How RW Towne Realty used a completely custom back office system to support people and business growth

CUSTOMER

RW Towne Realty

AGENT COUNT

Nearly 1,000

ANNUAL SALES

$16 billion

ABOUT

As a proud community-focused business with locations spanning Virginia and North Carolina and a reputation as one of the top 1% of real estate firms in the U.S., RW Towne Realty puts people first—and works hard to make sure that focus shows in everything they do.

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RW Towne Realty

In any business, processes evolve as you grow—something that the team at RW Towne Realty knows very well. With two major mergers under their belt, the most recent of which doubled the size of their organization, RW Towne Realty is no stranger to creating and adapting processes that help every person in every office excel in their work.

THE STORY

Moving accounting to Back Office

Though accounting isn't necessarily anyone's first thought when it comes to putting people first in real estate, it plays a major role in RW Towne Realty's philosophy. After all, when you're running a major organization with offices in multiple states, it takes an intense amount of coordination—especially in back office and accounting—to create and manage the processes that allow you to focus on putting people first.

When Natalie McCartney, Accounting Manager at RW Towne Realty, first joined the brokerage, all their accounting was running in DPN, but when the company moved to Lone Wolf Back Office in 2014, McCartney got the chance to design an accounting system that would work the way its people needed it to—and that would scale with the organization as it grew.

"The nice thing about Back Office is that it allows us the opportunity to do everything in one location," said McCartney. "Payables, receivables, everything that we do is based in there—so we're not exporting and trying to import somewhere else."

This has allowed them to create a day-to-day routine defined by the way people work at RW Towne Realty.

> " I couldn't fathom this concept of not doing your accounting in the same software where you're managing your transactions.

**Natalie McCartney,
Accounting Manager,
RW Towne Realty**

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Day to day at RW Towne Realty

When building a Back Office structure that would work for the RW Towne Realty offices, McCartney relied heavily on the organization's unique approach to the transaction process. As a larger firm, it isn't practical for RW Towne Realty to rely on individual admins within each office to process, close out, and pay out deals—so instead, McCartney's team used the customization features within Back Office to create independent roles for staff members.

"It makes our lives easier to be able to customize different options, so we can have different departments that handle pieces of transactions," McCartney explained. "We're able to have people who simply do reporting functions; we're able to have our admin staff just handle transactions; we're able to have our accounting team at the corporate office manage all the payables and receivables of those transactions."

This allows the staff to process and close transactions quickly, batching them in stages throughout the day to avoid delays that might affect agents or clients.

> We like that it's not a system that requires us to do everything all at once, or do everything on an individual basis. We can do certain steps throughout the day and then close out at the end of the day with our deposits and our checks.

Natalie McCartney
Accounting Manager,
RW Towne Realty

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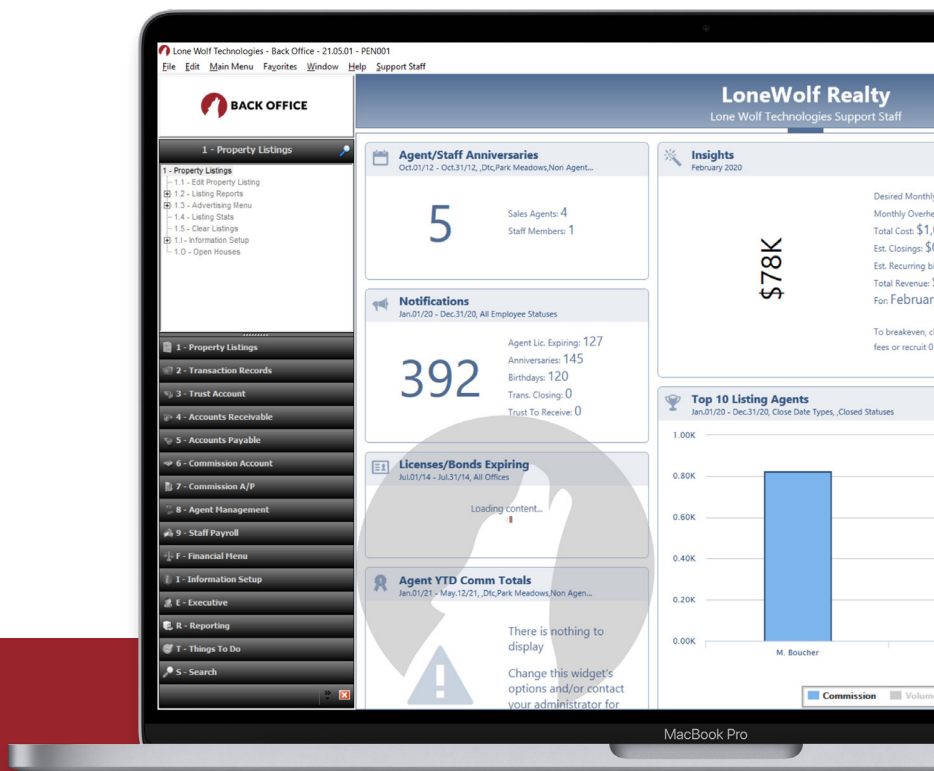
Adapting accounting through a merger

Recently, RW Towne Realty went through the process of merging with a new company—which, for McCartney, was an opportunity for a clean slate.

"We inherited a lot of things in our conversion from DPN that were just the way the system did business; when you convert, you have to bring all this baggage that you don't necessarily want," said McCartney. "Now, I have the opportunity to start a new operating and numbering system built on consistency. That's really what people want: More consistency."

To make sure the system works the way RW Towne Realty needs it to, McCartney has been carefully structuring new processes using Back Office's customization options—and making use of the training information within Back Office to test out new processes without affecting live data.

From there, McCartney plans to use the training information to onboard admins and staff for RW Towne Realty's 15 new offices—most of whom haven't previously used Back Office—through live scenarios that will show what they can expect to see in their transactions and how to handle every situation.

> "If you're big, if you're small, you can work within Back Office. It's going to grow with you if you're growing— we're case in point.

Natalie McCartney
Accounting Manager,
RW Towne Realty

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