

Remote Revolution: How Next Brick went from 0 to 550 doors in 5 years



Seattle-based Next Brick Property Management was founded in 2019. Their remote-first model has allowed them to impressively grow to over 550 doors in under 5 years.

Overview

Founded in 2019, Next Brick quickly established itself as a leading property management company in the competitive market. Recognizing the challenges faced by traditional property management practices, Next Brick sought innovative solutions to streamline operations and improve efficiency.

With over 550 doors in less than 5 years, Next Brick's journey from a struggling property management company to a thriving business is a testament to the power of technology and strategic partnerships. By leveraging Showdigs' software and services, Next Brick was able to achieve remarkable growth.

Challenges

Balancing rapid growth with maintaining tenant satisfaction was a challenge for Next Brick in their early years of growth.

Next Brick faced significant challenges in managing their growing property portfolio. Overburdened staff struggled to maintain quality service, and time-consuming tasks like manual data entry and scheduling drained their resources.

Let's take a closer look:

Heavy Workload

Next Brick struggled to meet the increasing demand for property management services, especially during busy periods.

Staffing

Recruiting staff and maintaining workloads during the off-season became a challenge. They were also limited by geographic locations and how easily properties could be reached for showings and routine inspections.

Industry Challenges

The COVID-19 pandemic presented additional obstacles, such as rent collection difficulties and increased demand for virtual property tours.



“Showdigs opened up a completely new door for us in order to accommodate showings. It helped us to change the process of how we show the properties completely.”

Wei Ma, Operations Specialist at Next Brick PM



Solution

Next Brick outsourced showings and inspections to Showdigs, reducing staff overwhelm and improving efficiency.

Next Brick's success can be attributed to their strategic decision to adopt a remote-first model through the use of technology and outsourcing non-core tasks.

In their search for innovative solutions, Next Brick discovered Showdigs. The platform's on-demand agent services, vacancy checks, and move-in/move-out reports aligned perfectly with Next Brick's goals.



On-Demand Showings

Showdigs provided flexible scheduling options for property tours, reducing the need for in-house staff.

Periodic Inspections

The Showdigs Agent network conducted thorough inspections to identify potential issues and provide owners with essential property updates.

Integrations

Showdigs seamlessly integrated with Next Brick's property management software, automating tasks and reducing manual data entry.

Results

Next Brick's successful growth demonstrates the transformative power of creative problem-solving in the property management industry.

Next Brick's success story underscores the power of technology in modern property management. By embracing innovative solutions like Showdigs, property managers can overcome challenges, scale their businesses, and deliver exceptional service to their clients.



Optimized Processes

Showdigs' on-demand services allowed Next Brick to reduce their reliance on in-house staff, especially during off-peak seasons, freeing up resources and allowing the team to focus on strategic initiatives.

Enhanced Efficiency

Showdigs' automation tools and seamless integrations streamlined operations, reducing manual tasks and improving overall efficiency.



Better Hiring Practices

Through their new remote strategy, Next Brick was able to hire from to a wider pool, selecting more qualified staff without being restricted by location.

Tenant Trust

Showdigs' on-demand showings and efficient communication capabilities enhanced the tenant experience, leading to increased satisfaction and retention.



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