

CUSTOMER CASE STUDY

Excellence through smarter systems



Customer Name

Lynne Hayden
Principal

Years in Industry

15+

Company

LINKS Property

Product

Property Tree

Location

Torquay, VIC

Rent Roll

140+

Torquay LINKS Property was founded by Lynne Hayden, serving the neighbourhoods of Victoria's Surf Coast. A REB 2019 Regional Principal Of the Year - Woman In Real Estate awardee, Lynne shares how Property Tree is the systems partner that has helped her improve their business processes and customer service.

Lynne founded the business in 2007 with a steadfast resolve in growing the rent roll organically. And in just five short years, the business is now managing over 140 high end rentals with a team of five.

With a keen sense of foresight, Lynne knew that her growing business needed a software solution that will allow her and her team to be more efficient in their processes in order to serve their customers better.

"We were looking for a cloud based system that would allow our team to access data from anywhere without the need for a server." says Lynne.

"At that time, our system was very manual; it was clunky and it took three times the amount of labour, plus there was always room for error."

Moving to Property Tree

LINKS Property began using Property Tree in September 2012 and it proved to be the solution that the business was looking for.

"Before, we struggled to provide statements of any kind and relied on our owners paying maintenance directly, so it was hard to manage maintenance invoicing for them" Lynne explains. "Property Tree solved these problems."

"Now we can do everything for our clients in less time. We hold their hands through any process and provide an informative and well laid out monthly statement."

This same dedication to customer service is what Lynne also noticed with Rockend, especially in the early months of using Property Tree.

"The support from Property Tree is fantastic; Property Tree leads the market with quick responses and helpful support," says Lynne.

"Getting started was very straight forward. With four hours of training we were flying solo! Before our training we were already adding our data which gave us a great idea of how the system worked."

The move to Property Tree also allowed Lynne to make more smarter decisions when it comes to running the business.

"With Property Tree, we can do anything for our clients in less time."



"The fact that it generates so many reports means that we can jump in and quickly get a snapshot of what's happening across the business," says Lynne.

"We can see rental arrears, outstanding and current maintenance and when leases are ending or turning over. All of this allows us to be more proactive in our forecasting. Being able to get information at a glance is a bonus."



Designed for success

As a business owner, Lynne knows that her decisions greatly impact the direction of how the agency evolves. Putting efficient systems in place not only improved the team's productivity but also gave their clients more reasons to trust their business.

With Property Tree not only is she able to make informed decisions, she's also more confident in putting a premium on the services they offer.

"We have has been able to increase our management fees from 6.6% to 8% which has increased our revenue by approximately 15-20%," she says.

"Our labour hours have decreased, so the staff can now spend more time actually doing maintenance, writing reports and going out to properties. Overall we are able to provide a much more polished service."

As an ever-evolving platform, Property Tree ensures that Lynne and her team have access to the latest property technologies and tools to make their work easier - all while remaining user-friendly. To Lynne, the platform's dynamic nature sets Property Tree apart from the rest.

"Property Tree is not just Property Tree, it's backed by Rockend and that's a solid backing. It's always improving; we get the best updates every month and there's always value being added to the system. It's a no fuss system, easy to use, with a smart and professional look."



The convenience of the cloud

As Australia's first true cloud property management software, Property Tree continues to lead the way in harnessing this technology to provide solutions for the property management sector.

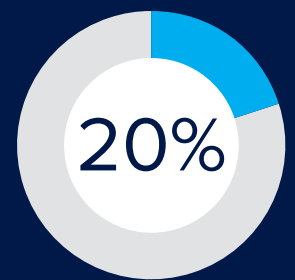
For Lynne, the accessibility, security and convenience that Property Tree offers allows her team to focus more on strengthening relationships with their customers and less on the logistics and technicalities of using the system.

"Our staff all work very independently, usually offsite so we needed a system that didn't require a server and we could all tap into from anywhere. A cloud based system allows us to access data from appointments or on the road. It provides a sense of security for you and your landlords, knowing that our intellectual property is always secure. Plus I can be away on holidays and check in on the business at any time!"

"Property Tree is a simple system that focused on the fundamentals of running our rent roll. We have guaranteed back up, so there's no risk of losing our data."



Increase
in management
fees



Increase
in revenue

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