



## Philip Webb's General Manager Property Management Division Sophie Lyon talks about their 1Form experience

Sophie is widely recognised as one of Australia's industry leaders in property management, Sophie boasts an impressive professional history covering over 20 years in the industry with several high profile real estate firms.

This extensive experience lead Sophie to the Philip Webb Property Management Division. Over the past 8 years, the department has grown at a phenomenal rate following organic growth & the strategic acquisition of a number of quality rent rolls in the Eastern suburbs.

### About Philip Webb

- [www.philipwebb.com.au](http://www.philipwebb.com.au)
- Victoria, Australia
- 'We deal with people. And we deal with homes. Homes for life.'

### Goals

- Move with the industry to Online Applications
- Increase the efficiency of our applications
- Reduce our reliance on paper within our office and reduce the environmental impact
- Reduce costs associated with processing paper applications

### Approach

- Integrate 1Form tenancy application across our offices
- Provide training and support to our property managers on how to maximise the 1Form system

### Results

- Exceeded our goal for the reliance and reduction of paper usage
- 40 minutes of processing time saved per 1Form application received
- \$17.18 saved per 1Form app

### A wealth of knowledge and experience

As a certified REIV Trainer, and being both a Licensed Real Estate Agent and Accredited Property Manager, Sophie has a wealth of knowledge in all facets of real estate and has built up a strong reputation within the industry. Sophie's success in property management is founded on a commitment to continuous improvement and her ability to understand exactly what clients want from their managing agent.

Sophie is a Director and current Vice President of the REIV and a long standing member of the Property Management Chapter and a delegate to the Members Council involves her in every area of Real Estate. Regularly speaking at Industry events, conferences both National & International and a regular contributor for comments from the media ensures that the Philip Webb team are up to date with the latest changes & developments in the Industry.

### Offering different solutions is essential

"At Philip Webb we are always keen to look for new ways to benefit our clients and 1Form has definitely given us that advantage.

We have been using 1Form for almost 7 years now as our online application form for prospective tenants.

1Form provides the information in a format that is easy to read and understand, both for the prospective tenant and the Property Manager, and walks the applicant through the process. The 1Form team are very responsive to suggestions to improve the site, and are always available to assist with any questions.

It is important for any agent to offer a number of options for prospective tenants to make an application on a property, especially in this competitive market."

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