

CUSTOMER STORY

RE/MAX Town & Country

RE/MAX Town & Country is a large residential real estate brokerage located in Redding, California. Their brokerage specializes in providing clients with unique marketing and superior customer service, and they control and manage a large majority of the residential real estate inventory within the Redding region.

Challenge

The RE/MAX Town & Country team was looking for a CRM solution to help them manage listings, transactions, provide optimized communication both internally and externally, and needed all this in a single centralized location. They also lacked the business transparency to properly manage agent performance, pipeline growth and revenue projections.

Solution

RE/MAX Town & Country partnered with Propertybase in 2013. They not only needed a centralized CRM to manage their business, they also needed a consulting partner to provide ideas and best practice configurations for future growth and scalability. Propertybase worked closely with the RE/MAX team to identify core needs and modify the solution. Both teams worked together and the RE/MAX Town & Country team was up and running within 30 days. The team quickly realized the benefits of a single solution; administrators were able to access information much quicker, agents were able to prioritize their daily tasks to increase efficiency, and the executive team finally had reporting to make better decisions for the brokerage.

“Our business transparency, pipeline forecasting and reporting have been awesome with Propertybase. I also love being able to identify and monitor agent performance easily.”

- Josh Barker, Team Leader, RE/MAX Town & Country

Result

Since implementing Propertybase, RE/MAX Town & Country has been able to manage and close more deals with greater efficiency. They have also implemented a variety of custom configurations to match their specific brokerage needs, and have increased their users from 5 initially to more than 15 in just a few short years. RE/MAX Town & Country is a highly valued client for Propertybase and we look forward to growing our partnership as we move forward together.



AT A GLANCE

Company: RE/MAX Town & Country

Business: Residential

Location: Redding, CA

Agents: 15

Customer Since: 2013

Website: www.reddinghomes.com

Use Case: Reporting, listing management, transaction management and centralizing internal communications.

“Propertybase has the scalability to grow with large business which has helped us tremendously. The technology can be modified to fit any size team which is what we’ve been looking for.”

Josh Barker
Team Leader
RE/MAX Town & Country