

**rechat.**

# Powering Agent Success:

Macdonald Realty's  
Partnership with **Rechat**

**A Trusted Leader  
in Canadian  
Luxury Real Estate**

 **19+** Offices across  
British Columbia

 **1,000+** Agents Delivering  
an Exceptional Experience



**Rosey Hudson**

**Senior Vice President of Operations  
18+ Years Experience Leading  
Real Estate Operations  
and Tech Innovation**

**Celebrating Their  
80th Year in Business**



Macdonald Realty, a **full-service brokerage** with a legacy of excellence, has been a leader in the **Canadian real estate market for decades**. As the Senior Vice President of Operations, **Rosey** oversees multiple departments, including marketing, IT, HR, training, and office operations.

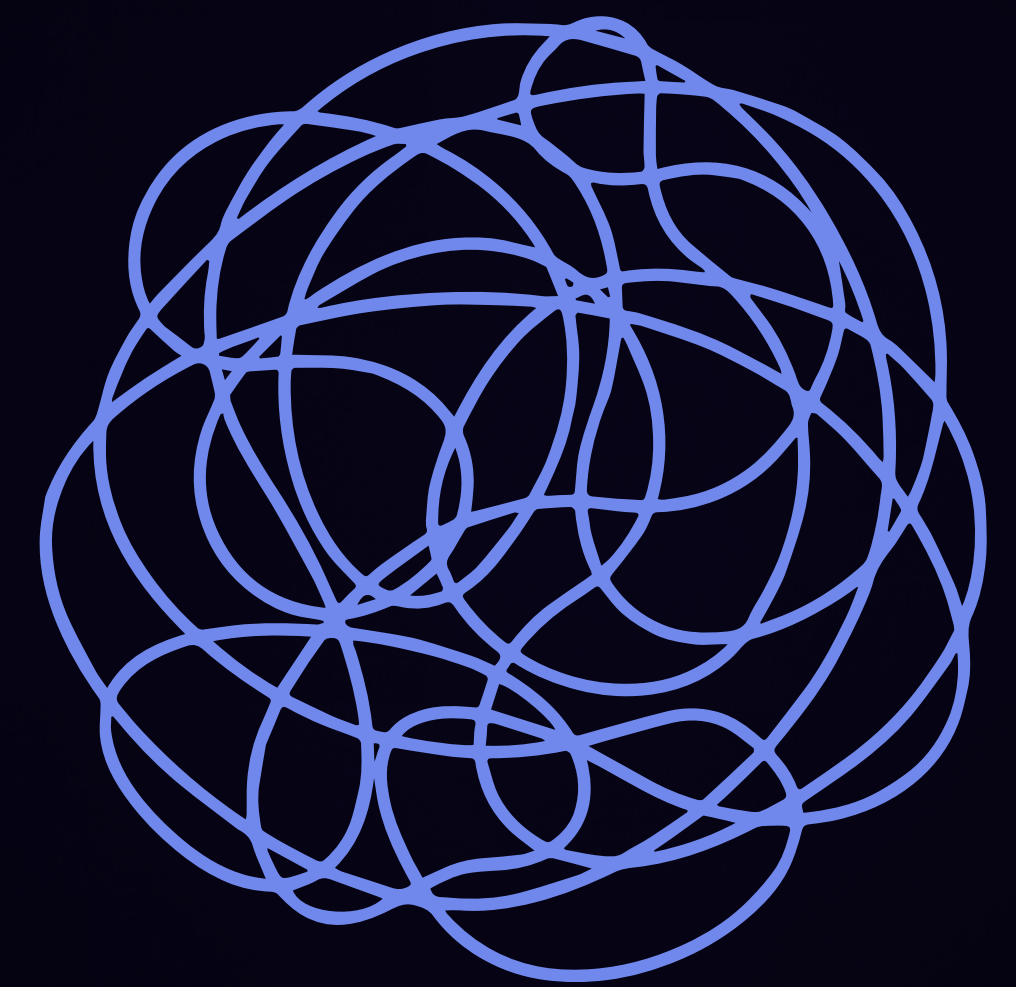
Her role is instrumental in **selecting and implementing technology solutions** that enhance agent productivity and streamline brokerage operations.

## THE CHALLENGE

Macdonald Realty faced several challenges with its legacy all-in-one, particularly in marketing and CRM adoption.

**The brokerage needed a platform that could:**

- Actively guide agents in business-generating activities.
- Provide a standardized tool for all agents to enable hands-on training.
- Leverage automation and AI to scale marketing efforts.
- Offer a comprehensive solution that included CRM, marketing, and automation.
- Differentiate Macdonald Realty from competitors who used similar technology.
- Ensure ease of use to drive higher agent adoption.



→ Their previous solution was too complex for agents, **resulting in low adoption**. Additionally, their in-house marketing team was overwhelmed with repetitive tasks such as resizing social media content and creating listing materials, limiting their ability to focus on high-value creative work.

# THE SOLUTION

Macdonald Realty chose Rechat as their all-in-one operating platform to revolutionize their marketing and agent productivity.

The decision was driven by:

- Rechat's award-winning AI and automation capabilities.
- An integrated CRM (People Center) that was intuitive and easy to use.
- A scalable Marketing Center that allowed all agents to access high-quality marketing materials.
- A unique competitive advantage, as Rechat was not widely used by local competitors.
- Strong industry recognition, with top U.S. brokerages already leveraging the platform.

## Rechat: An Award Winning Platform

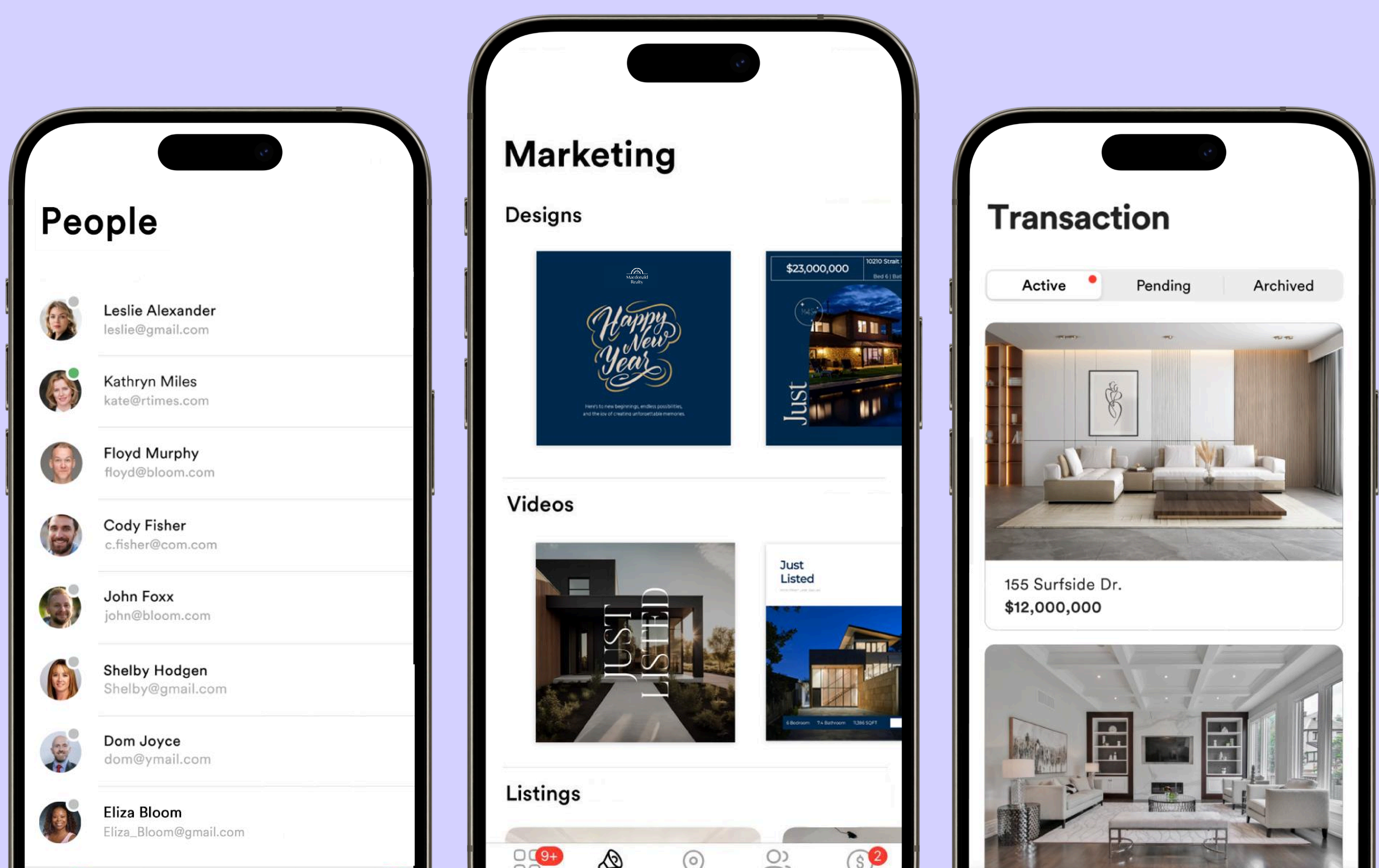


**PRO-TIP:** To support the successful rollout, Macdonald Realty created a dedicated Rechat Liaison role to manage the platform's implementation, provide in-person training, and drive adoption goals.

# THE RESULTS

Since implementing Rechat, Macdonald Realty has seen significant improvements, including:

- **Higher agent engagement with the CRM**, moving beyond phone-based contact management.
- **Improved marketing efficiency**, freeing up the internal design team for custom projects rather than repetitive content creation.
- **A structured onboarding process with in-person training sessions**, ensuring agents fully leverage the platform.
- **A clear adoption goal of 70% agent usage** by the summer, with strong progress toward that milestone.
- **Enhanced morale within the marketing team**, as their workload became more manageable and focused on strategic initiatives rather than repetitive tasks.



# By partnering with Rechat...

Macdonald Realty has transformed its technology strategy, ensuring its agents have the tools they need to succeed in an increasingly digital real estate landscape.

With a dedicated liaison role and strong leadership commitment, the brokerage is on track to achieving its ambitious adoption goals while reinforcing its position as an industry innovator.



→ Interested in learning how  
Rechat can elevate your brokerage?  
[Request a demo today!](#)