



## Overview

Finding a suitable tenant is one of the most time-consuming tasks that a letting agent will undertake. Castlebrae Sales & Lettings, a reputable letting agency with a high volume of weekly enquiries and large property portfolio, were no stranger to this. They faced a number of challenges with their referencing and viewing processes.

Prior to using River, references could take days to obtain and would often entail long and laborious phone calls with tenants and their referees. Viewings often resulted in a lot of time wasted due to some applicants viewing properties that they were ultimately not eligible to rent. With a strong commitment to customer service and responding to all enquiries, Castlebrae realised that in order to scale their business and manage an increased volume of enquiries, an alternative solution would be required.



**Castlebrae  
Sales & Lettings**



**West Lothian**



**Founded in 2006**



**240 lets per year**



**River customer since  
November 2020**

## Approach

River helped Castlebrae to manage, streamline, and speed up their referencing and viewings processes significantly with the following tools.

### Centralised Enquiries

With one centralised point in which to view all of their enquiries and applicants, Castlebrae can see everything at a glance and track an applicant's progress on an easy-to-read enquiry dashboard.

### MyRentalCV Integration and Applicant Support

Integrated MyRentalCV referencing allows an applicant to quickly complete all of the information required to rent a property for the Castlebrae team to view. The dedicated MyRentalCV support line means that they spend significantly less time dealing with inbound phone calls related to referencing.

### Auto Invites / Pre-screening

In order to identify serious renters, Castlebrae require applicants to pre-screen themselves before offering a viewing. With auto-invites switched on, all enquiries will automatically receive an invite to pre-screen using MyRentalCV.

### Bulk Archiving and Messaging

With River's bulk archive and messaging feature, Castlebrae can select multiple applicants to archive or message at once, keeping them all informed and sending them an email when a property has left the market.

## Results



**The average time to let** reduced from 1 month to **just 1.5 weeks**



**Time to reference per tenant** reduced from up to 10 days to **just 4 hours**



**2-3 hours saved** on each property viewing - an avg. of **11 hours per week**

## A word from Castlebrae...

*“Castlebrae have found the River LPM system an essential tool to ensure that we are meeting our landlords’ needs. The time saved on referencing and credit checking applicants has made a huge difference, allowing time to be spent on other properties and areas of our business.*

*Having implemented the River LPM software in the last few months, the running of our business has transformed, allowing us to manage the quick turnaround of properties in a highly efficient manner.”*

*- Jody McAdam, Lettings and Office Manager*

## Conclusion

Castlebrae Sales & Lettings previously struggled to filter through their vast volume of enquiries and often found that in order to uphold their high standards of customer service, a lot of time was being spent unnecessarily on the referencing and viewing phases of the lettings process.

River helped Castlebrae to speed up and streamline their enquiry management process by providing them with a centralised view of their applicants and enquiries, an easy to use digital pre-screening system, and email automation tools for quicker and more efficient applicant communication.

This resulted in a significant reduction in time spent on referencing, viewing, and overall time to let, meaning that the agency has had more time to spend on other areas such as acquiring new business and focusing on growth.