



# Our partnership with CoreLogic RP Data

**Tony Brown**

Maroochy North Shore Realty

Maroochy North Shore Realty increase their professionalism and market share with Mobile Lister.

## Background

Having operated on Queensland's Sunshine Coast for almost three decades, the small team at Maroochy North Shore Realty certainly has extensive local knowledge. Focused on the tropical suburbs of Pacific Paradise, Mudjimba, Marcoola and Twin Waters, they work hard to build lasting customer relationships that are based on a high level of professional service, and on trust. Tony Brown, Sales Manager, has been with Maroochy North Shore Realty for 17 years.

## Challenge

For the team at Maroochy North Shore Realty, having access to current, reliable and specific information about the local market is a vital part of their daily work life. However, around nine years ago, they encountered some technical problems with the competitor software they were using to source and compile this information. Plus, the solution they were using was quite limited in terms of the information it could provide. Needing an alternative solution, they turned to CoreLogic RP Data.

## Solution

After consulting with Maroochy North Shore Realty, CoreLogic RP Data recommended Mobile Lister. This easy to use app helps Tony and his team have more informed conversations with customers, present market comparisons, discuss local market conditions, prepare presentations in a matter of minutes (ideal for last minute appointments) and even follow up after a meeting - with the ability to send a summary report directly to the vendor, straight from the app.

The team also makes extensive use of CoreLogic RP Data's Comparative Market Analysis (CMA) reports, which include the latest property information gathered from a range of sources including state governments, the Australian Bureau of Statistics and several CoreLogic RP Data databases. These reports help Maroochy North Shore Realty to compare properties and create detailed, accurate and professional appraisals.

## About Us

- ▶ Owned by CoreLogic, the world's largest property data and analytics company
- ▶ Exclusive strategic partnerships with leading industry players
- ▶ Over half a billion data decision points to assist customers when making informed and confident decisions on property
- ▶ 30 years collecting property related data and creating valuable insights

## Outcome

According to Tony, CoreLogic RP Data has given his team a great amount of confidence, and helped them become better informed regarding the properties they are buying and selling. *“If we’re better informed, we can help our clients more effectively”*, he says.

*“By having up to date information, we are winning more listings. It has definitely helped us increase our market share in core areas and it has also lifted our level of professionalism in the field when compared to others”*, he adds.

As well as using Mobile Lister to conduct wider market share research, Maroochy North Shore Realty also makes considerable use of Mobile Lister’s expired listings and mapping tools, which help them to provide a deep level of accurate information to customers who are looking to buy or sell.

*“Before engaging CoreLogic RP Data, we just had no idea what level of information was out there. Now, as well as the information we were using before, we also benefit a whole range of detail and other important statistical information that can help us add a huge amount of value.”*

*“Mobile Lister has become a cornerstone of how we do our estimates now”*, Tony says.

## Key Benefits

- ▶ More confidence when advising clients
- ▶ Deeper and more accurate information
- ▶ Better customer relationships
- ▶ Greater market share
- ▶ Enhanced reputation

## Why did Maroochy North Shore Realty choose CoreLogic RP Data?

- ▶ Depth of information that’s provided
- ▶ Very user friendly/logical interface
- ▶ Reputable and trusted data - enables confident selling/customer interactions

***“We have evolved our business based on the level of statistical information and the tools that are available in Mobile Lister. The level of detail is really exceptional. When we are talking with clients, we now have a lot of confidence in the information we’re supplying them. Mobile Lister gives us an underlying confidence - and that’s the most important thing.”***

TONY BROWN  
MAROOCHY NORTH SHORE REALTY

For more information please call 1300 734 318

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