

Raine&Horne®

Our Intranet Journey

From zero to hero

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National Communications
Manager, Raine & Horne



The Raine & Horne story



Family owned
and operated
since 1883

One of the
first and
largest real
estate
groups in
Australia

The Raine & Horne story

1883

Established

1968

First suburban
office, Double
Bay, Sydney

1976

First franchise
office, Liverpool,
Sydney

2008

Officially
acknowledged
as a Superbrand

2016

One of the
largest real
estate franchise
groups in
Australia

Raine & Horne is a recognised Superbrand
alongside Qantas, NAB, Bonds etc.

Our growing network



Residential
300+ offices



Commercial
40 offices



Rural
7 offices



International
15 offices



What do we sell?



RESIDENTIAL



COMMERCIAL



RURAL

Who are we?

Around 3,000 staff
across Australia

Managed by 35
corporate staff in
Sydney head office

varying levels of
technological
competence across
our network

High proportion of
males over 50,
particularly owners
and salespeople

Younger females
dominate property
management and
administration roles



Business Challenges

Grow
Raine &
Horne market
share

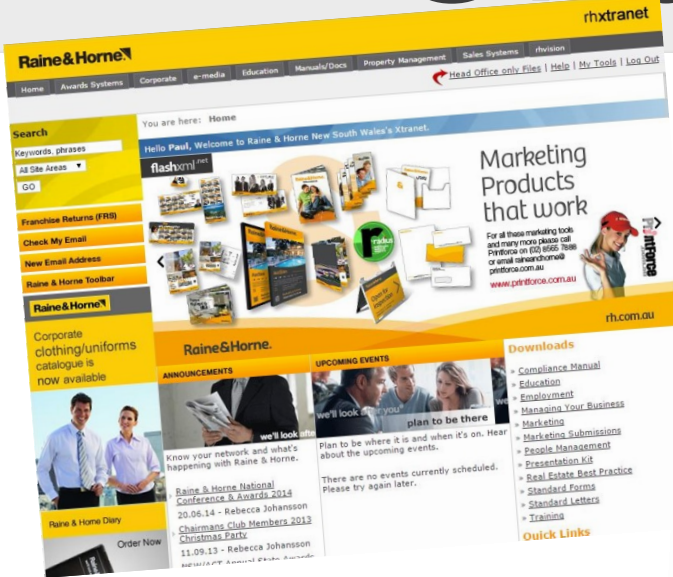
Grow
franchisees'
market share

Improve
franchisees'
profitability

Drive staff
acquisition,
retention and
engagement

Increasing
digitalisation
of real estate
marketing

Solution Challenges



US.



A poorly used,
organically grown
intranet

Competition between
residential and
commercial audiences

A culture that treats
corporate comms
as spam

Go Live – User Engagement

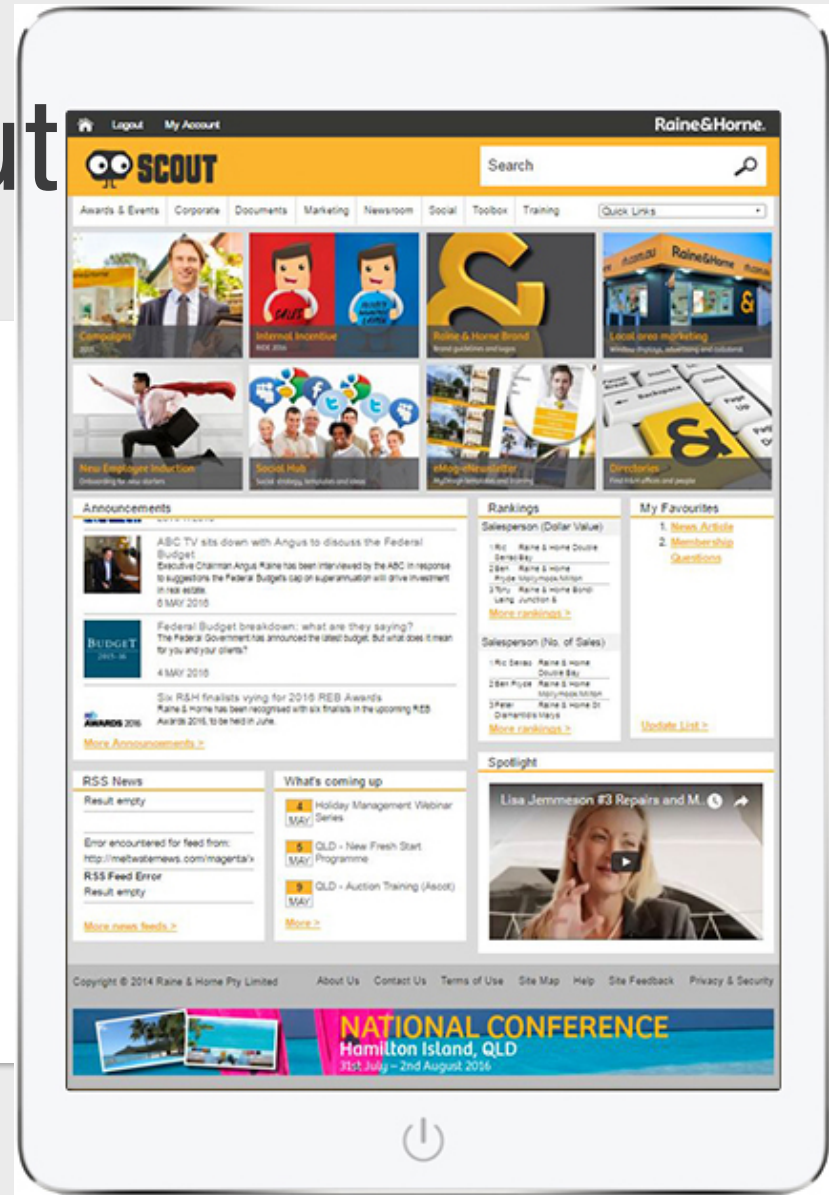
We have blast-off... But...



Welcome to Scout

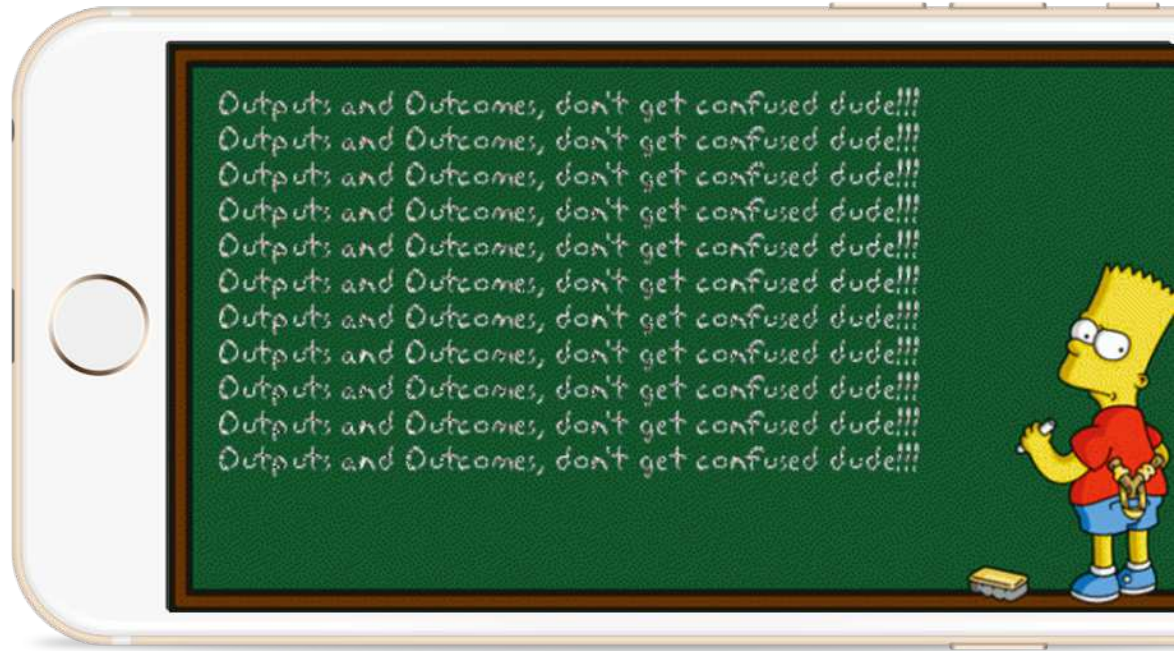
But what are the hooks?

- Agent Rankings
- Interactive tile format
- Regular video content
- Comprehensive document library
- Predictive search
- Downloadable marketing collateral
- Industry news / daily announcements
- Network directory
- RSS feed - media



What's the corporate payoff?

- Compliance
- Permissions control
- Single point of access
- Online learning / events management



How has Scout been received?



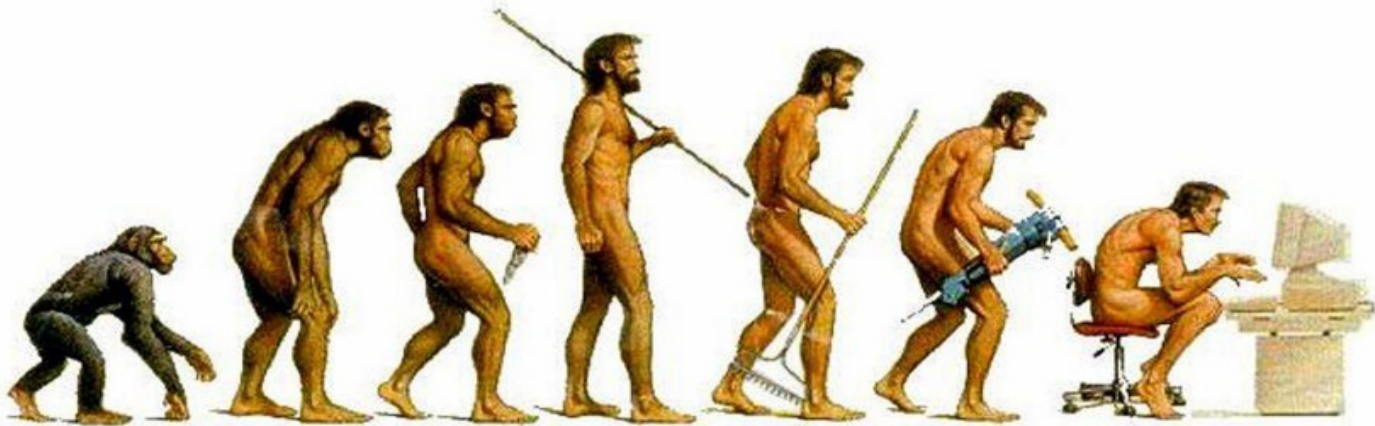
Averaging over 41K logins per month
(1-month peak = 47K logins)

Averages out to nearly 14 logins per user per month, or roughly once every two days

User survey showed 77% of staff rate Scout as either Good or Excellent

Learnings?

Evolution is key!!!



Quote - to finish:

“While our clients (our offices) work in real estate, at Raine & Horne Corporate, we work in franchising.

“With Scout, our franchise IT offering just got a whole lot better, because all our communications are in one place.

“The challenge now, as with any system or product, is to continue to market the benefits of Scout and educate our people about it.”

Raine&Horne®

Thank you

Contact

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