

CUSTOMER STORY

Fay Ranches, Inc. - Land Investment

Founded in 1992, Fay Ranches, Inc. offers premier brokerage and advisory services for the acquisition and sale of significant land assets. Taking a unique approach to today's modern challenges, Fay Ranches, Inc. is in rare company: its model prides itself on growing offices, rather than franchises, from coast to coast. Its employees understand and convey that in many cases, the investment (Ranches, farms, plantations and timber) is larger than the monetary value. It's about getting back to the fundamentals and a better way of life, guiding clients towards seeing the real value in reconnecting with the land.

Challenge

Fay Ranches, Inc. struggled with what many business do: limited customer management software, standalone programs, spreadsheets, etc. which led to poor distribution of leads, out-dated listings and lack of clarity between headquarters and offices. Fay Ranches quickly realized that their choice for a new software would be heavily influenced by the customer service they could expect to receive.

Solution

After much vetting, Propertybase was brought into the fold in August 2017. Utilizing Propertybase's Premier Onboarding package, the Customer Support (CS) Team took a proactive, consultative approach to showcase the all-in-one solution, never saying "no" to a challenge. The Support staff was readily available to answer emails, hold multiple meetings, log calls, etc. to find ways to automate many of the tasks Fay Ranches used to do manually. Much of CS' tools, such as Zoom or Loom video recordings proved crucial.

Result

Propertybase Customer Support has acted as an extension of the Fay Ranches, Inc. team during the integration process. While the onboarding has taken longer than expected, the CS Team has been responsive and omniscient, working to fulfill the needs of Fay Ranches, Inc. With the assistance of a knowledgeable support staff, Fay Ranches no longer has to be bogged down with mediocre or mundane work. The company can also work on hiring and retaining experienced employees, given that the technology is now up-to-date.



AT A GLANCE

Company: Fay Ranches, Inc.

Business: Land Investment (Residential)

Location: Bozeman, Montana

Agents: 25

Customer Since: August 2017

Website: www.fayranches.com

Use Case: Customization for unique business model, onboarding new technology, consolidating multiple applications, company-wide solution, customer support consultations.

"We didn't even know we were looking for the things that Propertybase can do...it definitely offers us what we need to be successful."

Meredith Johnson
COO
Fay Ranches, Inc.