

CUSTOMER CASE STUDY

Exceeding client expectations



first
national
REAL ESTATE

Customer Name

Sarah Williams
Principal

Years in Industry

20+

Company

First National Kimberley

Product

Rest Professional

Location

Kununurra, WA

Rent Roll

700+

First National Kimberley Principal Sarah Williams has been in real estate her entire working life, with experience in property management, sales, commercial management and trust accounting with some of Western Australia's highest performing companies. Her focus has always been about delivery of top flight customer service and instills this same philosophy to her team. Sarah talks to us about how Rest Professional has helped them provide solutions that exceed client expectations.

Sarah's passion for excellence started even during the early years of her career - having been the youngest person ever to be qualified and appointed as a practising real estate licensee in Western Australia.

Throughout the years, Sarah will receive numerous industry awards in recognition of her achievements and this is mostly due to her dedication in providing customers only the best experience.

This same commitment is what drives the team at First National Kimberley "to deliver results that exceed clients expectations."

In order to give their best service, Sarah believes in improving her team's skills with only the best available training and investing in the industry's most awarded best practice systems and procedures.

Moving to Rest Professional

But as the business grew and began to include commercial property management in their services, Sarah found that their previous software started to show some inefficiencies.

"We have a commercial portfolio and found that the program we were using just wasn't tailored to commercial management. We also found that quite a lot of our clients wanted things that we couldn't give them on their statements," Sarah explains.

Sarah then began to look for other software providers that has the technology and ability to scale with their business.

"Our number of properties was increasing quite quickly and the program we were using wasn't designed for that," says Sarah.

"With Rest Professional, we don't have the down time we used to have with our old system."

rockend
Rest Professional 

Making such a big change comes with its own risk, but Sarah soon discovered that she made the best decision with Rest Professional.

“I was really apprehensive about it. I did it at a really bad time when I’d just lost one of our property managers and we’d hired a new employee that unfortunately didn’t work out. I ended up taking on 150 properties at the time but to be honest, I had a few members of my team helping me,” Sarah recalls.

Despite these setbacks, the Rockend support and training team helped tremendously in getting Sarah and her team on their feet in getting Rest Professional up and running.

“The support that we got from our implementation consultant was fantastic. The training and the actual changeover went really smooth and we haven’t had any problems at all. It was actually a lot easier than I ever thought it would be and I would have done it a lot earlier if I had of known.”



Comprehensive property management

A huge part of keeping clients happy is knowing your stuff and for Sarah, Rest Professional helped a lot in improving her team’s grasp of trust accounting, allowing them to better answer any client queries and understand processes more clearly – all while remaining user-friendly.

“The program we were using was tailored to property managers who aren’t supposed to be accounts people except they still have to be, so it was very front end. With Rest you see a lot more and it gives you a better understanding of trust accounting rather than just pressing a button and doing a charge without actually knowing what’s happened behind it,” says Sarah.

As a property manager herself, Sarah understands how important it is for the property managers in her team to be able to their tasks easily to serve clients better. With Rest Professional, she has seen significant improvement in how her team processes day to day transactions.

“They now have quicker access to information and the ability to just click on an email address and have direct email to clients, which is automatically stored in the document management for easy access.”

Sarah continues, “With Rest, we don’t have the down time that we used to have with our old system. The reporting is a lot better, the receipting is a lot quicker and end of month is a lot easier.”

Launch your future today!

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Document management made easy

A growing property management business will need specific tools to support their growth and allow them to manage their properties more efficiently. For Sarah, one of the most important things that became apparent was a document management system that will handle their growing number of files and documents.

“As we started getting bigger with more properties, we recognised the need for a reliable software to store all of our documents and that could integrate with our property management software.”

Luckily for Sarah, Rest Professional integrates seamlessly with File Smart, Rockend’s electronic Document Management System.

“The document management in Rest really makes a big difference, because you have quick and easy access to history, plus the mail merge feature,” says Sarah.

File Smart has tremendously cut down the time for Sarah and her team when it comes to managing their files. Now, they enjoy the benefits of a paperless office.

“File Smart is great because all invoices are scanned and if you want to look at a lease you don’t have to go hunting for a file. The filing has cut down as well that was a full-time job in itself when you’re still running a paper office.”

“It’s improved our day to day processes, and you have more time to focus on customer service and being proactive. It’s made everything a lot more efficient.”

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