

CUSTOMER STORY

The ATM Team at Weichert, Realtors® - Nickel Group

The ATM team, located in Oak Park, Illinois is a brokerage Team that works independently within Weichert, Realtors® - Nickel Group. Formed in 2011, the ATM Team gives clients expertise at every level of the buying and selling process. As a true standout within the brokerage, the ATM Team is committed to giving clients the best home buying and selling experience possible.

Challenge

The ATM Team was using a dated CRM and needed to find a new technology solution to match their growth and goals moving forward. Their existing CRM was cumbersome, limited in functionality, and was not configurable or scalable. They had trouble integrating other technologies, and were constantly spending too much time manually entering data. Finding and sorting clients, tracking communications and responses were just a few of the daily needs the ATM Team was looking to better enhance and automate.

Solution

The ATM Team worked in partnership with the Propertybase Customer Support team to identify their needs, and then configure the tool to match those specific requirements. They worked to onboard the CRM, and integrated MLS quickly within their system. The support team also helped them to import their database from the legacy CRM, along with configuring tasks and processes to help streamline efforts. They purchased the Premier Onboarding package from Propertybase, which further helped The ATM Team to not only get up and running faster, but aided in a full utilization of the technology they invested in.

Result

Since implementing Propertybase in 2017, the ATM Team currently has 5 users on the Propertybase CRM platform. The entire team has adopted and embraced the technology and is using it at every level from the owners, to agents and coordinators. Propertybase CRM has changed the way the ATM Team manages their business, and we look forward to continued growth and collaboration moving forward!

ATM

THE ATM TEAM

AT A GLANCE

Company: The ATM Team at Weichert, Realtors® - Nickel Group

Business: Residential

Location: Oak Park, Illinois

Agents: 5

Customer Since: 2017

Website: www.theatmteam.com

Use Case: Replacing old and cumbersome CRM that offered limited functionality, scalability and configurability. Also needed to better track daily task lists, pipeline and client communications with agents.

“With Propertybase, we can see all communications instantly, without having to over communicate, so the time savings has been outstanding for our entire ATM Team.”

Bonnie Glass
In-Office Buyer's Agent
The ATM Team at Weichert,
Realtors® - Nickel Group