

CUSTOMER STORY

Newby Realty

Newby Realty, the sales arm of Newby Management, is a fast paced development team specializing in the improvement of their manufactured-home communities by selling new and refurbished manufactured homes. Located in North Ellenton, Florida Newby stakes its claim as the largest fee management company for manufactured housing in Florida.

Challenge

With a goal of hitting 100% occupancy for their communities, Newby needed a single CRM solution to keep up with increasing market demand. Prior to partnering with Propertybase, Newby Realty had a number of challenges: they were using non-integrated databases combined with Excel sheets and had no way to systematically record communications with clients. They lacked the business transparency needed to make informed pipeline and future forecasting decisions.

Solution

In December 2015, Newby Realty brought on Propertybase. Propertybase helped Newby execute their initial onboarding in a phased approach that took less than one month to implement. They also had significant technical requirements and the Propertybase support team worked diligently to configure and optimize to these. Following the onboarding process, Newby was able to implement new processes for managing current opportunities, reaching out to old and dated contacts which simplified their daily business strategies to streamline efforts. They were also able to provide better reporting and transparency to their parent company, Newby Management, thus, allowing for better future business decisions.

Result

The leadership team of the 40+ year-old company was hopeful and somewhat skeptical of bringing on a CRM initially, but the value has proven itself above and beyond for the Newby team. Since implementing Propertybase, Newby Realty has realized a 25% growth rate in manufactured home sales. They have also seamlessly increased their users from 5 initially to more than 15 in less than 2 years. Newby is a highly valued partner and client for Propertybase and we look to continue fueling their needs and striving for future success for many years to come.



AT A GLANCE

Company: Newby Realty

Business: Development Team

Location: North Ellenton, FL

Agents: 15

Customer Since: 2015

Website: www.newbyrealty.com

Use Case: In need of systematic database and processes management system available over a geographically dispersed customer base; increased visibility into the business pipeline and future revenue forecasting.

"Propertybase has given us the ability to completely manage and communicate with our contact database. It's like a treasure trove of contacts, they are always there and updated. This allows us to keep our book full and keeps the pipeline growing."

Kendra Clark
Sales Lead Manager
Newby Realty