

Case Study

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Diana Eaton AREINZ
Principal
Ray White Auckland



Background

A passion for property management started in 1995 when the Ray White sales office in Glenfield received their first request to manage a property they'd sold. From this small beginning grew a passion and commitment to providing a property management service dedicated to excellence. As the number of properties under management continued to grow, an office solely focused on property management was formed. Systems for running the division were developed and a team of professional staff expanded. So successful have they been that they continue to manage that first property - and hundreds more.

The Business Challenge

Realty Marketing have used and tested property management software offered by both Australian and New Zealand companies. They know what works well. While they hadn't been disappointed with the technological aspect of the property management solutions provided, there were other concerns. "Unfortunately, the ready support and immediate response was sadly lacking," says principal Diana Eaton. So with support a priority, Diana and her team set about looking for a solution that would also be able to fulfil the needs of today's property manager. Diana says these include "ease-of-use, timely financial reporting, and accessible information". She continues "When Palace was launched the choice was simple. We already knew the support from Realbase

The Customer

Ray White Glenfield
Trading as Realty Marketing

Location

Auckland, NZ

Associations

MREINZ

Software

Palace

Ray White AREINZ

Ray White MSMRP

was excellent so it wasn't a difficult choice to sign up to use the software."

The Solution

The data was converted from an Australian Property Management system for use in Palace. "The implementation was hassle free," says Diana "data was given to Realbase on the Friday night, I'm not sure what their weekend was like, but one hour into Monday morning we were up and running".

Additionally they decided to use the online data backup facility to ensure that should the worst happen, their data is well protected. Their Data is encrypted and stored in a highly secure data centre - the same data centre used by Telstra and Transit New Zealand.

This attention to detail is best summed up by Diana. She says "Our focus is on professionalism in every aspect of the business, respect for landlords and tenants alike, and having the best systems in place to prevent problems occurring". Continuing she says "it gives our owners the confidence to place their investment properties in our care".

The Benefits

Diana acknowledges the role that I.T. plays in her business and Palace has helped the organisation to become even more efficient. "Many of our owners are based overseas and we are able to easily contact them via email or provide online statements", says Diana.

The Support

Software support was also a major criteria in the decision to use Palace from Realbase. "Time is always of the essence in the day of a property manager, so a program that is stable and avoids the frustration of downtime is so important. If problems do occur, support is so important. We haven't been disappointed - the backup support is excellent!"

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