

# GoldenLion Implements Real Estate Agency CRM for Airport Property

## Introduction

Airport Property is a niche commercial and industrial property brokerage firm situated in Cape Town, South Africa.

The business wanted to implement a CRM system that is tailored for Real Estate Agencies and can be further modified to suit their unique needs.

After exploring quite a few CRM applications, they zeroed in on the Real Estate Agency CRM, built by GoldenLion on top of Zoho CRM.

## Business Name

Airport Property (Pty) Ltd

## Company Profile

- **WEBSITE** [www.airportproperty.co.za](http://www.airportproperty.co.za)
- **INDUSTRY** Real Estate
- **TYPE** B2B
- **LOCATION** Cape Town, South Africa
- **EMPLOYEES** 4

## Selection Criteria

- A TAILORED SYSTEM FOR REAL ESTATE AGENCIES
- FAST IMPLEMENTATION TIME
- LOW INITIAL COST



# CASE STUDY

## Background

Comprised of a small but dynamic team of 3 brokers and an admin assistant, Airport Property specializes in commercial and large logistics properties in the areas close to Cape Town International Airport.

Thanks to their expertise and experience, Airport Property gained a sizable database of properties, owners, tenants and investors.



- No centralized database for Properties, Owners, Tenants
- No streamlined process of tracking all transactions
- Manually updating the property listing on their website

## Problem Statement

Thanks to their growing business, Airport Property soon started looking for a system that can be used as a centralized database to help them run their business smoothly.

They wanted a simple way to tie Property Owners and Tenants with Properties and Spaces. This was super critical for them as these properties would eventually be available for rent or sell and be part of property listings for their business. Without streamlining the process of tracking current owners and tenants of these properties they faced challenges in terms of tracking the transactions.

They also needed a significant amount of manual work to update these properties on their website on regular basis.

Soon, they realized that they'll need a system that not only lets them keep track of Properties, but also allow them to track all transactions and the integration capability with their WordPress website.

# CASE STUDY

## Finding a Solution

Guy de la Porte, CEO, Airport Property started exploring different CRM solutions to address these problem areas. While he tried out a number of solutions, most didn't map their process well. Moreover, the solutions were pretty cost-intensive. Customizations that were possible were prohibitively expensive.

Having used Zoho CRM before, he wanted to create a solution on top of Zoho. However, Guy was not sure about the customization capabilities of the system. So he started looking for any off-the-shelf Real Estate Agency Solution built on top of Zoho CRM.

*In his own words, "We found GoldenLion and their Custom solution by searching the internet and after watching their videos and seeing the low initial cost, we contacted them and made the important decision to use ZOHO One to run our entire business on with GoldenLion as our strategic implementation partner."*

The Real Estate Agency CRM was adapted to their workflows and the implementation was complete within a week. Once they started using the system, they grasped its true potential and further customized it to address their unique requirements.

*As Guy puts it "We felt all along that we were in good hands with GoldenLion and we knew Zoho was the right choice. We felt comfortable to customize whilst we were using it as we always knew our data was safe. Zoho CRM gives a distinct advantage to us, as we have built up solid database of property owners, tenants, properties and spaces and we can now have a 360-degree view between the all the activities and relationships between these components that make up our business. Most importantly, Real Estate Agency CRM saves us time and allows us to be very organized, resulting in us being able to react quicker and to give our clients better service."*

## Solutions Offered

- Implementation of Real Estate Agency CRM
- Additional customizations on top of Real Estate Agency CRM
- Integration of the CRM with WordPress website in order to push property listing from CRM to Website and to capture enquires from Website to CRM



# CASE STUDY

## How the System Helped

Putting in place the Real Estate Agency CRM helped Airport Property in many ways:

- All data is centralized in one place.
- Relationship between Properties, Owners, Tenants are maintained properly.
- All Transactions and related Activities can be tracked properly, ensuring that their team can be productive and effective.
- Properties can be published or unpublished from the CRM to the Website. No need to manually update the website at all.
- All enquiries are captured from the website into the CRM automatically.



*"We could actually grow to a business with hundreds of employees in diverse locations using the technology platform that we have implemented with Zoho One, thanks to the dynamic team of GoldenLion"*

**Guy de la Porte**

CEO  
Airport Property

## Future Plans

Airport Property maintains that they would like to keep their team small and agile. However, with the Real Estate Agency CRM in place and GoldenLion to help them in scaling the system further, they can now grow their business at a phenomenal rate.

The business eventually upgraded to using Zoho One and are presently using Zoho Books, Projects, Mail, Campaigns, Social, Cliq and Meetings.



Guy de la Porte

CEO  
Airport Property

## About ZOHO and GoldenLion

*"We would highly recommend ZOHO One as a platform to run any business highly efficiently and cost effectively. We further recommend GoldenLion as the ideal partner to unleash the power of Zoho One due to their deep knowledge and expertise in Zoho .*

*We also found GoldenLion to be highly competent in WordPress which we use for our website. We can publish properties to our website and portals with a simple click of a button in Zoho CRM."*

# CASE STUDY

## About GoldenLion

Starting its journey as an Alliance Partner of Zoho Corporation, GoldenLion has become one of the top Zoho consultation companies all over the world today. Since our inception in 2010, we have been helping small and mid-size businesses across the world in automating and structuring their entire business process by offering all around consultation for Zoho Suite of Products and customizing them to fit our clients' business requirements.

We started our Digital Transformation division in 2016 with an aim of offering 360 degree solutions. Through this service, we not only create beautiful websites and landing pages, but offer an all around consultation and services for strengthening your digital presence as well as helping you get more traffic on your website, convert that traffic into leads and finally convert the leads into customers!

With 500+ customers in 30+ countries, today we are all set to become a trusted growth-partner to your business! Here's what [customers have to say about our service](#).



## We love to hear from you!

### VISIT US

GoldenLion Consulting Services Pvt. Ltd.  
PS IXL, Phase-I, Block No. A, Floor 5,  
Office No. 503A, Kolkata 700136, INDIA  
[www.glionconsulting.com](http://www.glionconsulting.com)

### WRITE TO US

 [zoho@glionconsulting.com](mailto:zoho@glionconsulting.com)

### CALL US

 +918274010365

 +919830538181

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