

Case Study

"The willingness of Realbase to incorporate our individual requirements into the system has been a very pleasant surprise"

Michelle Long
Director of Century 21 Mt Eden



Background

This Century 21 office, run by Michelle Long, is a boutique property management agency in the heart of Mt Eden, Auckland with many long standing clients. The business has two property managers and two admin staff. Since purchasing the management portfolio Century 21 Mt Eden have annually achieved Centurion status within the Century 21 group and continue to perform.

The Business Challenge

On buying the business, Michelle found that the inherited system was out-of-date, long winded and inefficient. She says: "although we're a local business, this is a highly competitive market that requires a professional service". The requirements for a better system identified by Michelle and her team, were better technology, quicker processing, wider range of functions, and a system that was scalable. Specifically what the team wanted a system that provided:

- *Simplicity of data entry*
- *Good cross-referencing and reporting*
- *Efficient and quick EOM processing*
- *Reduction in manual tasks*
- *Reduction in data entry errors*

To ensure Century 21 made the right choice, they evaluated several choices and settled on Palace.

The Customer

Century 21

Location

Auckland

Associations

REINZ

Software Used

Palace Property Management





The Benefits

One of the main concerns for Century 21 was that the data, coming from an older legacy system, would need to be re-entered from scratch. This coupled with the implementation changeover caused a bit of concern in the office.

Realbase scheduled the changeover in July and made the whole process painless. Michelle commented that they were "and running immediately", and added that "Realbase were able to convert data from our previous software which we didn't expect would be possible as an added bonus".

"Realbase were responsive and patient in getting us up-to-speed. We find the system logical and easy to navigate. We're able to process different types on functions on the one screen and the reporting is excellent". In addition, Century 21 use the online data backup facility provided as part of the Realbase product suite.

What to look for

Michelle is firm in her belief that there are a number of criteria that need to be looked at when making an investment in property management software. She states these as:

- *A flexible, yet simple system*
- *Strong backend development*
- *Excellent customer support*
- *Ability to do all functions associated with Property Management*
- *The ability for the software company to provide support to temporary staff if needed.*

And finally

In her own words, Michelle adds that "this was the first time we have ever had to choose a computer system and the task was daunting. We looked at several systems before choosing Palace but from the start we liked the professional approach of Ron and Michael. They were keen to help us and welcomed the opportunity to be interviewed by our company's IT professional. It was important that we were able to do this. Another deciding factor was that the company is family owned. It was also recommended to us by another Property Management company already using it.

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