

Never miss a lead again.

AI that responds, qualifies, and nurtures every lead. So your team can focus on closing.

THE PROBLEM

Your leads deserve better than voicemail.

78% of buyers go with the first agent to respond. If your team takes hours to reply, you're handing instructions to the competition. Evenings, weekends, and busy periods are where the most valuable leads slip through the cracks.

THE SOLUTION

Meet Dotty. Your new AI teammate.

Dotty is an AI negotiator built specifically for estate agents. She responds to every enquiry in under 3 seconds, qualifies leads with property-specific questions, and hands your team warm, ready-to-close opportunities. Think of her as a hire, not software.

1. Capture

Instantly responds to enquiries from all channels

2. Qualify

Identifies intent, budget, and requirements

3. Nurture

Follows up consistently with relevant info

4. Reactivate

Re-engages cold leads with fresh opportunities

5. Notify

Alerts your team when it's time to close

<3s

Response time

24/7

Always available

85%

Leads qualified

3x

More viewings

CHANNELS COVERED

Phone | SMS | WhatsApp | Website Chat | Rightmove | Zoopla | OnTheMarket | TikTok | Instagram | Facebook

WHAT DOTTY QUALIFIES

Property-specific qualification. Not generic chatbot scripts.

Dotty was trained by practising estate agents. She asks the right questions for every lead type.

Buyers

- ✓ Budget and mortgage position
- ✓ Location and commute preferences
- ✓ Bedrooms, parking, garden needs
- ✓ Chain status and timelines
- ✓ First-time buyer or onward purchase

Renters

- ✓ Move-in date and tenancy length
- ✓ Number of occupants and pets
- ✓ Employment and referencing status
- ✓ Budget including bills
- ✓ Furnished or unfurnished preference

Landlords

- ✓ Property type, location and EPC
- ✓ Current tenancy status
- ✓ Managed or let-only preference
- ✓ Rental income expectations
- ✓ Compliance and safety certificates

Vendors

- ✓ Reason for selling and timescale
- ✓ Existing valuation or price idea
- ✓ Current mortgage and equity
- ✓ Onward purchase plans
- ✓ Previous marketing history

RETURN ON INVESTMENT

The numbers that matter.

Conservative estimates for a typical 1-office agency.

REVENUE SOURCE	ASSUMPTION	ANNUAL VALUE
Recovered missed leads	150 leads/mo, 25% missed, 75% recovered, 4% convert	£54,000
Cold lead reactivation	500 dormant contacts, 10% reactivated, 16% convert	£32,000
Landlord/vendor reactivation	250 contacts, 15% re-engaged, 30% convert	£84,375
Potential annual revenue impact		£170,375

£5,000

Average landlord instruction value

£10,000

Average vendor instruction value

Ready to never miss a lead again?

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