

**rechat.**

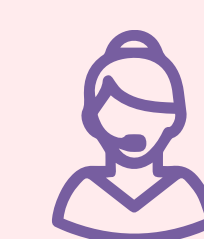
# Driving Agent Adoption: Pinnacle Estate Properties Partnership with Rechat

Celebrating 40+  
Years in Business

**Serving California  
Since 1985**



**14+** Offices across  
Los Angeles and  
Ventura Counties



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



**Josh Stepakoff**

**EVP of Operations**

**LP** LUXURY  
PORTFOLIO  
INTERNATIONAL®

*Leading* REAL ESTATE  
COMPANIES  
OF THE WORLD®

**PINNACLE**  
ESTATE PROPERTIES, INC.



Pinnacle Estate Properties, one of the top independent brokerages in Los Angeles, needed more than just another tech platform — they needed a system that agents would actually use. EVP of Operations Josh Stepakoff had tried multiple solutions before, but none delivered the adoption, engagement, or results the brokerage expected. Then came Rechat.

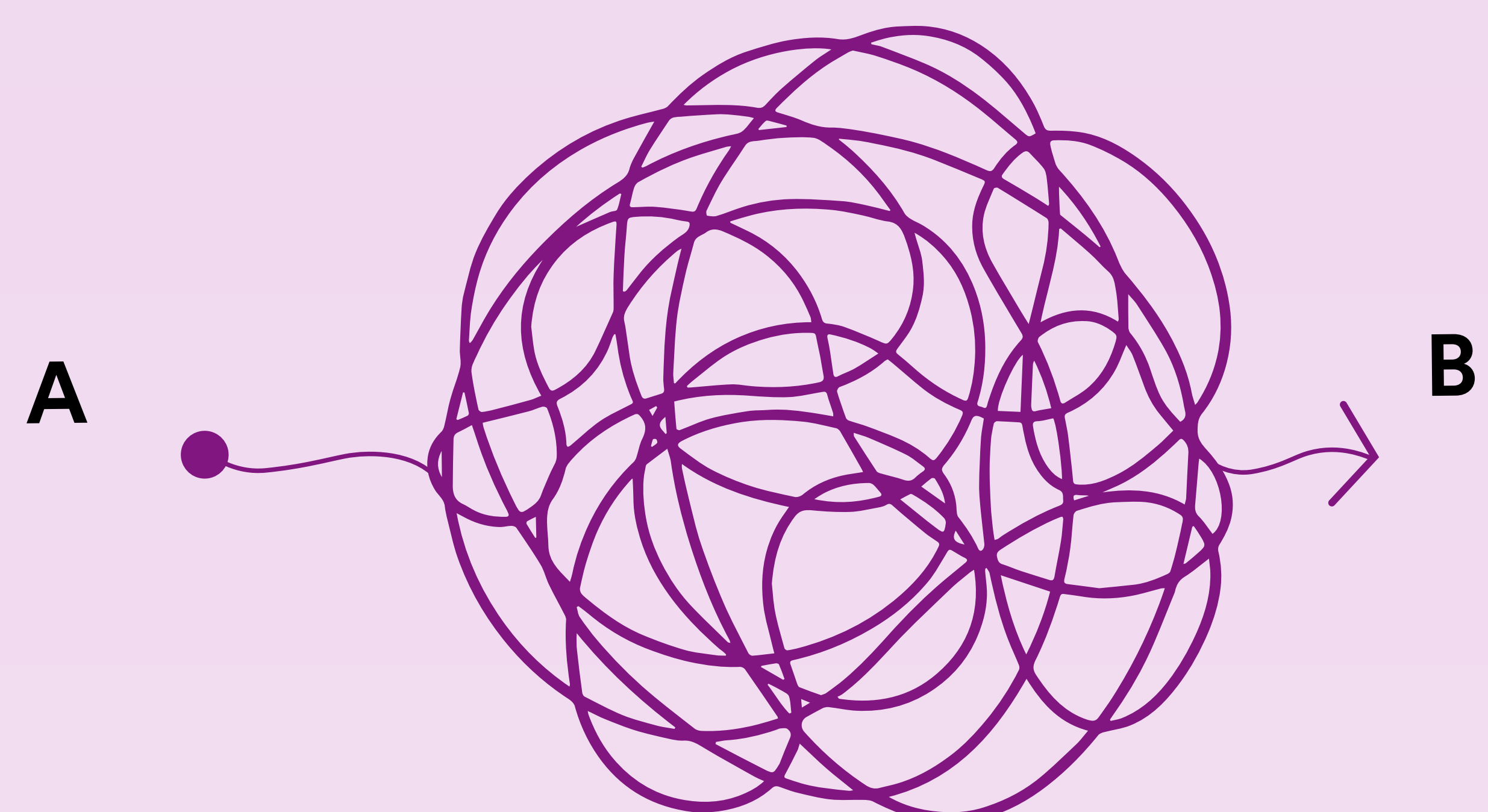
**“We wanted to deliver a better experience to our agents, and Rechat helped us do exactly that. The platform makes their lives easier, and that’s a big win.”**

## THE CHALLENGE

→ **“We had no shortage of tools,” Josh explained. “The real challenge was getting agents to want to use them.”**

Pinnacle’s leadership had invested in a variety of technologies over the years, but most platforms fell flat in terms of adoption. Agents were overwhelmed, underwhelmed, or simply disengaged. The disconnect between what was offered and what agents needed created friction — and costly inefficiencies.

→ **“We’ve tried other platforms, but Rechat stood out because it actually works for how our agents operate day-to-day.”**





# THE SOLUTION

→ “Rechat is the first platform I’ve seen that finally brings everything together — listings, marketing, CRM, and transactions — all in one place.”

That changed when Pinnacle partnered with Rechat. Rather than layering on yet another tool, Josh and his team were drawn to Rechat’s comprehensive approach: a unified experience that simplified how agents work from listing to close.

“**Rechat just made sense** — for us and for our agents. It’s beautifully designed, intuitive, and gives our team exactly what they need, right when they need it,” Josh said. “The fact that Rechat is white-labeled and branded to us is huge. It really feels like our own internal system.”

With a streamlined onboarding plan, hands-on support, and deep integration into their daily workflows, Pinnacle finally had a platform agents were excited to adopt.

## Rechat: An Award Winning Platform





## How did they get 200+ agents to adopt this new platform?

Josh and his team rolled out a **training-first, flexibility-forward approach**:

- **Live Training at the Core:** Rather than rely on how-to guides, Pinnacle ran consistent live Zoom trainings, in-office sessions, and real-time walkthroughs of the Rechat platform. These sessions covered practical use cases like “How to Build Your Email Campaign for the Year” and “How to Post to Social.”

→ **PRO-TIP:** Rechat offers live daily trainings through the Help Center where Admins and Agents can learn everything from an overview of the product to using Agent Network to expand their reach.

- **Email as a Reminder Tool:** Communications were used to drive attendance — not teach. “People learn by doing. If they showed up to the training, we knew they’d engage,” said Josh.
- **Optional, Not Mandatory:** Pinnacle made every feature available — CRM, marketing templates, social tools, websites — but left it up to agents to opt in. If they needed support, the team was there. If not, no pressure.
- **One-Click Websites:** Rechat and Pinnacle worked together to simplify the website process. Agent data pre-populated each site; all agents had to do was connect their domain to go live.
- **Ongoing Training & Product Feedback Loop:** Recognizing that adoption isn’t a one-and-done effort, Pinnacle committed to continued education — weekly or biweekly when possible — and worked directly with Rechat’s product team to give and receive feedback quickly.

→ “Rechat’s support team is hands-down the best I’ve worked with. They feel like an extension of our internal team.”



# THE RESULTS

→ “Adoption has never been this easy. Our agents are actually using Rechat — they’re excited about it. That’s something I’ve rarely seen with new technology rollouts.”

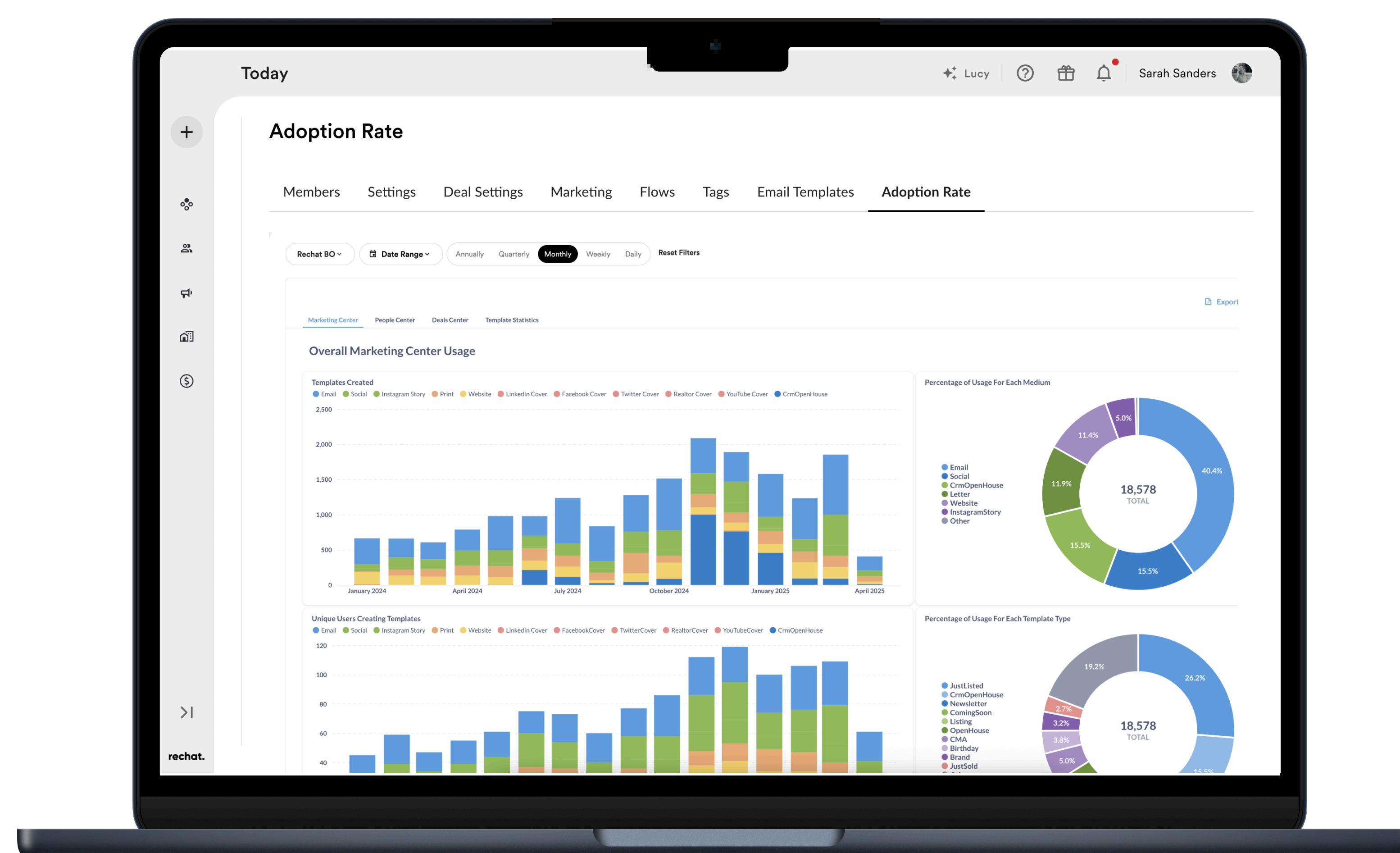
The impact was immediate — and lasting.

→ “Within weeks, our agents were using Rechat every day. It became the heartbeat of how they work.”

From marketing to transactions, Rechat became a central hub that agents leaned on — and one that the leadership team could count on to drive results. **“We’ve seen an incredible return on our investment,”** Josh noted. “But more importantly, we’ve seen adoption. **True, real adoption.**”

Highlights include:

- Seamless onboarding of **200+ agents**
- Unified marketing and transaction workflows
- Higher daily engagement than any platform used previously
- Increased visibility and control for brokerage leadership





**rechat.**

For Josh, Rechat  
wasn't just a new  
platform — **it was  
a turning point.**



“Rechat changed the game for us. It’s the first time I’ve seen our agents genuinely excited about their tech. That’s rare. That’s powerful.”

- Josh Stepakoff



When brokerages are ready to stop chasing adoption and start experiencing it, Josh has a simple piece of advice:

**“Get Rechat. You won’t look back.”**

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