Sourced Living Chooses Genifea AI to Support Its Branch Network and Its Customers

Genifea's first commercial CRM integration, with Nest, went live at Sourced Living and will be available to franchise partners across the Sourced Property Group



Genifea

LONDON, UNITED KINGDOM, September 8, 2026 /EINPresswire.com/ -- Sourced Living, the lettings and estate agency network of Sourced Property Group, has chosen Genifea to handle customer enquiries for its branch teams. Genifea, the London-based multichannel enquiry handling platform for estate and letting agents, goes live at the first Sourced Living branches today, with the rest of the network following in stages. The partnership also marks Genifea's first commercial CRM integration, connecting directly to Nest, the CRM used across Sourced Living and the wider group.

From today, every enquiry a Sourced Living branch receives, by phone, WhatsApp or email, is answered straight away, at any hour of the day or night. Enquirer details are captured, viewings and valuations are booked into the team's existing calendars, follow-up questions are answered on the spot, and the whole conversation is recorded in Nest automatically. An applicant who calls at nine on a Sunday evening gets a proper response and a viewing in the diary. The team walks in on Monday morning to a CRM that is already up to date and a day that is already organised, and spends its time with landlords, applicants, and vendors rather than on data entry and voicemail.

The launch comes in a week of significant growth for the group. On 26 August, Sourced Property Group completed its acquisition of Open House Estate Agents, bringing 104 franchisees into its

national network. Days later, Sourced Living supported one of its franchise partners in acquiring Complete Estate Agency, a four-branch business managing 375 properties across Devon, through the group's Assisted Acquisitions Programme. As new branches join, the Nest integration gives each of them the same standard of responsiveness from the day they arrive, without adding to the workload of the people inside them.


Pragati Dhingra, Founder & CEO, Genifea

"The agency market is changing quickly and the groups that come out ahead will be the ones that made sensible bets on technology early. We looked at Genifea the same way we look at an acquisition. Does it fit how we work, and does it make our partners' businesses stronger? It does both," said Stephen Moss, Founder and CEO, Sourced Property Group.

Sourced Living chose Genifea because it works with the systems its teams already use. There is no migration and no retraining. Branch managers tell Genifea how to handle enquiries in plain conversation, from open house times to appointment preferences, in the same way they would brief a colleague.

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> *Natalia Perzylo, Head of Operations, Sourced Living*

Natalia Perzylo, Head of Operations, Sourced Living, added: "What convinced us was how Genifea fits into the way our branches already operate. It is highly flexible and adapts to the way we work rather than forcing a branch to change. It works inside Nest, it books into the calendars we already use, and we can change how it behaves with simple instructions. There was no long implementation and no retraining. We are going live at a couple of branches to begin with, so we can measure the impact properly, and then bring the rest of the network on. It is the easiest way we have found to give every branch, including the ones we have just brought into the group, the same standard of responsiveness."

For the wider market, the partnership sets a new benchmark. It is no secret that response time

matters, and increasingly that response arrives within seconds, whatever the hour. Agents relying on voicemail and next-morning callbacks are competing against branches that have already answered, qualified and booked the enquiry, and the hidden valuation, before they stepped into the office.

Pragati Dhingra, Founder, Genifea, said: "Being chosen by Sourced Living, one of the fastest-growing agency groups in the country, is a real vote of confidence in what we have built. They are forward looking, they run their branches on a modern CRM, and they made a clear-eyed decision to put AI to work on the admin that holds negotiators back. Connecting Genifea to Nest means every enquiry across every channel is looked after, every record is accurate, and branch teams get their time back to give customers the personal service that wins instructions. Every agent on Nest can now have the same advantage."

About Genifea:
Genifea is multichannel frontdesk management platform that builds relationship memory and handles subsequent enquiries to deepen those relationships. It works collaboratively with negotiators to handle phone, email, WhatsApp and can handle enquiries, qualify leads, intelligently manage whole office calendar optimizing travel time, surface new valuation and referral opportunities, align with business and personal preferences, and push all data back into CRM.

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