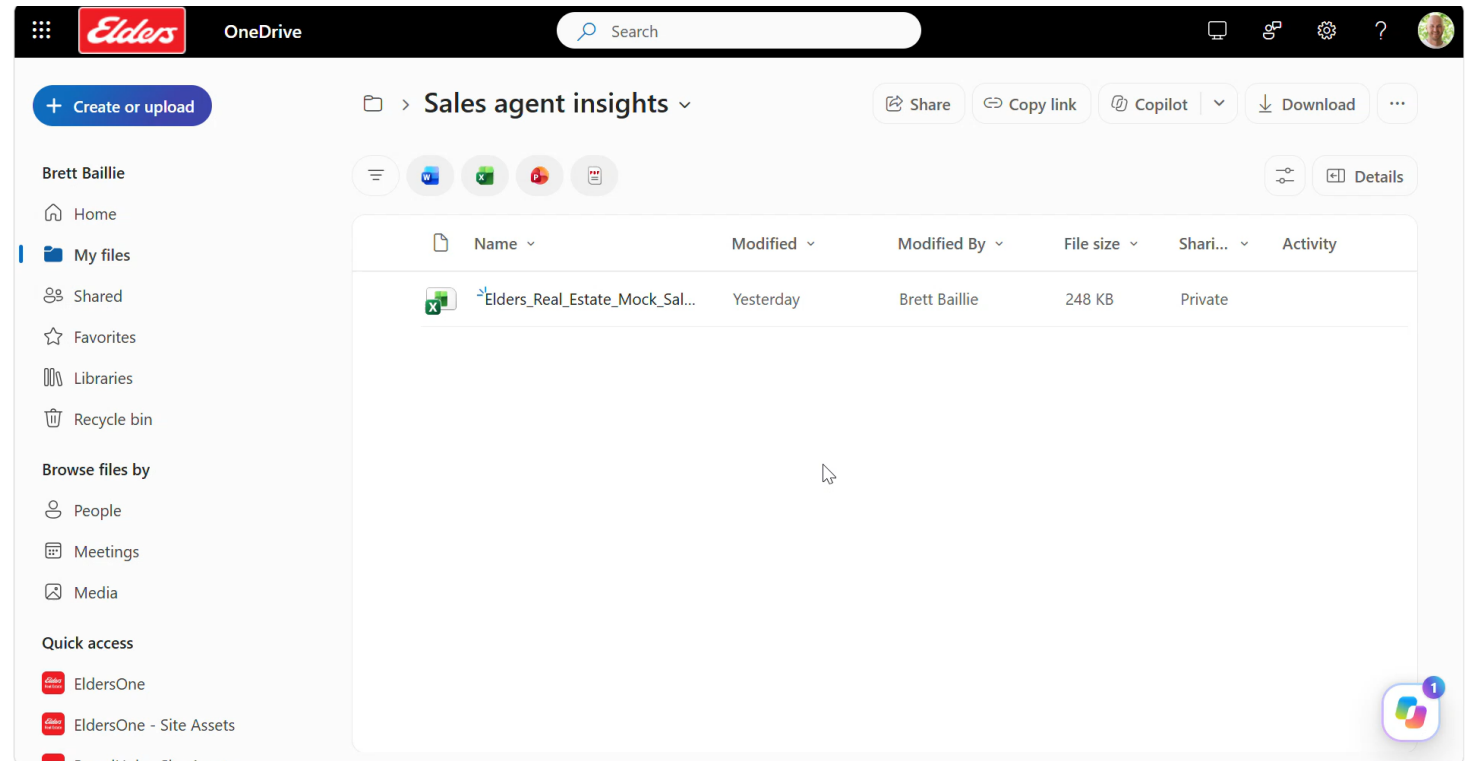
What's driving the result?

MARKET

How does that compare with the opportunity in our market?

ACTION

What should I do about it?



Less time preparing. More time leading.

TECHNOLOGY REVIEW

Your feedback will shape our roadmap

Our tech review survey will be sent to you next week