

## CUSTOMER STORY

# Madden Real Estate - Keller Williams Realty Alaska Group

Madden Real Estate in Fairbanks, Alaska is part of the Keller Williams Realty Alaska Group. Formed in September 2009, Madden Real Estate operates as a single team brokerage, allowing all agents and administration team members to provide highly specialized consulting and expertise to their Real Estate clients.

### Challenge

Madden Real Estate was looking for a way to centralize their various systems and applications. They also needed to increase their reporting, action plan and daily task capabilities to ensure information stopped slipping through the cracks. Prior to bringing on Propertybase, Madden Real Estate used a competing CRM, along with a variety of 3rd party systems and excel spreadsheets to manage their entire brokerage database. This lack of consolidation meant the agents had to spend more time logging information and less time building relationships and closing deals.

### Solution

Madden brought Propertybase on in December 2013. Beginning with a smooth onboarding and implementation process, Madden focused on getting their Administrators trained and comfortable using the platform. After a short training period, Madden then branched out to bring on their agents, ensuring the entire team was communicating in a single, centralized way. This was a big step as the agents chose to leave the old legacy system, seeing the immediate value Propertybase provided.

The agents started using customized action plans and work flows, the admins loved the configurability and simple user interface and the brokerage soon achieved a large increase in process optimization and time savings.

### Result

Propertybase has allowed Madden Real Estate to handle more deals without hiring more team members or administration positions. The platform has: freed up time for agents to manage and close more deals; and allowed the entire team to easily track, report and create daily action plans and tasks lists. Best of all, the Broker Owner now has complete visibility into the brokerage pipeline and agent performance to better manage Madden Real Estate for future growth and success.



### AT A GLANCE

**Company:** Madden Real Estate - Keller Williams Realty Alaska Group

**Business:** Residential

**Location:** Fairbanks, AK

**Agents:** 20

**Customer Since:** 2013

**Website:** maddenrealestate.com

**Use Case:** Replacing Legacy CRM system, consolidating multiple applications, Reporting, Action Plans and streamlining brokerage business and daily admin processes.

*"Propertybase took us to the next level as a brokerage. We were able to get all our systems into one place instead of managing 10 different spreadsheets like we did before we implemented Propertybase."*

Stacy Harvill  
Associate Broker  
Madden Real Estate