

IMPERIUM

2026

# The Agency OS

Introduction

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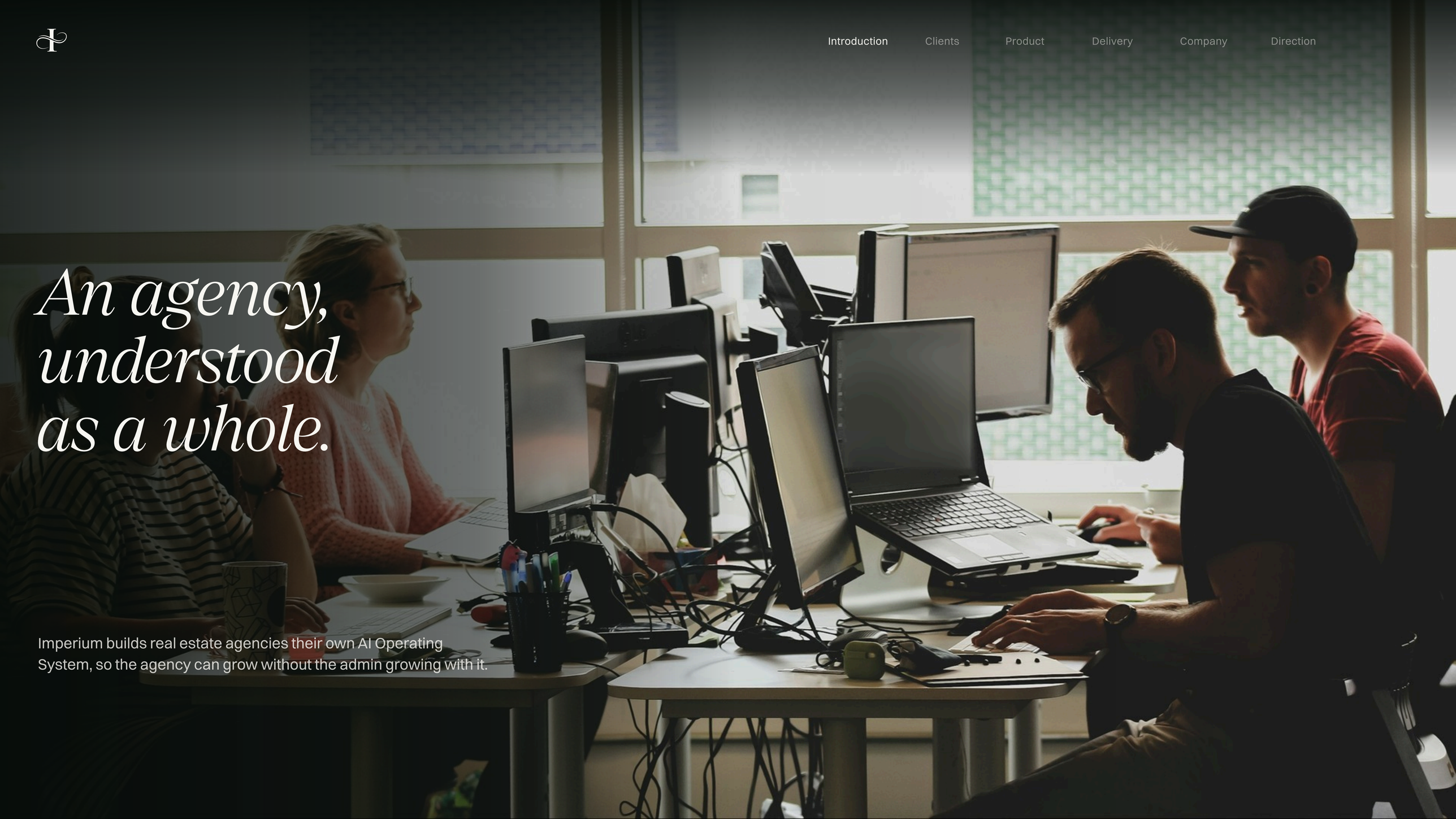
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# *An agency, understood as a whole.*

Imperium builds real estate agencies their own AI Operating System, so the agency can grow without the admin growing with it.

# The bottlenecks in an agency.

| | THE BOTTLENECK | WHAT IT COSTS YOU |
|---|---|---|
| 01 | No clear view across the whole agency. | Leads, listings, deals and commission sit in different places, so the real numbers arrive late. |
| 02 | Leads come in from portals, ads, WhatsApp and referrals. | Some get a reply in minutes. Some never do. |
| 03 | Deal updates live in chats and inboxes, not the CRM. | People ask the director what’s happening instead of seeing it. |
| 04 | Listings and reports by hand, marketing paid out. | Stale listings lose buyers, and what your marketing learns stays with someone else. |
| 05 | You can’t tell which marketing brings buyers who sign. | Spend goes out with no clear read on what came back. |
| 06 | Growth means more agents and more admin. | Headcount grows faster than commission, and the margin shrinks. |

# Your team already uses ChatGPT and Claude. They can’t see your business.

Keep them. On their own, they stall for the same reasons.

01 **Nothing is connected.**

Your systems, accounts and files aren’t wired in, so each answer only knows what someone pasted in.

02 **WhatsApp is out of reach.**

That’s where your buyers, sellers and agents talk, so those conversations sit outside every answer.

03 **Each person’s AI learns alone.**

What one person teaches it, nobody else gets. When someone leaves, it goes with them.

04 **So the work is still done by hand.**

Someone still digs through the CRM and the chats before every weekly report.





# An AI Operating System is three parts. Your team only has the first.

We build the other two, around your business. Together, that's your AI Operating System.

YOU HAVE IT

01

## The AI model

The brain. Claude, ChatGPT, or a local model on your own machines for sensitive work. When a better one comes out, we plug it in.

ChatGPT · Claude · Gemini · DeepSeek

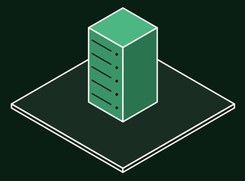
YOU HAVE THIS ALREADY

IMPERIUM BUILDS THESE TWO

02

## Your data, organised

Your CRM, listings, WhatsApp, accounts and files, connected and set out the way your business runs, so the answers are right.



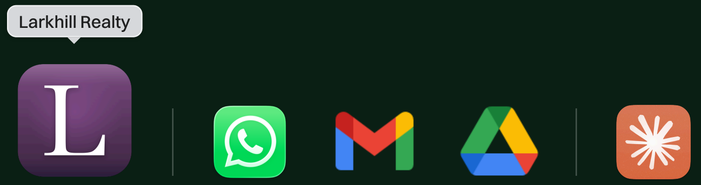
HubSpot · Docusign · WhatsApp · Xero · Gmail · Drive

WE BUILD THIS · THE HARD PART

03

## Your own app

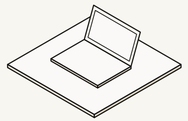
Custom built for your company: your team, your systems, the way you work. On every desk and phone, your team asks in plain English and approves the work it drafts.




WE BUILD THIS · CUSTOM TO YOU

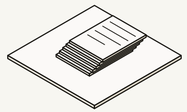
You own your data and everything built on it: infrastructure that grows with you. Swap the model or the app later and nothing is lost.

# What it runs across the agency.



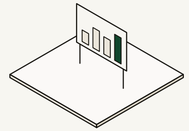
## Leads

Every enquiry lands in one pipeline, with an owner and a reply drafted.



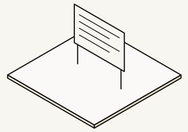
## Listings

Written, refreshed and kept current on your site and the portals.



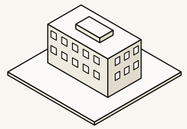
## Agents

Every agent’s deals, viewings and follow-ups in one view.



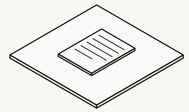
## Marketing

Campaign reads, creative and content from your own numbers.



## Admin

Offer letters, contracts and documents drafted from your templates.



## The director

The whole agency on one screen.

All of it in your own app, built around the agency: ask, check the answer, approve.

WHAT YOUR TEAM GETS

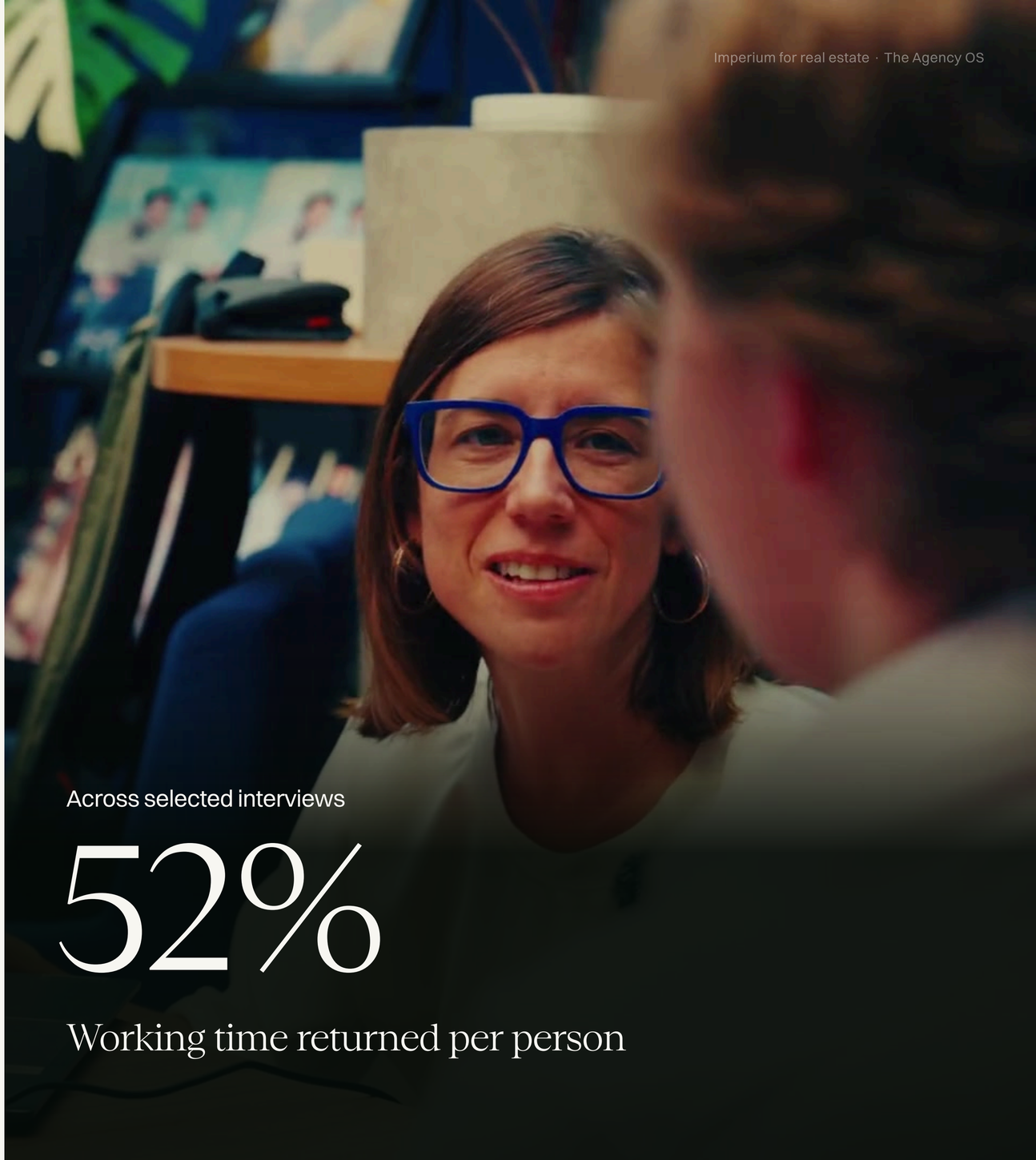
- Your company’s own app, on every desk and phone.
- Connected to your CRM, listings, accounts, files and WhatsApp.
- Answers from your own data, and shows where it came from.
- Drafts the next step for a person to approve.
- What one person teaches it, the whole team gets.

# What changes.

The outcome for selected clients.

| | |
|---|---|
| 3.1× | Increase in output per person |
| 7.5 | Hires not made, per company |
| $175,000 | Payroll prevented a year, per company |
| 5.6× | Speed increase for work handled by the OS |

Figures calculated from selected client interviews, across different companies and tasks. See the individual stories for context.



# Experience across businesses and industries

The tools differ, but the problems repeat: knowledge scattered across teams, reports that take days and work that waits on one person.

Our company and team experience spans property, hospitality, retail, technology and professional services.

Selected company and team experience, including earlier professional relationships.

# Working sessions with operators

Questions from the people doing the work shape the product: visibility, accountability, adoption and time returned to the team.



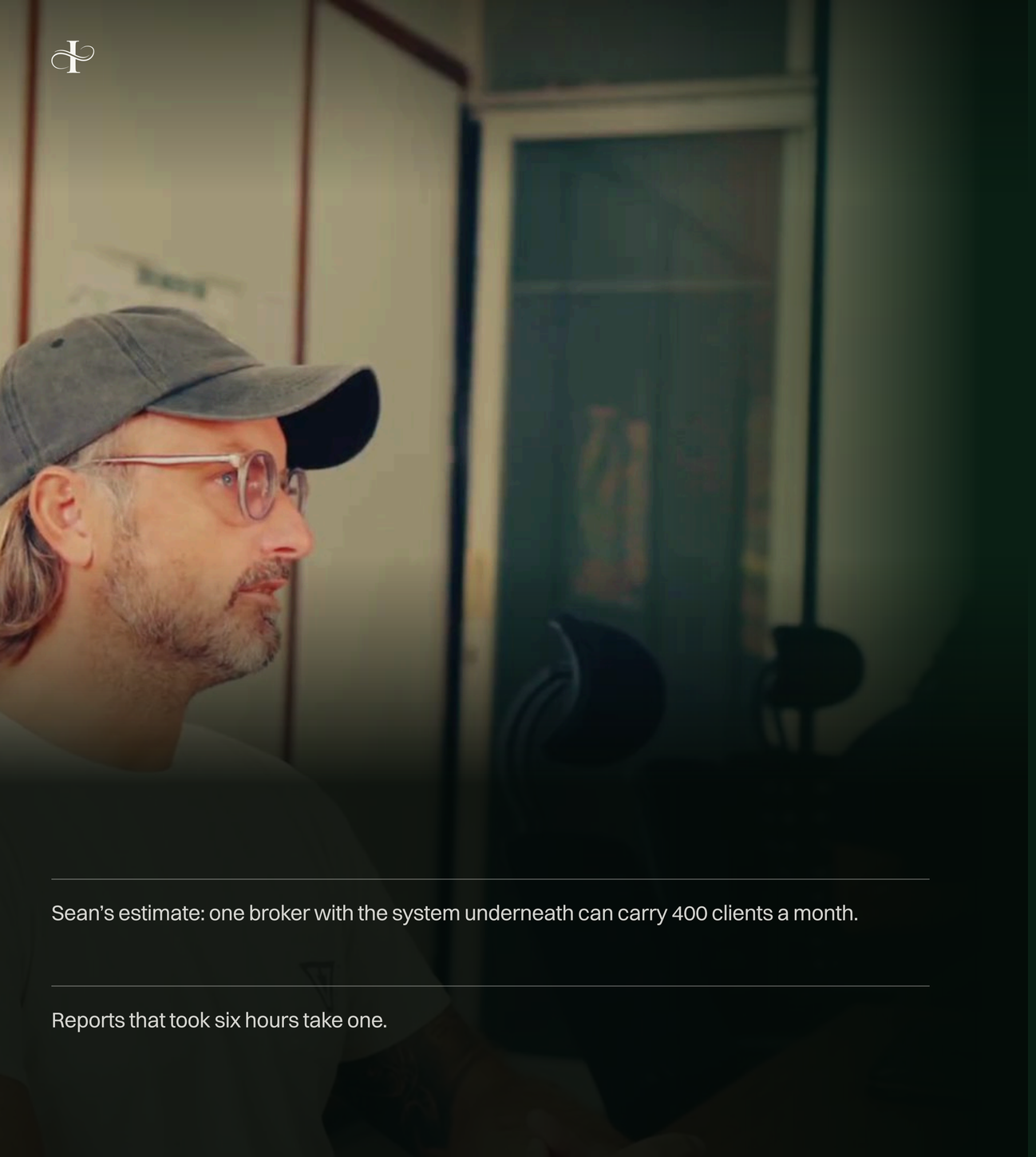
Workshop · from questions to decisions



Recorded conversation · questions before tools




Live presentation · bringing AI into the operating conversation



Sean’s estimate: one broker with the system underneath can carry 400 clients a month.

Reports that took six hours take one.

BALI DREAM LIVING
REAL ESTATE

# One broker, 400 clients a month.

Sales, property management, daily rentals and land. Founder Sean Johnson, 22 years in real estate.

## PROBLEM

A broker can hold about fourteen clients a month the manual way, so growth meant hiring brokers.

## SOLUTION

The operating system took on the admin: client reports, valuation reports, marketing analysis and buyer communication.

## OUTCOME

“After 22 years in real estate: if you’re not looking at this, you’re missing the boat in a significant way. There’s only so much a human can do in a day.”

Sean Johnson, Founder

Watch the film on YouTube ↗



IDEALHOMES Portugal

# Lead costs down, with a fraction of the old team.

International real estate across 23 countries. Chris White, Ideal Homes Portugal and Hot Property Alerts.

PROBLEM

His launch machine was people: 27 on the phones, 30 writers and PR teams. Leads cost too much, and the ads only reached the top 3% of ready buyers.

SOLUTION

The system read the ad account hook by hook against spend, reach and click-through, and rebuilt the campaign educational-first. Nine email accounts and two WhatsApp accounts read into one picture.

OUTCOME

“If I put my business in the middle, it’s 100 different team members, all experts, who never need to sleep.”

Chris White

Lead costs came down, with a fraction of the old headcount and none of the old back office.

Nine email accounts and two WhatsApp accounts triaged by the system.

Watch the film on YouTube ↗



COO Ben Barnes: a four-week broker platform launch, done in about four days.

The next hires are senior specialists. Geonet won’t add fifty in marketing or forty in settlements, because the system covers that work.

Geonet

# 10 hires prevented and hundreds of thousands saved in 60 days.

Runs its own marketing, sales floor and broker network.

## PROBLEM

Ad spend with no clear read on what paid back, a broker platform launch scoped at four weeks, and work waiting on a few people.

## SOLUTION

One operating system across marketing, the sales floor and leadership, so campaign data, rep activity and plans sit in one place.

## OUTCOME

“It was understanding what was giving us a return on our advertising expense, where people were working effectively, and getting the information through the organisation as well.”

Chad Egan, Founder & CEO

Watch the film on YouTube ↗



# *Every deal. In one place.*

Your own app, connected to the systems the agency already runs on.

# Your app. Your KPIs.

Custom built around your agency.

## Next to the apps you use




Your own app, in the dock on every desk.

## Your agency stack, connected

HubSpot · Pipedrive · Zoho · Docusign
Gmail · Drive · Calendar · WhatsApp
Xero · Slack · Notion · Teams

1,400+ integration options. Connect the ones you authorise.

## The operating picture

LIVE LISTINGS
38

LEADS THIS WEEK
164

COMMISSION MONTH TO DATE
US$246,800

LISTINGS NEEDING WORK
7 of 38

The numbers you check first, live.

# ARX

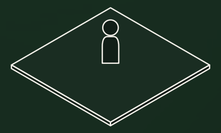
The app your team works in

Your agency's knowledge, connected behind every answer and action.

## On WhatsApp

Buyer, seller and agent conversations, connected to the same data. Replies drafted for approval.

## Approval by role



Set by person and by action.

## From the number to the next action

Rosewood 12: the price reduction to US$452,000 is drafted. Approving it updates the listing and tells the eleven buyers who saved it.

One approval · Listing updated · Buyers told

## Prepare

Listings, replies and offer letters

## Collaborate

Share the work and its context

## Multi-model

ChatGPT · Claude
Gemini · DeepSeek

Open models can run on your own machines.

Product illustrations · fictional demo data

# The whole floor on one screen.

Every lead and who owns it, each agent’s week, listings that need work and the deals about to close.

## Your colours

Built in your company’s colours.

## Your logo

Branded with your logo, on every desk and phone.

## Yours to own

Your data, files and setup stay yours.




Example workspace. Illustrative figures, not client data.

# Ask in your own words. It answers from your agency.

Engineered to be as simple as possible: ask it anything about your agency and it adapts to the way your team works.

1 You ask in plain English.

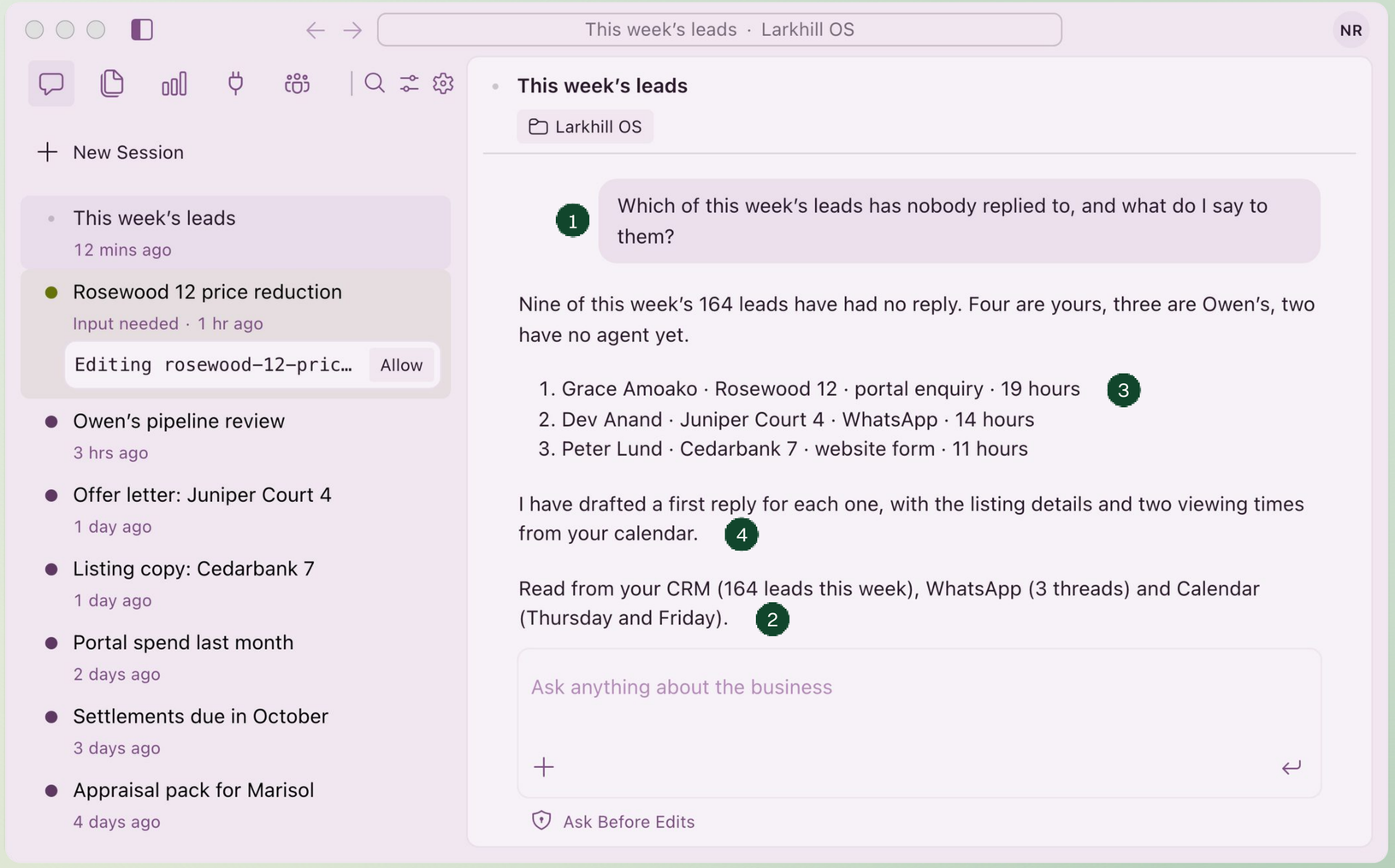
2 It checks your CRM, WhatsApp and your calendar.

3 It answers from your own data, and shows where it came from.

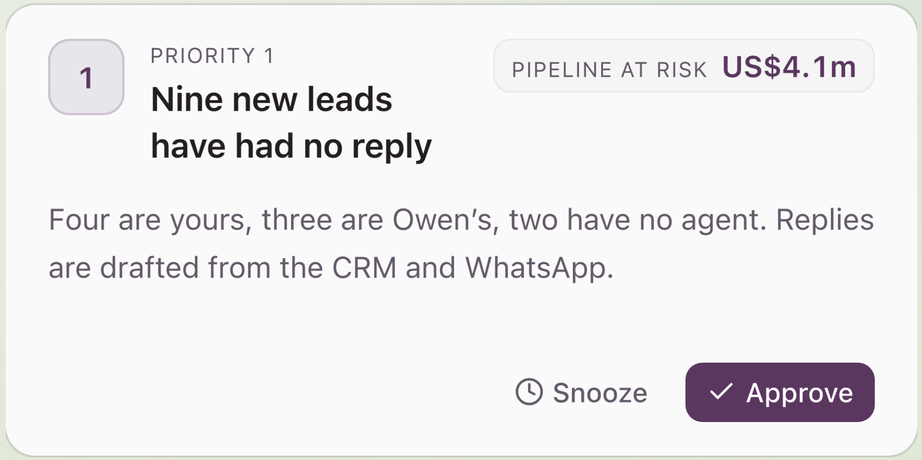
4 It drafts the next step. A person approves it.

5 Your own app, in the dock next to the apps you use.

Hover a step to see it on the screen. Illustrative screen, example data.

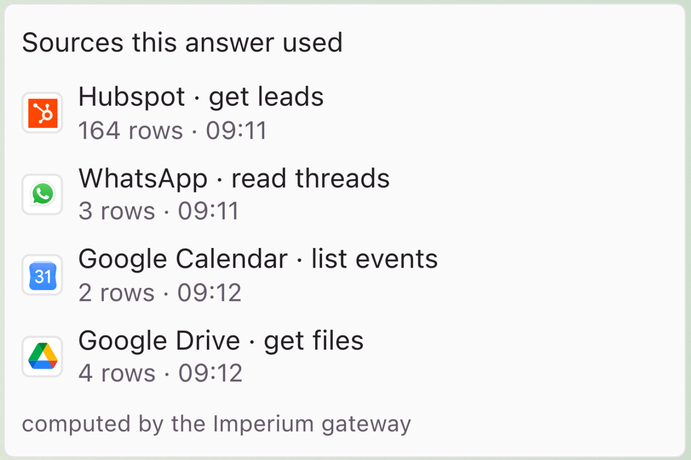


# You stay in control.



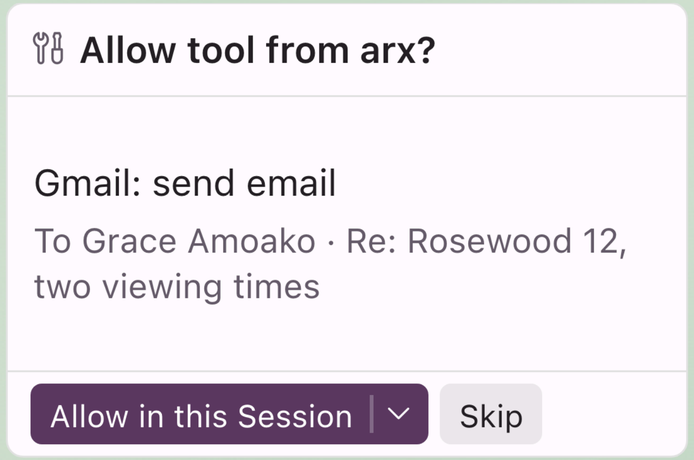

## What needs you, ranked

The few decisions worth your time, with the impact and the evidence next to each one.




## Every answer shows its sources

Each number traces back to the system and the rows it came from, so your team can check it.




## Nothing goes out without approval

Emails, messages and changes are drafted for a person to approve. You set who approves what.

Product detail from ARX. Illustrative workspace.



# *Engineering.*
# *Inside the business.*

Every installation is engineered inside the business, around the systems and people already running it.

# The capability behind an installation



KNOWLEDGE ENGINEERING

Structure company information so context can be found, understood and traced to its source.

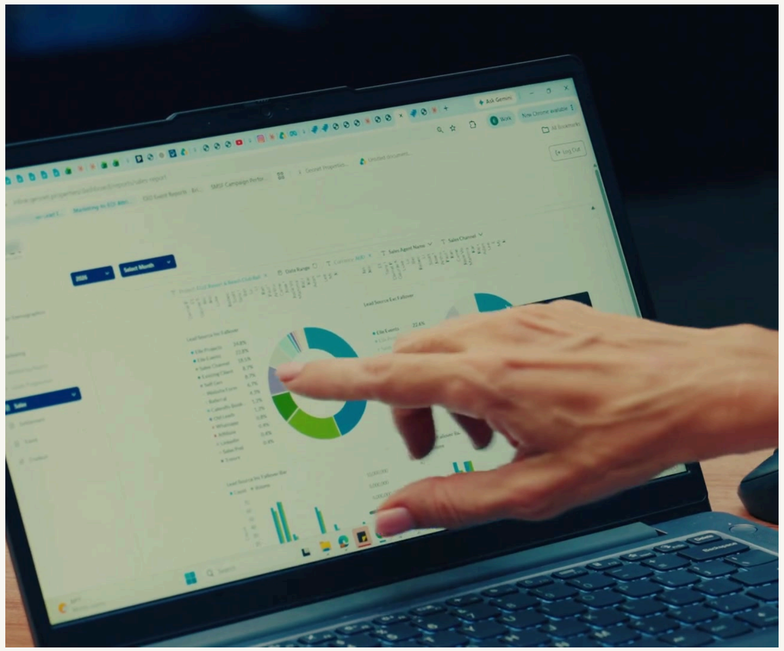
Taxonomy and retrieval make the knowledge useful beyond a single conversation.



SYSTEMS ENGINEERING

Connect the data, tools and permissions behind daily operations.

Each installation has to reflect how the company actually works, from the source of a record to the team responsible for using it and reviewing the next action.

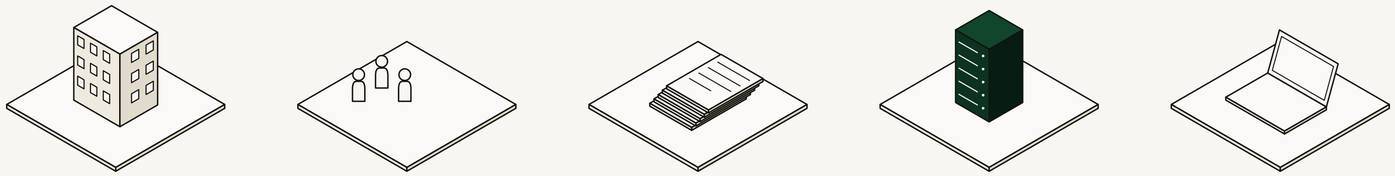


OPERATIONAL UNDERSTANDING

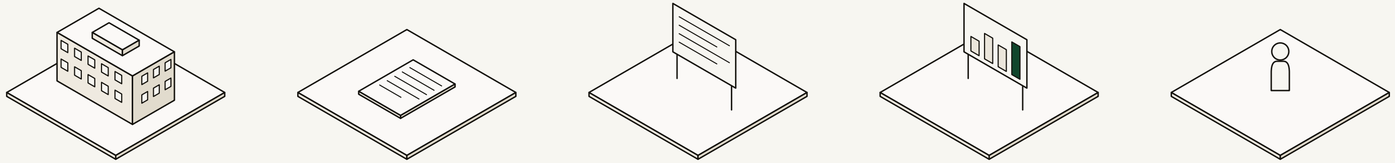
Work with sales, marketing, finance and operations to decide what matters, what should change and how the team will measure progress.

A defined workflow, an accountable owner and a useful baseline give the installation a practical starting point.

# The architecture behind useful work



Clients · People · Reports · Integrations · Your app



Listings · Deals · Conversations · Marketing · Permissions

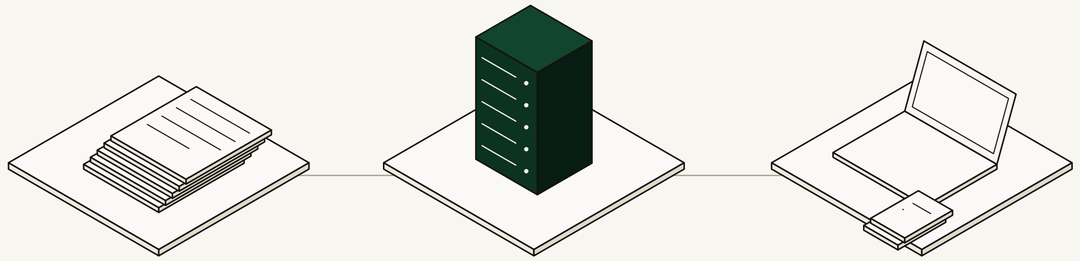
An offer waiting on a reply belongs to a listing, a buyer, a seller and the agent who has to chase it.

The AI OS keeps those relationships together, so every answer starts from the business itself rather than an isolated prompt.

# One responsibility, from build to operation.

## Build. Run.

The engineers who build it stay with it once your team is using it.



### Understand

Map the bottlenecks in the business.

### Connect

Wire in the systems the agency runs on.

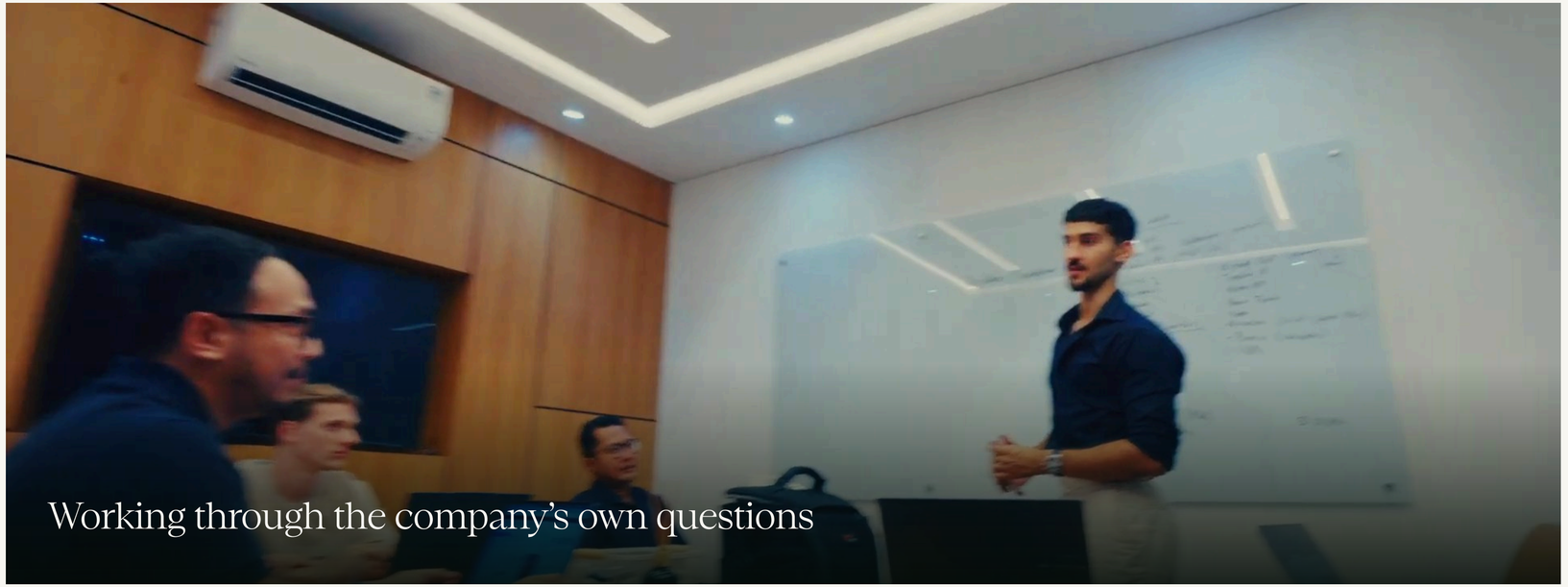
### Improve

Put your team on the app, then add the next areas.

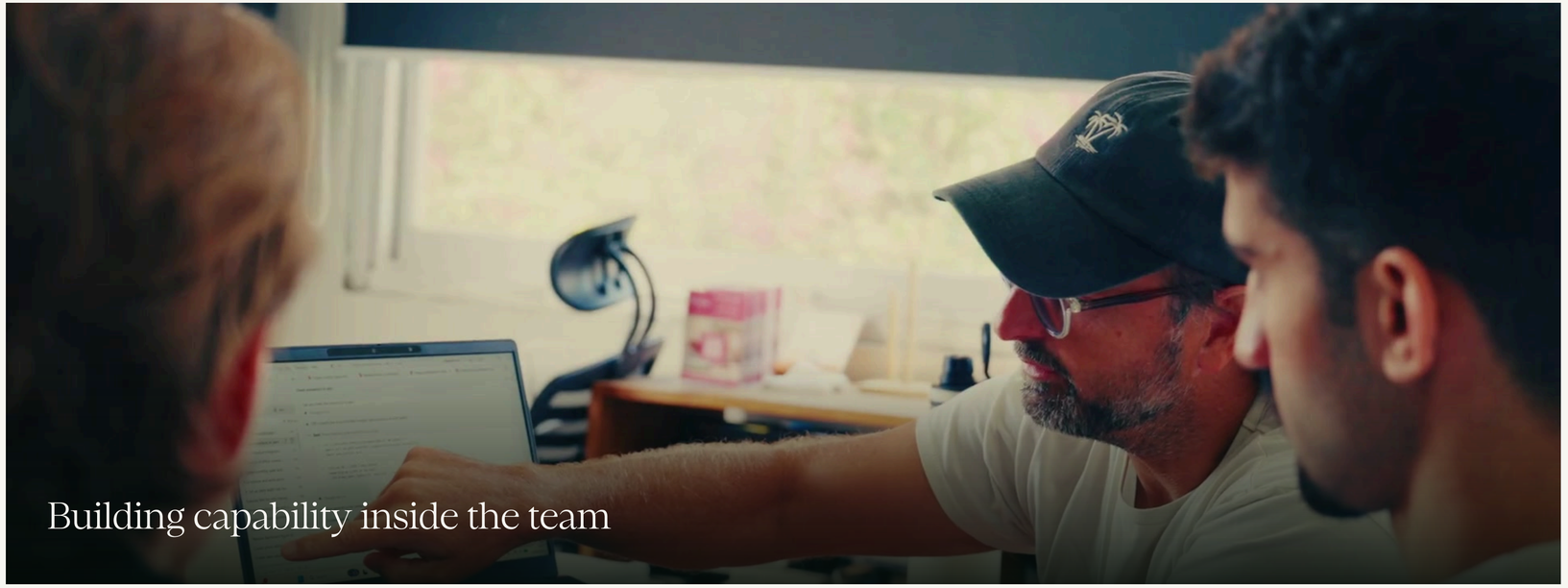
## Software and engineering, together.

Book a 45-minute call ↗

# Installed with the people who use it



Working through the company’s own questions



Building capability inside the team

Choose an internal champion and a real workflow, such as the first reply to every new lead. Establish what good looks like, then work through the difficult cases together.

The goal is capability inside the business: people who understand the OS, trust its boundaries and can use it without waiting for the director.

# What adoption actually requires

> “Reduce the time we spend on manual procedures and workflows and filling out spreadsheets...”

ALBERTO FURGER

TRIDENT TREEHOUSE

## Context that stays useful

The underlying model will change. The company’s knowledge, definitions, workflows and permissions are the foundation the team keeps building on.

## People who can use it

Every installation trains internal champions: people who learn the OS, test it against real work and help the rest of the company adopt it.

Project NANDA’s preliminary 2025 findings: enterprises had invested $30–40bn in GenAI, yet 95% of the organisations studied were getting zero return and 5% of custom enterprise AI tools reached production. Tools built with external partners made it to production far more often than internal builds.

MIT Project NANDA, “The GenAI Divide: State of AI in Business 2025”, July 2025. Preliminary findings, January to June 2025: 300+ public AI initiatives, 52 interviews, 153 senior-leader surveys. Outcomes self-reported.

# *A company built alongside companies.*

The product takes shape alongside the teams who use it. We map the company's questions, build around its priorities and stay close as the team puts the OS to use.



# The Founders

Product engineering and commercial operations meet in the same responsibility: understanding the company, building around its priorities and helping the team put the OS to work.

The founders remain accountable for the quality of that relationship.



## Alex Kaymakanov

Chief Executive Officer

Leads company direction and product, drawing on software, data procurement and resource-planning experience. His focus is the architecture behind ARX and the engineering standard required to make company knowledge useful in daily work.



## Archie Nash

Chief Operating Officer

Leads operations, installation and customer success, drawing on the analysis of marketing, sales and operating performance. His focus is a clear business problem, useful measures and the internal ownership needed to make the OS part of everyday work.

# *The disciplines behind the OS*

Architecture, engineering, security and experience.

## Architecture

How company knowledge, systems and permissions fit together.

## Engineering

The app, its connections and the retrieval behind every answer.

## Security

Access and data handling, set before anything connects.

## Experience

An app your team wants to open, in your company's brand.



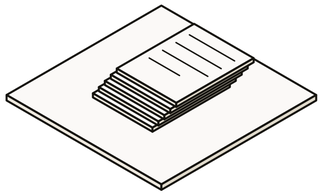
# Experience that informs the work

Our background combines software, data procurement, migration and resource-planning systems for large organisations with the analysis of marketing, sales and operations.

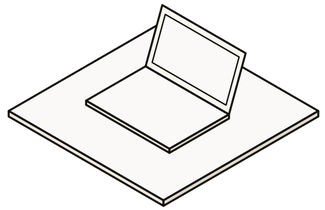
That experience informs how we structure company knowledge, connect its systems and improve the work behind the numbers.

SAP

ALDI



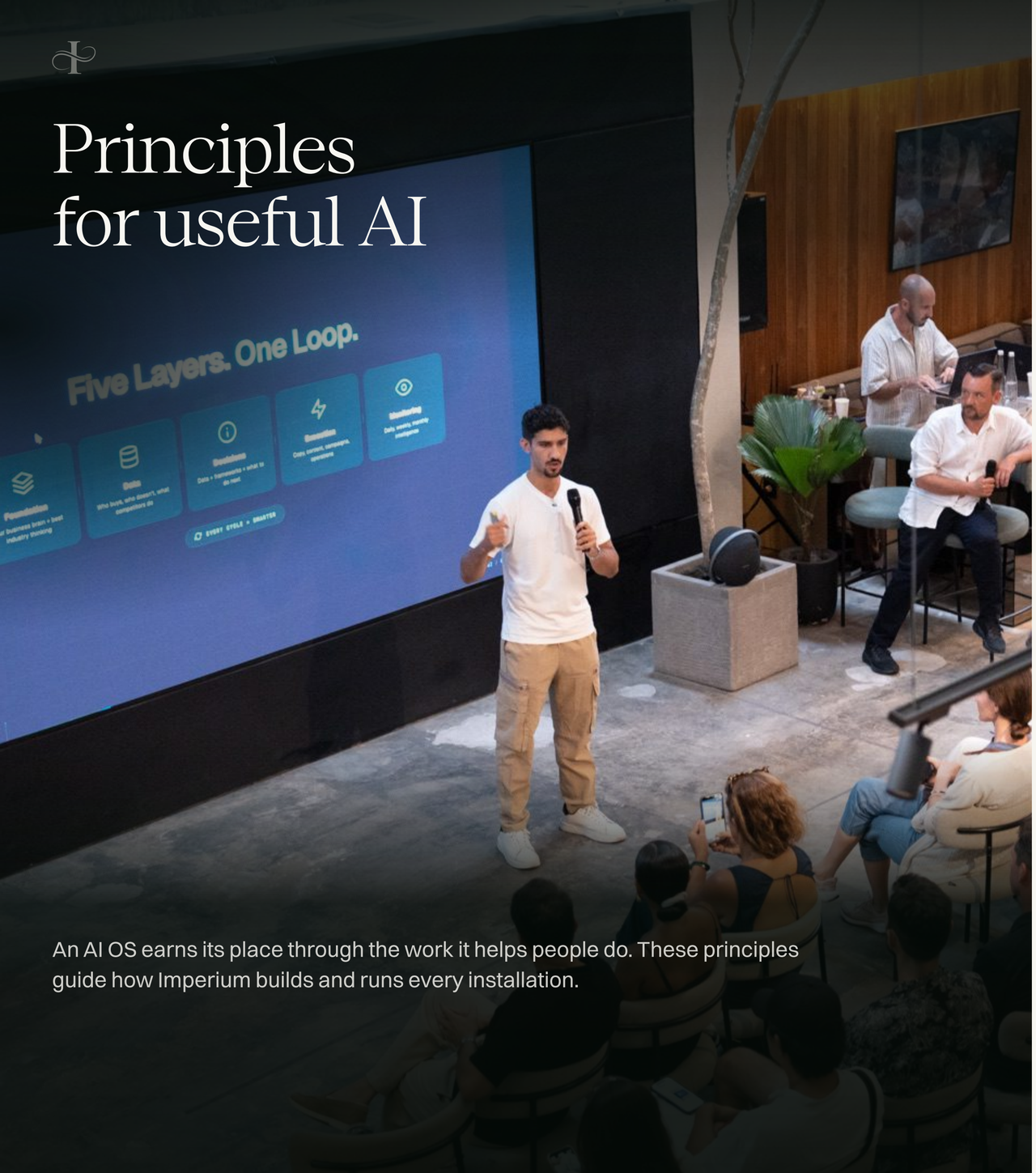
## Software & data systems



## Commercial operations

Founder-reported professional background. Prior engagements are not current Imperium customers or endorsements.

# Principles for useful AI




An AI OS earns its place through the work it helps people do. These principles guide how Imperium builds and runs every installation.

## Start with the company

Learn the tools, responsibilities and daily work before configuring anything.

## Show the source

Make company context available for review alongside the answer.

## Keep access deliberate

Set connections and permissions around the people who use them.

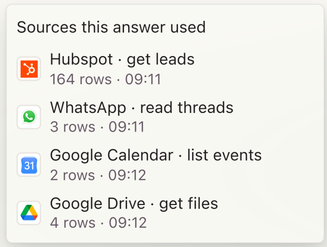
## Build with the team

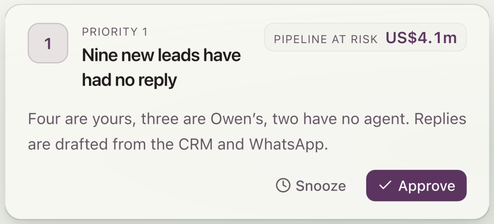
Install alongside the team and develop internal ownership.

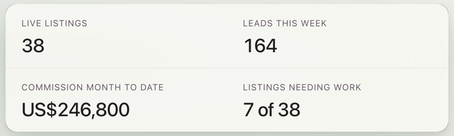
## Stay accountable

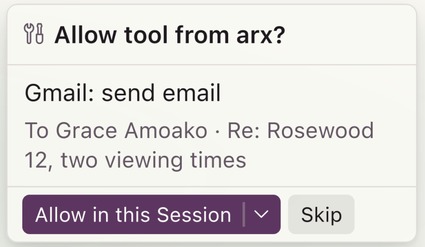
Keep engineering close as the business and its workflows change.

# A year of progress



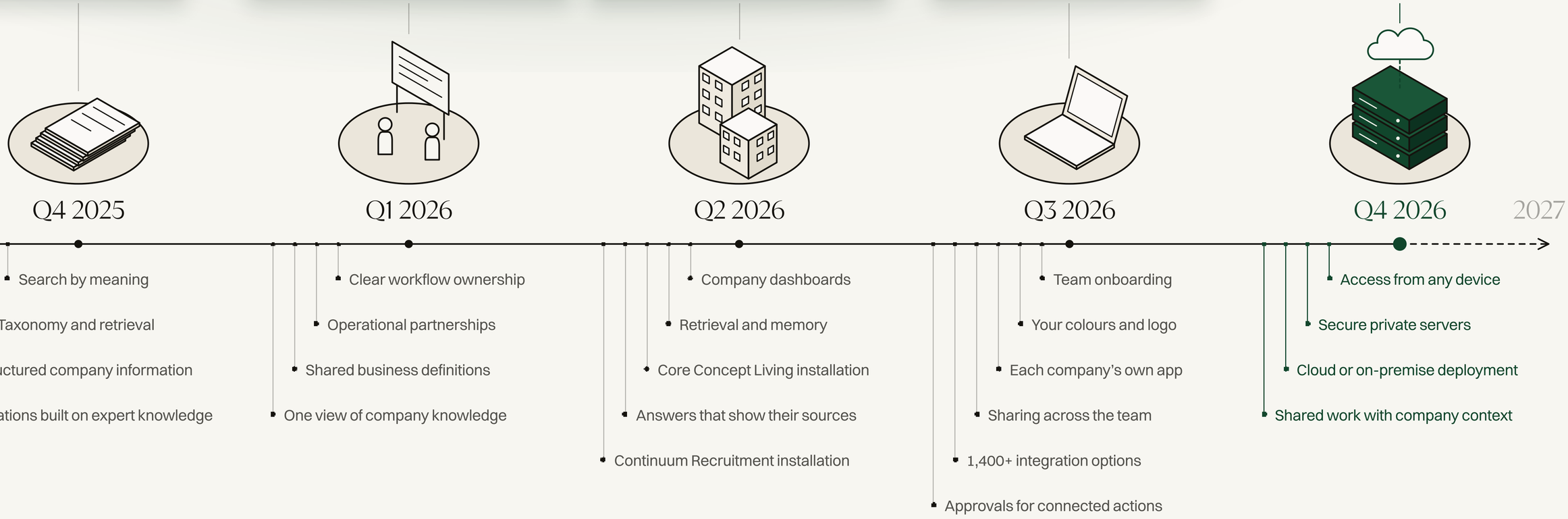










Development themes by quarter, not exact release dates. October 2025 to April 2026: the company's account. May to September 2026: dated records. Q4 2026: the current quarter.

# *A foundation that keeps improving.*

As AI models get better, the agency's organised data and workflows become worth more.



# What owners ask before they start.

## What sort of timeline are we looking at to get all of this made?

It goes in stages.

We connect and organise your data first, the bigger job, then put your team on the app. Geonet was live across its team in 60 days.

## Is there a maintenance piece on your behalf, or is it a one-time set of costs?

We build it, train one person inside your business to run it, and stay on for support and the next areas you add.

How much ongoing help you want is your call.

## A lot of those agencies are not actually providing real value. What are they doing?

Often, work your own team could own.

One person with the system can run what you paid a marketing agency for, and everything it learns stays in your business.

## Whatever solutions I thought existed a year ago are redundant now. How are you approaching this?

Models will keep changing.

Your data, organised, is the infrastructure for the next ten years. Plug in a better model and nothing your business has built is lost.

# What owners ask about their data.

## How does the data get transferred?

**It isn’t moved.**

Your data stays in your own systems and accounts. When someone asks a question, only what’s needed to answer it goes to the AI model.

## Why would I give my data to you guys? I need to be secure.

**You don’t give it to us.**

We never hold a copy. Sensitive work can run on a local model on your own machines.

## How much of this do we own?

**You own your data, files and setup: everything your business has taught it.**

We own the app you see it through. If you leave, your data, files and setup go with you.

## “I can’t have one of my staff asking for the financial report and it just spits it out.”

**Agreed.**

Access is set by role. Sales sees the pipeline, finance sees finance, and you see everything.







# What it means for the business.

01 Every area of the business can come in-house, and the margin stays with you.

02 Every lead gets a fast reply from a real person.

03 Each agent carries more clients without dropping any.

04 The director sells and plans instead of chasing updates.

05 You know which marketing brings buyers who sign.

# How we start.

More deals per agent, and the admin off the director’s desk.

## 01

A 45-minute audit call with the people who run the business.

## 02

We map the bottlenecks in your business, then come back with a roadmap: where we’d start, and what it takes.

## 03

Worst case, you keep the roadmap.

Book a 45-minute call ↗

Or reply to whoever sent you this link.