

# Smokeball Case Study

Leanne Fox, Director, Surfside Conveyancing, VIC



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Surfside Conveyancing is a small business that has been operating in the Bellarine district of Geelong since 1997. We offer services for buying and selling both residential and commercial property, refinancing, land transfers and plans of subdivisions throughout Victoria. We currently have one principal and four staff in the Surfside Conveyancing team, and we all use Smokeball.

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Before implementing Smokeball, I wasn't happy with the conveyancing software that was in place. The business needed a superior software solution that would improve our processes and would help us become more profitable. Around the same time, the transition to electronic conveyancing in Victoria became mandatory and PEXA came into play. Due to these changes, I was on the lookout for a powerful program that offered excellent electronic settlement functionality. Smokeball was the number one choice on the market as it had the best PEXA integration and would consequently make the transition to digital conveyancing as smooth as possible.

As the director of a small conveyancing business, I need to stay on top of my staff's performance. The profitability reporting in Smokeball is phenomenal as it takes into account all staff's time and activities and gives you an accurate view of profitability. With Smokeball, you can look back on the actual work and evaluate if the activities you're completing daily are paying off or hurting your bottom line. These insights arm you with vital information to make data-driven decisions and ultimately run a successful business.

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With Smokeball all relevant documents and every email sent and received is saved into one place, tagged to the related matter and accessible by all staff. By centralising this information, it is easy for your team to collaborate, stay on the same page about client work and pick up where others left off. This is also an excellent record-keeping tool as I can view the full history of the matter straight away and know who has completed what.

We have saved a lot of valuable time generating documents since moving over to Smokeball. The team can now produce professional multi-page PDF documents quickly, easily and without the hassle of printing and scanning. I also like that Smokeball offers flexibility when personalising precedents. We can use our own precedents or utilise the precedents within Smokeball. Smokeball always ensures that their clients have easy access to an extensive range of up-to-date forms and precedents.

The Smokeball mobile app enables me to access all critical information from the palm of my hand. Many of my clients are friends and they will frequently ask me questions like when their settlement date is. I love that I can instantly pull up the details on my phone and advise them. The Daily Digest is also a great app feature, as it delivers a clean and simple list to your phone, so you know exactly what your day ahead looks like. This keeps you prepped and informed outside the office.

The customer service Smokeball software provides is brilliant. The support team in particular are fantastic and very receptive. They listen to your requests and do their absolute best to implement them. Every time we ring them with a problem it is solved straight away and in a professional and friendly manner. Before Smokeball the business also had high IT maintenance fees. Smokeball helped relieve these costs through their expert team, as they were able to assist with various technical issues.

Managing change can be difficult, especially when switching legal and conveyancing software. However, with Smokeball there is no need to worry. Their experienced team will make the process as smooth and simple as possible. The software is so user-friendly, everyone in my team loves using Smokeball and were able to learn the program quickly and easily. I already have and will continue to recommend Smokeball to fellow Australian conveyancers and lawyers. Take my advice, book a demonstration and see what Smokeball can do for your business.