

## CUSTOMER CASE STUDY

# Growing into the future



Customer Name

**Tamsin Wilson,**  
Head of Property Management

Years in Industry

**14+**

Company

**Belle Property**

Product

**Property Tree**

Location

**Parramatta, NSW**

Rent Roll

**2400+**

In her more than 14 years in real estate, Tamsin Wilson has experienced many of the opportunities and challenges the industry can present. Find out how Property Tree is helping her team meet these opportunities and challenges, and evolve for the future.

Starting out in reception before moving to a sales admin role and then onto a corporate position at LJ Hooker Head Office, Tamsin is now the Head of Property Management at Belle Property Parramatta.

"While the jobs I've held have been quite diverse, one thing has always been consistent – the importance of systems and processes," she says. "And we all know that having solid systems and processes in place is imperative when it comes to property management.

"My role is to develop and fine tune our systems and processes, which benefits our clients because they receive a better level of service.

"Our property management team also benefits. I believe you get the best out of people when they enjoy what they do. In property management, having the most efficient and effective systems and processes in place plays a big part in property managers enjoying their job.

### Moving to Property Tree

Belle Property Parramatta migrated to Property Tree on 1 July 2019.

"With a rent roll of more than 2400 properties and growing, moving to a different system was always going to be somewhat daunting," Tamsin says.

"But we knew we had to do it at some point. We needed more flexibility and, for us, moving into the cloud was essential. We simply couldn't afford to be constrained any longer by the limitations of a server-based system."

While Belle Property Parramatta had been users of Rest Professional for many years, remaining with Rockend and migrating to Property Tree was not a given.

"I wanted to ensure that we made the decision with our eyes wide open," Tamsin says. "So we looked at a range of systems from every angle – not only functionality, but also support, industry experience and more.

"When weighing up all the pros and cons of each, we kept coming back to Property Tree."

Tamsin points to Rockend's longevity working in partnership with the real estate industry.

"With Rockend, there's a legacy that's important to us," she explains. "There's a trust they've built with us over time."

Importantly, Tamsin says Rockend has the same philosophy as the Belle Property Parramatta team when it comes to technology.

"An essential part of growing a team is ensuring they have access to the best technology to allow them to excel at what they do."

**rockend**  
Property Tree 

“We kept saying to them that this wasn’t all about making the lives of our property managers easier,” she says. “The move to Property Tree was about making the experience for our clients better. This is at the core of our approach and it’s a philosophy mirrored by Rockend.

“In making this transition, we wanted our clients to be happy because the level of service they’re receiving has improved. If the client is happy, we’re happy. That’s what is important to us.”



## Reducing duplication through integration

When asked about the challenges facing property managers in recent years, Tamsin answers “technology.”

“More and more, what we do is driven by technology and this is because of changing consumer demands,” she says. “Both landlords and tenants have become more demanding and we’ve had to implement different pieces of technology to meet their demands.

“For us, this resulted in having the same data sitting in a number of different systems, but unfortunately these systems didn’t integrate. Re-entering data multiple times has been a huge time drain.”

Tamsin points to conducting a property inspection as an example.

“We were using an inspection system external to Rest Professional,” she explains. “Yes, the process of completing the report while at the property was quicker, but then we had to separately complete the process in Rest Professional when we arrived back in the office to ensure the data was consistent.

“Reducing this type of duplication was essential and Property Tree has helped us do this.”

Property Tree has been developed with a philosophy of integration at its core and users are the beneficiaries of the unlimited potential this offers.

“With Property Tree, we can link to other apps, software, reports and dashboards in real time, which is a huge benefit,” Tamsin says.



## An ever-evolving platform

With technology always advancing, Tamsin is sure Property Tree is built for growth and will provide her team with a strong platform to meet future opportunities and challenges.

“Property Tree is getting better and better every day,” she says. “For us, moving to Property Tree wasn’t simply a ‘it works for now’ decision. It’s about setting ourselves up for the future.

“As Property Tree develops and its functionality improves, we can too.”

“With each enhancement, our business can take advantage of the opportunity to hone our processes, which will allow us to provide an even better level of service to our clients and help our team grow in their roles.”

## ROUTINE PROPERTY INSPECTIONS

Number of property managers required to schedule, send notices, add to system and complete:



Before  
Property  
Tree



After  
Property  
Tree

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