

Adept Sales and Leasing is providing a competitive edge at Glass Meares, a commercial real estate consultancy specialising in selling and leasing commercial and industrial premises, predominantly in the northern Sydney suburbs of Gladesville, Lane Cove and North Ryde. Jason Glass, co-partner at Glass Meares highlighted that "We're very happy with Adept, and the reality is that their package gives us a competitive advantage."



Established in 2003 by Jason Glass and Colin Meares, Glass Meares quickly established itself as a market leader in project marketing, particularly strata projects in the high-technology corridor of Sydney's North Shore. Project marketing now accounts for around 50% of the business. Glass Meares has a reputation for providing personalised customer service, extensive local knowledge and a professional understanding of the industry, as between them, Jason and Colin have over 33 years' experience.

In 2004, the company looked to Adept to replace a rudimentary property listing and contact management system. Built specifically to meet the needs of commercial and industrial real estate agents, with a streamlined system for sending listings or other marketing information to clients, communication with contacts is automated and simplified. "We saw immediate benefits after installing Adept Sales and Leasing," commented Jason Glass. "Adept's system is extremely efficient from a time-management perspective as everything is streamlined and automated. The package is a great resource for managing enquiries and keeping everything amalgamated." Jason noted that "Of course we could complete these administrative tasks by using several different pieces of software, but this would be far too time consuming, and the great thing about Adept's software is that it brings all of these elements together and integrates them into a single package, meaning that our team is not spending time on menial administrative tasks."

Glass Meares has worked closely with Adept to customise the application to meet their specific needs. With the ability to profile contacts for marketing purposes and match specific client criteria to available properties, targeting marketing is made simple. Jason, Colin and their team find that the targeted e-marketing and direct marketing capabilities of Adept Sales and Leasing are a very important feature and vital to the smooth-running of the company.

Another key feature of Adept Sales and Leasing is the product's ability to automatically upload property listings to multiple web portals, such as realcommercial.com.au, commercialrealestate.com.au and commercialview.com.au. Jason highlighted that "It's the avoidance of repetition that is key. The automated uploading to the major commercial property web portals is a great time saver." Removing the need to manually re-enter listing details for each individual portal means clients can shift their focus to sales productivity. "Adept's package saves my staff time so that they can be freed up to do more important things – they are not there to input data," said Jason.

Mobile-marketing (m-marketing) by SMS, which may become a key form of communication in the industry in the future, is also streamlined by Adept Sales and Leasing, allowing contacts to be directly targeted by SMS, a feature that is particularly useful for sending auction alerts or sale results to clients with profiles matching property criteria. Glass Meares does not currently market via SMS, but find that the streamlined SMS system eases internal communication. "The unsolicited nature of SMS and the fact that e-marketing is working so well for us means that, at this stage, we are not using m-marketing, but this is something that we may take advantage of in the future."

To enhance the efficiency of managing tenanted properties, Adept Sales and Leasing offers several diary management features, including alerts to notify consultants of lease expiries. "We have found that the alerts are a valuable feature for tracking end-of-lease opportunities. Although a program such as Microsoft Outlook could provide us with alerts, we would have to input information manually and the great thing about Adept is that it brings everything together and co-ordinates communication with our clients."

When it comes to customer satisfaction, Glass Meares couldn't be happier with the service provided by Adept. "We are very happy with Adept," said Jason. "The company is loyal and responsive to our needs and requests. Despite being approached by other companies to adopt different products, we have stuck with Adept, which indicates how happy we are. As long as Adept keeps moving with the times it'll always be a good product, and we know that the company is currently working hard to add some new features that we need. The challenge will be to keep up to speed with new technologies that are used by the industry."



**For more information on Adept's Sales and Leasing solution, contact Adept
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