



Our partnership with CoreLogic RP Data

Tracey Mayze

Sales Representative
Professionals Property Plus, Canning Vale

CoreLogic RP Data delivers vital knowledge to Professionals Property Plus.

Background

Professionals Property Plus in Canning Vale, Western Australia, is part of one of the industry's most successful real estate groups - awarded 'Top Listing and Top Selling Real Estate Group' 15 times in the past 20 years, by REIWA. They have offices in Canning Vale and Thornlie, 20 sales representatives, and a property management team of five. As a team, they pride themselves on being up-to-date, professional, and committed to customer service. They have been using CoreLogic RP Data's products and services for many years.

Challenge

Unlike many of their city-based counterparts, the team at Canning Vale has a large amount of rural real estate in their portfolio. Tracey, one of the agency's sales representatives, says that without the right systems in place, getting specific and tailored information about these farming areas would be very challenging. Thanks to mobile technology, and the fast-changing nature of the industry, she also says she needs to be able to provide very accurate and up-to-date information to her customers at all hours, and even when she's away from the office.

Solution

Professionals Property Plus in Canning Vale has been using CoreLogic RP Data for many years. According to Tracey, the system saves her considerable time and effort when it comes to helping customers get the information they need.

In particular, Tracey says she utilises 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.

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

“CoreLogic RP Data’s CMA reports and auto valuation tools are continually improved to deliver enhanced user benefits. I don’t appraise a home without first preparing a CMA report, which my clients find very professional and informative. The detail available when you search a property is so in depth and now even includes development permits, which includes builder details complete with building value”, she says.

For Tracey, the depth of information available via CoreLogic RP Data is very valuable. *“I don’t have to collate anything. I just put in my parameters, and the system does it for me. The information is all there. You just have to search for it”, she adds.* Tracey also points out that the tools are very helpful for younger and less experienced sales representatives.

“Regardless of whether you’ve just joined or been in the company a long time, the information you need is all at your fingertips. New sales representatives can easily become very informed”, she says.

As a business, Professionals Property Plus in Canning Vale has benefited considerably by having CoreLogic RP Data systems in place.

“CoreLogic RP Data helps us achieve listings, price adjustments and make sales. The information helps us to help our customers make more informed decisions. It ensures no-one has to over-sell or under-sell. Instead, you can be on top of the market on a daily basis”, says Tracey.

“Over many years in real estate, CoreLogic RP Data continues to be the most important referencing tool I use - both in terms of keeping my clients informed, and in preparing up to date appraisals and market information...CoreLogic RP Data is continually offering training and support to ensure I use all the available tools I have at my fingertips, and that I’m continually learning more. I would not be a knowledgeable real estate professional without CoreLogic RP Data.”

TRACEY MAYZE, SALES REPRESENTATIVE
PROFESSIONALS PROPERTY PLUS CANNING VALE

Key Benefits

- ▶ Professional, fast presentation output
- ▶ Time saving
- ▶ Extensive data resources
- ▶ Mobile connectivity - via iPad and iPhone app
- ▶ Ability to present to clients with confidence and accuracy

Why did Professionals Property Plus choose CoreLogic RP Data?

- ▶ Farming area searches are more sophisticated
- ▶ Accuracy and currency of the data - especially contact details of vendors
- ▶ User-friendly interface
- ▶ Ongoing customer service and support - continual updates regarding new information and features

For more information please call 1300 734 318

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