

## CUSTOMER STORY

# Kiawah Island Real Estate

Endless possibilities await the guests of Kiawah Island's resort located on a beautiful barrier island just a few miles from historic Charleston, South Carolina. Readers of Golf World Magazine voted Kiawah Island Golf Resort "#1 Resort in the U.S."

Kiawah Island Real Estate is the island's premier residential real estate broker. Serving buyers and sellers of luxury properties, KIRE has completed over 15,000 Kiawah real estate transactions, which provides KIRE with unmatched expertise in the local market.

### Challenge

Kiawah Island's staff was using more than 3 isolated solutions that did not talk to each other. They were spending a lot of time making duplicate entries in multiple systems. In many cases, files and contracts would have to be physically taken from one department/building to another to be entered into a different system. They called this there "SneakerNet".

Their issues are similar to many other companies without a centralized CRM and listing platform. Days of man-hours were wasted each week to manually create reports by sifting through different databases. Their solutions were self developed over 10 years ago and were hard to maintain and lacked modern technology standards. To add to the dilemma, their solutions offered no online access, no client server systems, lacked flexibility, and were not user friendly.

### Solution

Propertybase has enabled Kiawah Island to conduct all of their business in one, easy-to-use system. They are now able to track incoming leads, distribute them, market to them, and take the client all the way through the closing process. They will benefit heavily from the ability to report on anything they want in minutes and not days. Since Kiawah's team is responsible for 85% of the resale on the island, it was imperative that Propertybase give them the ability to track all historical sales, price changes, and trends in their market.

Now they are able to pinpoint leads and directly market to them while keeping a close eye on their ROI from marketing campaigns, and their direct impact on sales which was never possible before. Propertybase has put the power back in the hands of the users, allowing them to create dashboards, work on mobile devices, report on anything, and make technology work for them and not the other way around.



### AT A GLANCE

**Company:** Kiawah Island Real Estate

**Business:** Brokerage/Developer

**Location:** Kiawah Island, SC

**Agents:** 60

**Customer Since:** 2012

**Website:** [www.kiawahisland.com](http://www.kiawahisland.com)

**Use Case:** Kiawah Island Real Estate had their data and reporting spread across several systems that did not communicate, and wanted a central all-in-one system.

*"After years with systems that all worked differently and did not communicate with each other, it's fantastic to have a solution [Propertybase] that our entire company uses, from the front-desk to marketing."*

Chris Drury  
President  
Kiawah Island Real Estate