



MCCORMACK BARBER REAL ESTATE CASE STUDY

Better data and document management

McCormack Barber is a premium real estate business, based in Orange, NSW. With the largest sales and property management teams in the area, McCormack Barber are Orange's number one real estate office, selling and leasing more property than any other agency.

Technology is a key component of the McCormack Barber business, with a large number of documents and significant volume of data being managed across over 700 properties.



Challenge:

McCormack Barber is an incredibly busy organisation. Managing a large number of properties means that controlling the flow of information, ensuring it is with the right person at the right time, is critical to success.

With seven salespeople and a full support team behind them this can get tricky. "We've grown rapidly over the years. I can remember back to when we were half the size and our accounts team then struggled to manage the volume of data and documents we had. So it's fair to say that technology is important in managing how we interact with our clients," says Peter McCormack, Director at McCormack Barber.

The real estate business relies heavily on documents, both hardcopy and digital. Each property requires its own files containing documents, images, and other important assets. It is crucial that this information is available to the McCormack Barber team as required, in a way that makes it easier to perform tasks.

Being able to print easily and efficiently is also a requirement for the McCormack Barber team. Ensuring that their technology integrates with their business processes is critical, as is ensuring that the multifunction devices used around the business are ready when required.

AT A GLANCE

Real Estate

Inland Products used:

Managed Print Service
SMARTboard collaboration tools

Benefits

Reduced downtime
Less manual handling of hardcopy documents
Automated service and billing
Improved collaboration internally and with clients

“This innovative approach to assisting us with document management has really helped change the way we work”

Peter McCormack
Director



Solution:

Inland Digital recommended and implemented a Managed Print Service, a solution that combines office hardware, software, and service to simplify McCormack Barber's entire document management architecture. Management of the print devices and associated software is entirely outsourced to Inland Digital, meaning that the McCormack Barber team are not required to oversee the day-to-day management of their technology.

Inland Digital, using intuitive software and analytical tools, are automatically alerted to any issues with the technology at McCormack Barber, and can dispatch a technician immediately. This proactive monitoring means that the technician is already aware of the specific issue that has arisen and will be ready with an immediate fix.

“We have found the administration side very simple with Inland Digital. We have minimum, if any, downtime with our technology. Billing has been made very simple and the entire process is automated,” Peter explains.

As part of Inland Digital's ongoing partnership with McCormack Barber, they saw an opportunity to help the agency improve collaboration both internally, and externally with clients. Core to this solution was implementing a SMARTboard interactive whiteboard in the McCormack Barber Orange headquarters. “The SMARTboard technology is a great example of Inland Digital seeing a challenge and overcoming that with technology,” says Peter.

Results:

“We were keen to work with someone that wouldn't just 'dump' a piece of equipment on us and leave; we wanted ongoing communication and new ideas on how technology can help us. We have that ongoing investment with Inland Digital,” says Peter.

“I am amazed with Inland Digital that it does feel like a true partnership. It's a reality that we don't know what we're going to be dealing with over the next 3, 5, or even 10 years with the rapid rate of change we see in business today. Inland Digital have taken the time to understand our business and build solutions that work for us,” adds Peter.

Inland Digital have committed to helping ensure McCormack Barber remain a leading real estate agency in the long term, working on new and innovative solutions that continue to improve the way the agency manages business information.

“For our business, it has transformed the way we work with our clients, helping us connect information so that they can access it in real time online. This innovative approach to assisting us with document management has really helped change the way we work.” Peter says.

“I would recommend businesses of any size work with Inland Digital to ensure they have the best technology available.” Peter concludes.