

CUSTOMER STORY

Chedid Property - Australia

Chedid Property is a single-office Australian real estate agency focusing on the residential and commercial verticals. Founded in September, 2017, Chedid Property's goal is to change the way real estate is bought and sold in Australia. Headed by Charlie Chedid, who previously worked to build proprietary software and technologies for Fitness First Australia, Chedid Property is positioned to meet the demands for a professional, personal and high-performing agency.

Challenge

Upon its founding, Chedid Property immediately struggled to find a CRM solution within the Australian market with the intelligent technologies and scalability it sought because the standards of existing CRMs were outdated.

Solution

Chedid Property engaged with Propertybase in late winter and was immediately impressed with Rod Gilbody (General Manager Propertybase Australia) and the product's ability to see real-time statistics and customisation capabilities. Incoming enquiries are entered into Propertybase automatically utilizing the Front Desk feature, nullifying any data from slipping through the cracks. With assistance from the customer support team, Chedid Property set up admin-created action plans; furthermore, integrations like Cirrus Insight, SMS Magic and ClickSend were seamlessly implemented to further add to Chedid Property's repertoire of technology.

Results

As a growing real estate agency, Chedid Property has been able to streamline and provide the necessary tools for their modern-day agents. Propertybase's intelligent action plans and mobile-app capabilities has allowed Chedid to stay connected while working from their mobile phones. At the same time, that work is being 100% logged and is accessible for real-time reporting. The agency also sees the scalability that Propertybase offers and continues to look at 3rd-party integrations while concentrating on its growth. Chedid Property and Propertybase maintain an excellent partnership and look forward to growing the foundation of that success for many years to come!



CHEDID PROPERTY

AT A GLANCE

Company: Chedid Property

Business: Residential & Commercial

Location: Sydney, Australia

Agents: 4+

Customer Since: 2017

Website: www.chedidproperty.com

Use Case: Growing real estate agency wanting new technologies, integrations, streamlining processes and reports.

"I wanted to see real time statistics and numbers, no one, except for Propertybase, could give me that. If you can't measure it, you can't improve it."

Charlie Chedid
Managing Director
Chedid Property, Sydney, Australia