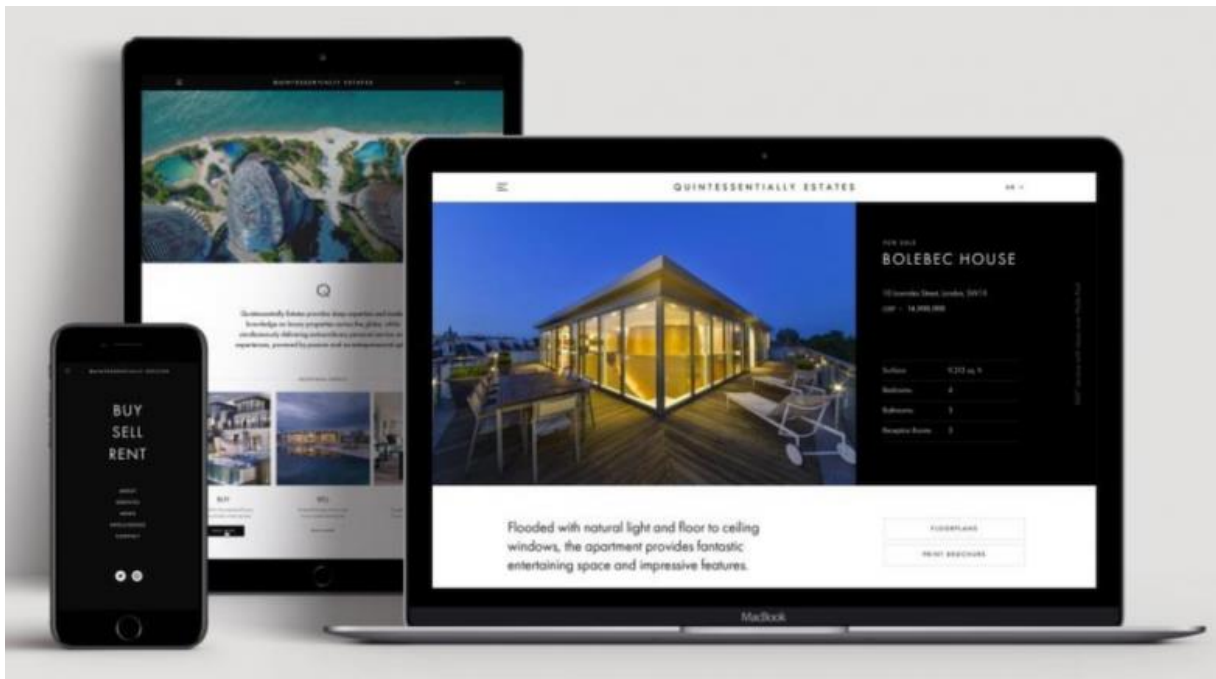


Luxury agency connects via WhatsApp

Quintessentially Estates rolls out high-end platform with instant messaging functionality as clients increasingly eschew emails and calls



Quintessentially Estates has rolled out a shiny new platform to cater for its well-heeled international clientele, with a tool that allows them contact brokers directly via WhatsApp.

The firm claims the site is the first premium property platform that enables customers to get in touch via the popular instant messaging service, which has apparently become the communication tool of choice for the team, especially when dealing with the APAC market.

The site was built by Pollen London and has a rather pleasing stripped-down format, featuring top-end properties (with navigation via the core criteria of location, number of bedrooms and price), local insights and lifestyle content on long-format pages. It's been nominated for a gong in the ongoing [Awards](#), which recognise web-based creativity and design.

CEO of Quintessentially Estates, Penny Mosgrove: "As the only luxury lifestyle real estate company, I am delighted to now be able to offer a fully integrated website

which perfectly responds to the changes in how consumers now look to buy. It has always been my aim to constantly adapt to global purchasing habits and as we all become even more time poor and overwhelmed with constant information, we are delighted to offer our current and future clients an easy to navigate online portal where the agents are only a WhatsApp click away”.

The sister company of concierge pioneer Quintessentially, QE claims to have sold £1bn worth of property around the world over the last year, at an average price of £3m.

To read more, please visit: <https://primeresi.com/luxury-agency-claims-a-first-with-whatsapp-website-integration/>