



CUSTOMER CASE STUDY

Rhodes Realty Putting people first

Customer Name

**Greg Timms,
General Manager**

Company

Rhodes Realty

Location

Rhodes, NSW

Years in Industry

17

Product

Property Tree

Rent Roll

650+

In his two decades in the real estate industry, Greg Timms has seen a lot of change. But one thing hasn't changed: property management is a people business. The General Manager at Rhodes Realty reveals how Property Tree allows his team to focus on people, rather than processes.

According to Greg Timms, real estate has been and always will be about relationships.

"People want to deal with people, and property managers are dealing with what is often one of their clients' biggest investments," he says. "But technology has dramatically changed the way we interact with our clients.

"Whereas once it was a case of picking up the phone, today it's all about going online. What clients expect in terms of responsiveness has sky-rocketed and property managers need to be on the ball 24/7.

"Importantly, we need the right systems in place to support us in meeting our clients' wants, needs and expectations."

Transitioning to Property Tree

Greg and his team at Rhodes Realty transitioned to Property Tree in April 2018.

"The business had been with another system for many years, but the logistics of using that system had become untenable for us," Greg says. "Back-ups were a particular problem. It had reached the point where they were taking up to three hours a day. Along with the fact that the storage capacity of our server was not sufficient, it simply wasn't feasible to continue using that system."

Greg also remembers running end-of-month processes as being a particular pain point.

"It wasn't unusual for the system to crash in the middle of the end-of-month run, which meant lots of rigmarole to restore back-ups and get everything back on track," he says. "Sometimes we wouldn't get out the door until after 7pm at night.

"It was definitely time for us to move to a cloud-based solution."

"These days, we expect to be able to pick up a device or log into a system and intuitively discover how it works and what to do. That's Property Tree."





Setting you up for success

As a past user of Rest Professional, Greg had always been impressed with Rockend's systems and had been watching the development of Property Tree with interest.

"I was initially drawn to Property Tree because it is a cloud-based system, but also because of how user-friendly it is," he explains.

"No one wants to spend hours and even days getting their head around a new software system. These days, we expect to be able to pick up a device or log into a system and intuitively discover how it works and what to do.

"That's Property Tree. Even though it's incredibly feature rich, you can still get started right away.

"Changing systems is always going to cause a bit of upheaval, so you want the process to be as simple as possible – and it was with Property Tree. From migrating to a new system through to learning and implementing new processes, it was all straightforward. We didn't have any issues.



"Our migration manager was on-site with us for three days and, yes, it was a bit intense. But then it was done and we haven't looked back."

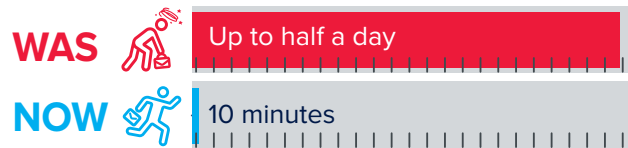


Streamlining routine tasks

Whereas end of month was once a problem for Greg and his team, it's now a breeze.

"What used to take half a day – or even longer – is completed in 10 minutes. It's really one of the best features of Property Tree," he says. "And daily manual back-ups are now a thing of the past. With Property Tree it happens automatically overnight, so there's no interruption to our workflow during the day."

End of month process



Since changing over to Property Tree, Greg has been able to automate a myriad of manual and routine tasks, and he's been particularly impressed with not only the efficiencies this has created but also how much it's contributed to his ability to communicate with clients.

"The level of automation Property Tree offers saves us a lot of time," he says. "Being able to automate reminders and follow-ups has been a godsend – and the fact that it's all logged back against a client communications history is great.

"What I like about Property Tree is that it makes it easier to ensure our words always result in action. We can do tasks quickly and then report back to our clients to let them know we've done what we said we would do. Property Tree makes follow through easier."



Saving time

Greg says that a big part of Property Tree's value lies in its ability to save his team time.

"Property managers need to be able to give good advice and positively influence interactions with clients," he explains. "By letting technology do what technology does best – which is a lot of the more routine and mundane tasks – we can get back to building stronger relationships with clients.

"Property Tree has made our lives a whole lot easier. It's saves us time and there's less stress."

Launch your future today!

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