

CASE STUDY

REAL ESTATE OFFSHORING: A LONG-TERM SECRET WEAPON FOR SALES GROWTH



OVERVIEW

For the past 1½ years, we've assisted our New Zealand client expand their sales team from a 21 agents selling 500 properties to 36 agents selling just under 600 properties by moving sales agents administration and marketing tasks offshore.

PAIN POINTS

The agency used other offshore providers before deciding to move to UPS. They encountered a number of problems with their previous partner which cost time, money, low service deliverables. These problems include:

- ▶ Lack of coverage, backup, and support when team members are away and unable to report to work;
- ▶ New staff were not trained in softwares, real estate terminologies or real estate guidance;
- ▶ HR matter, leave and work performance were left up to the agency with no local knowledge.

TESTIMONIALS

LJ - Property Coordinator of the Year

“Excellent and responsive as always. Always friendly and polite too which is important”

- Real Estate Agent

Angelie - Property Coordinator

“Very switched on and reminders sent if needed totally delightful to work with.”

- Real Estate Agent

By partnering with UPS, we not only resolved these issues but a number of other pain points eliminated as well

- ▶ The client reduced admin seats and increased sales agents without needing more office space.
- ▶ The cost of hiring one admin person offshore saved the business \$30,000 - \$40,000 per annum.

UPS OFFSHORE SOLUTION

At Universal Property System, our Australian team makes sure our people are trained in real estate basic, processes, and workflows that fit specifically to the needs of a client. The particular New Zealand-based client, has currently 12 positions with UPS.



11 x Property Coordinator

What started off as a single sales administrator helping out 2-3 agents which has now ballooned into 11 full time positions. The UPS team helped train on client's CRM and marketing software



Tasks

- Appraisals;
- Managing admin procedures for sales contracts;
- Ordering and designing property marketing materials;
- Launching listings live to the web; and
- Confirming settlement with solicitors



1 x Lease Administrator

The UPS now provides a leasing administrator, working with client property managers has reduced their workload and capacity.



Tasks

- Tenancy application reference check;
- Coordination of payment lease start monies;
- Filing lease signing documents; and
- Preparing lease renewal agreements

RESULTS

3,784 Tasks

completed
for Sales Agents
each month

244 Tasks

completed
for Property
Managers each
month

1,892 hrs

removed
from Sales
Agents

168 hrs

removed
from Property
Managers

CONCLUSION

Work smarter! Offshoring is a **smart way** to expand your business, improve customer service, empower your onshore team while **saving costs** on admin expenses.