

CUSTOMER CASE STUDY

Creating closer connections



CrownGroup



Customer Name

Anthony Caudullo
Director of Property
Management

Years in Industry

15+

Company

Crown Group

Product

Property Tree

Location

Sydney, NSW

Rent Roll

700+

After almost two decades in the industry, Crown Group's Director of Property Management Anthony Caudullo knows that communication sits at the core of exceptional client service. Here he explains how Property Tree is helping his team to communicate with clients more effectively than ever before.

From the earliest days of his career, Anthony Caudullo realised that his success in the real estate industry and, in particular, property management would rely upon communication.

"Every day, I'm connecting with a range of different people who each have different personalities and come with their own set of expectations and challenges," he says. "Property management is all about people and it's always hectic. But even with so much going on, consistent communication with clients is a must.

"As any property manager will tell you, one of the biggest challenges we face every day is communication – and we need the right tools to help us do it effectively."

"With Property Tree, we have the ability to easily add hundreds of new managements without a proportional uplift in our staffing numbers."

Into the cloud

Anthony and his team made the decision to migrate to Property Tree in October 2018.

"For most of my career, I've worked with Rockend's Rest Professional," he explains. "Indeed, when I joined Crown Group, that's what the team were using. But it was time to change.

"These days property management is an anywhere, anytime business and property managers can't afford to be reliant on software that's desktop based. On-the-spot access wherever you are is essential – and that's what Property Tree gives us.

"Importantly, Property Tree has allowed us to really step things up when it comes to effectively communicating with our clients."

Anthony says that the functionality Property Tree provides from a client perspective was integral to the decision to make the move.

"As our number of managements has grown, so too have client expectations," he explains. "Clients want easy access to information whenever and wherever they are and, moreover, they want transparency.

“The Owner & Tenant Portal has made a big difference to the way our team communicates with clients. Landlords and tenants always have lots of little questions. Whether it’s a question from a landlord about the status of a repair or a tenant asking when their rent is next due, it all takes time.

“Now, with Property Tree, clients can simply log into the portal and find the information they need.

“It streamlines our processes and provides an enhanced level of communication for our clients.”

Since changing to Property Tree, Anthony and his team have been able to automate a myriad of manual and routine tasks. He’s impressed with not only the efficiencies this has created, but also how much it has contributed to his team’s ability to communicate with clients.

“We can tailor and personalise our communications, so everyone is receiving the information they want, in the way they want it.”

Anthony says the benefits of automation via Property Tree are clear.

“Our arrears have dropped by more than five per cent across the portfolio and the number of periodic inspections completed each month has increased by 20 per cent – all because notifications have been automated. This is significant.”



Built for growth

Anthony’s team currently manages approximately 700 managements and this is set to rise to more than 1000 in the next 12 months.

“Crown Group is a developer and we’re currently in the process of settling a couple of large developments,” he says. “Together, the developments include more than 600 apartments and we’re aiming to secure at least 40 per cent of these as managements.

“This will be a sizeable increase in our portfolio and we need technology in place that will grow with us.”

Bringing so many new managements on in such a short time is challenging, but Anthony is confident that Property Tree will allow his team to meet the challenge.

“With Property Tree, we have the ability to easily add hundreds of new managements without a proportional uplift in our staffing numbers,” he says.

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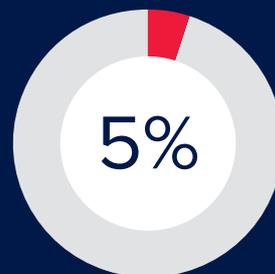
Making the move

And of the migration process from Rest Professional to Property Tree?

“Moving from one system to another is always going to be a bit painful, but our migration manager at Rockend was brilliant,” Anthony says. “Yes, some of the team were concerned about the change at the start, but they’ve now embraced Property Tree.

“It took some time and training to navigate the system, and understand how it works and what its capabilities are. But that’s completely normal and our migration manager was an expert in guiding us through the process.

“Less than a year on from implementation, Crown Group is reaping benefits from Property Tree. There’s no looking back.”



Drop
in arrears



Increase
in periodic
inspections

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Property Tree 