

CUSTOMER STORY

Daniel Island Real Estate

The Daniel Island Company is a Charleston, South Carolina based developer of master planned “lifestyle communities.” Formed in 1997, the company is responsible for the award-winning community that has emerged on Daniel Island, a 4,000-acre sea island located within the city of Charleston. Daniel Island Real Estate represents the island’s largest selection of residential property.

Challenge

Daniel Island Real Estate was caught between a rock and a hard place when the local developer of their legacy, MS Access tool went out of business. The tool was antiquated, time consuming to maintain and presented more challenges than solutions to their thriving businesses’ needs. Daniel Island was spending too much of their time trying to develop the perfect tool rather than focusing on their highest income-producing activities.

Solution

Discovering Propertybase was a huge relief and upgrade for Daniel Island Real Estate. The support they received from Propertybase got them up and running in no time with a user friendly, state-of-the-art platform.

Since they no longer needed to develop a costly tool for their business, they could focus on running their business with a Real Estate specific CRM solution that would better manage their sales cycle with more transparency and detailed reporting capabilities.

“The beauty of a solution like Propertybase is that you know exactly what you’re going to pay for,” comments Carolyn Lancaster, VP Marketing of Daniel Island, responsible for the implementation of Propertybase. “There are no hidden costs in terms of ongoing maintenance, hardware or software. Indeed there are significant cost savings in terms of ongoing maintenance, support, and upgrades—all of which are free to customers.”

Propertybase also opened doors for their agents such as tracking offers, counter-offers and closings on all of their devices, making them more productive and efficient. The real-time website integration eliminated the need for duplicate data entry for their staff while providing up-to-date information for their prospects and clients.



AT A GLANCE

Company: Daniel Island Real Estate

Business: Developer

Location: Charleston, SC

Agents: 36

Customer Since: 2009

Website: www.danielland.com

Use Case: Replacing old, legacy MS Access tool developed by a local company that offered no support.

“It’s the most versatile, user friendly and well supported CRM in the real estate industry.”

Carolyn Lancaster
Vice President Marketing
Daniel Island Co.