

CUSTOMER STORY

Northern Edge Real Estate

Northern Edge Real Estate (NERE), located in Eagle River, Alaska is an independent team brokerage specializing in residential and commercial properties. Formed in 2012, NERE is made up of an independent team of agents who provide exceptional service and expertise at every level to their real estate clients.

Challenge

NERE needed a system that was highly scalable, but also was able to fit within their specific business model in terms of daily processes, communications and goals. They explored a variety of CRM systems and found most to be very restrictive and were unable to integrate with NERE's specific needs. Most notably, they were looking for a single platform solution that could streamline their existing processes, workflows, and create more automation so agents could do more selling and less data management.

Solution

NERE engaged Propertybase as an "early adopter" back in 2012, not long after the brokerage was first formed. The Propertybase Customer Support team, in particular, was crucial in helping them onboard as a new brokerage looking to make their mark. The CS team worked in partnership with NERE to implement their CRM solution, and configure it to work within the processes they needed to quickly grow and expand. They were able to integrate MLS, as well as custom triggers and objects to drive lead analytics for better reporting, and have since utilized the Customer Support team on a variety of needs, including moving to the latest version of Salesforce.com "Lightning."

Result

Since implementing Propertybase in 2012, Northern Edge Real Estate has grown from 8 to over 20 agents at their peak on the Propertybase real estate CRM platform. They are now running two separate Propertybase systems for their residential and commercial businesses, with hopes of expanding into the developer market soon. NERE continues to have a positive and highly consultative relationship with the Propertybase Customer Support and Sales teams, and we look forward to helping them grow and expand for many years to come!



AT A GLANCE

Company: Northern Edge Real Estate

Business: Residential & Commercial

Location: Eagle River, Alaska

Agents: 15+

Customer Since: 2012

Website: alaskapropertyonline.com

Use Case: Lack of streamlined processes, workflows and automation necessary to grow and expand.

"I looked at other CRM systems and found you have to build your processes to their technology. With Propertybase we are able to build the CRM solution around our business needs and processes."

Jason Woodward
Broker / Owner
Northern Edge Real Estate