

Location:

Etobicoke, ON

Software:

- brokerWOLF
- WOLFconnect
- TransactionDesk



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- Michelle Napieralski
Broker of Record, Manor Hill Realty

Setting Up for Growth with Lone Wolf



Starting a real estate brokerage from scratch is a huge task. It takes hard work, dedication, and no shortage of resources.

That didn't stop Michelle Napieralski.

As a young Realtor building a name for herself in one of Canada's busiest metropolitan areas, it didn't take long for Napieralski to want more from the brokerage she was working at. She wanted to be able to grow with her partner in an environment they created.

Rather than start a sub-brokerage, which would take the same resources and work as starting a brokerage from scratch, she and her partner started Manor Hill Realty, a boutique luxury brokerage in Etobicoke, ON.

A growing vision for a growing brokerage

Right from the start, there was a clear vision for Manor Hill Realty.

Napieralski and her partner wanted it to embody everything they had ever wanted from a brokerage; technology, freedom, support, and help.

"Our goal was to create a brokerage model that would allow teams or individuals who wanted to grow to be able to do that with a tangible asset, through a managing partnership,"

Napieralski explained.

"We're a brokerage built by Realtors for Realtors," she continued.

On top of that, they wanted Manor Hill Realty to grow.

Planning for growth

Manor Hill Realty had grown to 12 agents in only a year, and their growth wasn't going to stop there.

Their biggest priority is building and maintaining personal relationships, both between clients and agents, and between agents and brokers. And they were ready with a plan that fit that mission.

"Our goal is eventually to have a bunch of small brokerages province-wide that can be properly managed," Napieralski explained.

By keeping additional locations smaller, and managing them with the right software, Napieralski and her team would be able to maintain the personal touch and relationship building that has been so essential to the brokerage's growth so far.

"I think once you get too big, you start to lose that, and then everybody walking around becomes a number," she continued. "We never want that."



Finding time in a growing brokerage

There's never a dull moment in a growing brokerage, and Napieralski has her hands—and her timetable—full.

"As Broker of Record, I'm pretty much responsible for everything," she said.

Between managing her agents, working closely with her team, running everyday operations, and community involvement initiatives, Napieralski is heavily involved in all aspects of her brokerage.

"I'm very engaged in what we do here everyday," Napieralski said. "I think it's crucial for me to not only understand how the brokerage works, but know that I can put myself in a position and be able to accomplish it."

Finding time for all these responsibilities is no small task in itself—but Napieralski doesn't stop there.

"I'm always, always, always on top of tech and trends in the industry," Napieralski continued.

The decision to use brokerWOLF

Before starting Manor Hill Realty, Napieralski had spent two decades working with brokerWOLF, and seeing its advantages for real estate brokerages—making it a natural choice for her growing brokerage.

"It was definitely the go-to choice for me," she said.

Because they knew the value it held, the founders of Manor Hill Realty decided they'd implement brokerWOLF right off the bat, rather than putting the decision on hold until later.

"It was key for us to have everything set up for growth right from the very beginning," Napieralski explained.

That decision quickly became one that saved the team a lot of time—both with the reports built into brokerWOLF, and later, when they made the decision to combine brokerWOLF and TransactionDesk.

Connecting the dots: brokerWOLF and TransactionDesk

With a potent combination of brokerWOLF and TransactionDesk, which integrate to simplify workflows,

Napieralski and her team were able to make a big difference in the time they spent on everyday tasks like data entry and reporting.

"TransactionDesk has cut our review time by about a third," Napieralski said.

"I definitely think that the Lone Wolf suite of products has helped us be more efficient in running our everyday business," she continued. "It's good for staff, it's good for agents, and it's good for me as a broker."

How that set them up for growth

In all, Napieralski believes that her brokerage is well on its way to growth with the help of its Lone Wolf products.

"brokerWOLF gives you the option to set up various offices, so based on our growth plan of having various offices, that's really good for us," Napieralski explained. "Obviously, as much as we want to track our business as a whole, we also need to track what's going on in each individual branch office."

"Both from a production and expenses standpoint, it'll allow us to focus on the ones that are struggling a little bit more," she continued. "brokerWOLF gives us the tools to be able to do that."

With both the time and the tools to build the relationships and the brokerage that she wants, Napieralski believes the future is bright for Manor Hill Realty.

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