

Property Awards 2025	
Property Technology of the Year.	
ENTRANT`S DETAILS	
Full Name	Laura Howard
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PLEASE ANSWER ALL THE FOLLOWING QUESTIONS	
Please outline why the nominated individual/organisation should be considered for the award?	<p>Utilising the latest technologies to improve clients' experience with RWinvest is a key part of our sales and marketing strategies. Over the past year, we have used modern computer-generated images, virtual tours and drone footage to allow clients to get a feel for our properties and provide visual updates on the construction process. As the majority of the properties in our stock are off-plan, having high-quality CGI images is essential for showing prospective investors what our properties and wider developments will look like when complete. These images are used for various marketing materials including brochures, social media ads, property listings, site hoarding and email campaigns. Our graphic design team also use these CGI images to create bespoke virtual tours for each development. This provides investors with an interactive resource through which they can take a 360-degree tour of an off-plan property to help them determine if it's the right investment for them. These tours are created using the Kuula software and are easily accessible to all clients. This year, we have enhanced our client experience significantly by partnering with the Strive company to create an ultra-HD virtual tour of our latest development, The Gateway. In addition to our existing Kuula Tours, this has been an incredible resource that has allowed us to showcase the superior specifications that set this development apart. Due to the quality and size of the Strive software, we have had to purchase several high-resolution laptops that can be used by our sales team to walk clients through the development step by step. We have also used this resource to create videos showcasing the development that can be sent to clients or posted on social channels. In addition to these resources, a member of our design team has this year started shooting drone footage of each development site. This footage is used mainly for construction updates that are sent to clients who have purchased a property in one of our</p>

	<p>developments. These updates provide a visual overview of how construction has progressed at a given site each month, which is an important part of a client's journey with RWinvest. We also collect footage of sites where construction has not yet commenced along with surrounding city landmarks. This gives clients an insight into the location of the property they have invested in which is also important. Together, the use of CGI images, virtual tours and drone footage play an important part in our sales and marketing strategy. As many of the properties we market are off-plan and under construction, these resources allow us to provide clients with visual representations of what each property will look like when complete and how construction is progressing. As this is one of the obstacles to marketing off-plan properties, our team is always looking for new technologies that can improve the client experience.</p>
Provide relevant information on the nominee?	<p>RWinvest is an award-winning property investment agent based in Liverpool, UK. Established in 2004, we specialise in off-plan buy-to-let investment and have helped thousands of investors find properties that match their budget and financial goals. With a focus on off-plan buy-to-let property in locations primed for future growth, our investors can benefit from strong rental yields and excellent capital growth opportunities. Making the investment process as accessible and straightforward as possible is one of our central aims. Since our establishment, we have worked hard to deliver a service that goes beyond the norm and guides clients through their entire buy-to-let journey. In order to do so, we rely on our dedicated team of industry experts based across three UK offices in London, Liverpool and Manchester. Our team consists of sales consultants, client care, post-sales and marketing staff, who are all specialists in their field. Our sales consultants are an investor's initial point of contact and help them find the right investment property based on their budget and goals. Once a deal has been agreed upon, they will be appointed a client care executive who will advise them through the exchange process, including the legalities involved with investing in a property. When contracts have been exchanged, clients will be passed on to our post-sales team who will remain their main point of contact for the rest of their investment journey. This involves processing stage and completion payments, notifying the client when to initiate the mortgage process (if required) and providing regular construction updates on the property they have purchased. Another key part of the service RWinvest provides is ensuring that the quality of the properties we bring to market is second to none. Therefore, we only partner with leading UK developers with a proven track record of delivering exceptional residential properties on time and within budget. One such partner is Legacie Developments, a Liverpool-based developer behind some of the most impressive residential developments in the North West. Exceptional projects such as Parliament Square and The Prestige in central Liverpool have raised the standard</p>

	<p>of apartment living in the city and generated high returns for investors since being completed. Not only are these developments located in some of the UK's top buy-to-let postcodes, but they also contain a range of opulent onsite amenities and are powered by the latest eco-technologies, further adding to the value of each property. For our efforts over the past twelve months, RWinvest was recently named 'Best Real Estate Agency in the UK' at the UK Property Awards and 'Property Investment Company of the Year' at the YM Liverpool Awards. In the coming years, we will continue to build on this work, bringing high-quality investment properties to the UK market, and improving rental accommodation in key city districts.</p>
List, all qualifications and institutions where the nominee studied	<p>Michael Gledhill - Director Bachelor of Laws (Hons) Lancaster University 21 Years Industry Experience Sascha Hamm - Director BA Business Administration University of Innsbruck 20 Years Industry Experience Bradley Ashley - Associate Sales Director BA Business Studies (Hons) Leeds Metropolitan University 14 Years Industry Experience Lewis Francis - Associate Sales Director BSc Sports Psychology (Hons) Liverpool John Moores University 13 Years Industry Experience</p>
Provide a brief biography of the nominated individual/organisation	<p>Founded in 2004, RWinvest is an award-winning agent that has been in operation for over twenty years. Initially comprising a small team focused on the Liverpool buy-to-let market, the company has expanded significantly since its establishment to become one of the leading names in UK property investment. RWinvest's consistent growth stems from several factors including a commitment to developing a client-friendly approach to property investment and a shift towards buy-to-let markets with strong growth prospects. This has resulted in a significant expansion of the RWinvest team and client base. In recent years, we have opened additional offices in central London and Manchester to accompany our headquarters in Liverpool city centre. We have also added a client care and post-sales team to our workforce, allowing us to improve the range of services we offer. Giving investors the best opportunities to secure properties that generate consistent rental returns and strong capital appreciation has been key to our success. In this respect, focusing on areas with high tenant demand and value growth potential has aided the company's expansion. In response to an ever-evolving market, we have launched 30 new developments in Liverpool and Manchester since 2013, two of the UK's most popular cities for property investment. This has allowed us to bring high-demand rental properties with excellent room for future growth to the UK market. The quality and scale of the developments we have brought to market have also evolved since RWinvest was founded. Not only are the properties in our stock of a premium standard, but each development contains a variety of hotel-style amenities that add to an exceptional living environment.</p>

These include fully-equipped gyms, swimming pools and spas, onsite concierge services and even in-house cafes and bars. RWinvest has grown in various respects since the company's establishment. We are now a multi-award-winning investment agent with a client base that spans the globe and will continue working to remain at the forefront of the UK buy-to-let sector in the coming years. Thanks to the continued hard work of our UK-wide team, we have received over 1,000 five-star reviews on Google and Trustpilot. We have also received several awards in recent years, some of which are listed below. Best Real Estate Agency 2-4 Offices in the UK - UK Property Awards 2023 Best Real Estate Agency Single Office in Merseyside - UK Property Awards 2023 Best Real Estate Agency 2-4 Offices in Merseyside - UK Property Awards 2023 Best Estate Agency Marketing Merseyside - UK Property Awards 2023 Property Investment Company of the Year - YM Liverpool 2023 Best Property Investment Company - Northern Enterprise Awards 2023 Property Agency of the Year - International Property Awards 2022 The Community Award - YM Liverpool 2022 Property Business of the Year - Business Masters 2020

#### Photos and Files

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