

Brock Harcourts are creating clients for life with Propel for SalesLogix

Brock Harcourts is a South Australian residential real estate joint venture, formed in 2004 from one of the most prestigious and established real estate agencies in South Australia, and one of Australasia's most innovative and results-driven real estate enterprises. Brock Harcourts is the fastest growing Real Estate agency in South Australia.

Successfully buying and selling real estate is mostly about fulfilling people's needs, dreams and aspirations. According to Mike Green, Managing Director for Harcourts International, "We are absolutely committed to providing exceptional personal service to our clients. We don't just pay lip service to our internal mission statement: 'To create clients for life through the finest service'. It is Harcourts heart and soul, and is fundamental to the positive attitude and success of our people."

The management and staff at the Salisbury office of Brock Harcourts, fully appreciate the importance of creating relationships with clients based on trust and respect. Real estate clients want to deal with consultants that have knowledge, expertise, honesty and integrity, and are committed to achieving the best possible result for them. Currently, around ten people are employed in the Salisbury office.

Keeping their commitment to customers

As part of keeping this commitment they recognised the need to upgrade their business systems and procedures to ensure the information they maintained about their clients was accurate and kept up to date. Marz Harkotsikas, Principal and Sales Director, comments, "As well as being inconsistent, storing information was a time consuming and complicated task. There were 3-4 different systems being used by different employees. There was no way to track actions and activities made by staff. Often appraisals were done and then not followed up - ending in a loss of potential sale".



The solution

Brock Harcourts evaluated a number of alternative solutions including Complete Data, Consol Gateway and MultiRay. They decided to go with a Propel for SalesLogix solution. Harkotsikas states, "It was a robust system which could be synchronised to be used by all staff whether they were in the office or visiting a client."

Built on the award-winning CRM technology of Sage SalesLogix, Propel is a new software solution from Customer Systems International (CSI) developed specifically for the residential real estate industry. Through a single easy-to-use interface real estate agencies are able to more efficiently manage properties, appraisals, listings, vendors, prospective purchasers, solicitors, and financiers.

The primary objective of implementing the new system was to have all client/prospect information stored in the one system which was easy to use and was accessible to all staff for the purpose of shortening sales cycles and increasing productivity. The Managing Director and Sales Consultant/Selling Director initially used

SalesLogix before gradually introducing it to other staff members. A consultant from Acure spent one day in a group session with all staff so they could gain a basic understanding and knowledge of the system.

The benefits

After introducing Propel, Brock Harcourts in Salisbury now have the ability to maintain and track statistics of activities, relationships and goals. By better managing listings, appraisals, actions and sales activities they have improved the level of turnover for sales by decreasing the sales cycle and ensuring appraisals are followed up. Harkotsikas says, "Previously, work that was done by 2-3 people is now being done by one person. The costs savings in gained productivity have been significant"

A whole host of functions have been introduced that have made everyone's job that little bit easier and more productive. "The check list functionality is great. We found that no other system had this ability. During our sales process there are a lot of steps, therefore it is great for us to be able to tick off each step as we do it and makes sure no vital step is missed".

"Creating a group of current look ups is great as it saves me having to constantly look up the same thing when it can be easily saved for me to look at any time. Also, recording activities is made so much more efficient as I am able to choose whether it is a phone call, meeting, follow up call, letter, email, etc. as well as choose the exact time and date which makes all information entered precise". With their new system in place Brock Harcourts in Salisbury look forward to continued success and developing stronger relationships with their clients.

For more information about Propel for SalesLogix please contact CSI on +61 3 9680 8800 or www.crm4realestate.com.au.



About Sage Saleslogix

Sage SalesLogix is a highly functional, customisable and scalable CRM solution, allowing businesses to select the best access method or methods for its users, including Windows, Web and/or Mobile. Its industry-leading depth of functionality, including exceptional mobile workforce management, and ease of deployment helps businesses improve their productivity and sales. Sage SalesLogix has more than 300,000 users at over 8,500 companies worldwide, ranging from large multinationals with thousands of users, to single-site customers. 13 SAGE or <http://www.sagebusiness.com.au>.