



# PHYSICIAN WEALTH SYSTEMS

Managing Digital Growth,  
Online Assets and Backoffice  
Operations for Physician  
Wealth System



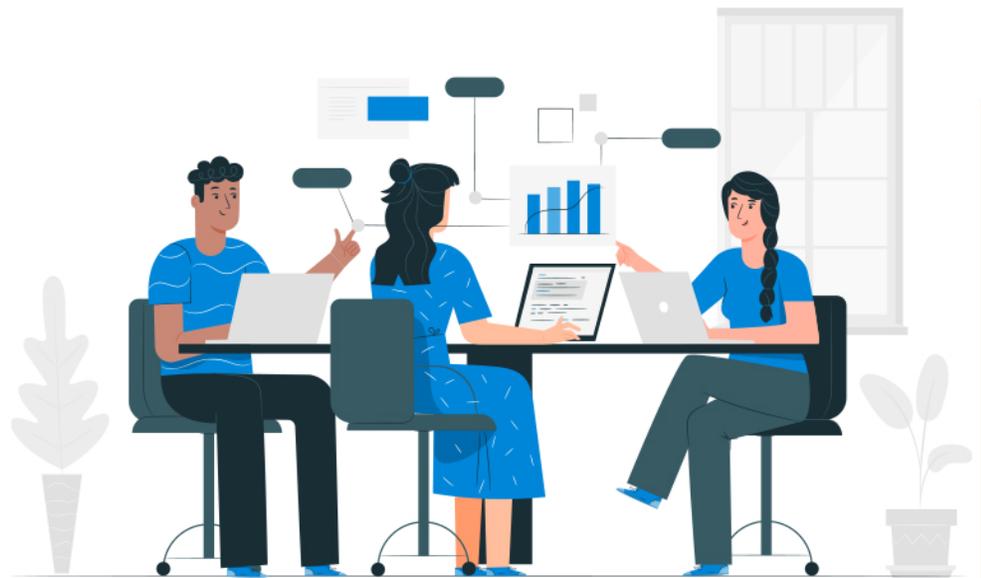


## About Client

Brett Riggins is an investor, author, speaker, and accomplished entrepreneur in Charlotte, North Carolina. With over twenty years of experience in the real estate industry, Brett operates three principal business ventures: Physician Wealth Systems (PWS), Real Estate Mogul MD, and Real Estate Residency. Brett's enterprises focus on empowering physicians and other professionals through real estate investment education and opportunities, aiming to foster generational wealth and financial freedom.

## Background

Before engaging with CrecenTech, PWS and its related ventures, Real Estate Mogul MD and Real Estate Residency faced challenges in scaling operations efficiently. Disorganized social media strategies, sporadic postings, and no content calendar led to low reach and engagement on digital platforms. The operational demands of managing multiple ventures and producing educational content across various platforms left Brett overwhelmed and unable to concentrate on growth-oriented strategies.





# Challenges

Brett's multifaceted business model, involving significant engagement through various platforms such as podcasts, coaching, and direct real estate management, presented unique operational and digital challenges:

**Inefficient Operations:** The backend operations were unmanageable and lacked streamlined client communications, property management, and financial reporting processes.

**Disorganized Digital Presence:** The social media efforts were uncoordinated across different platforms, with low content quality and quantity resulting in minimal audience engagement and suboptimal content reach.

**Limited Strategic Focus:** Brett's time was heavily divided among operational and client communication tasks, limiting his ability to focus on strategic growth and content creation for his ventures.





Crecentech provided a comprehensive staff augmentation service, deploying specialized teams to streamline and enhance Brett's business operations and digital footprint.

## Operations Team

Our operations team handled all client communications, managed process workflows, and monitored daily operational tasks.

- We Managed digital assets, such as property photos and podcast content, across various platforms including Google Drive and Dropbox.
- Streamlined property and client information updates through tools like AirPADS and the client portal.

The screenshot displays a software dashboard with a purple sidebar on the left and a main content area. The sidebar includes navigation options: Organization, MY TEAM (Team, Scenarios, More), Resource Hub, What's New, Notifications, Help, and Brett. The main content area shows a list of scenarios under the 'ORGANIZATION' tab. At the top right, there are 'Organization settings' and 'Create a new scenario' buttons. The scenarios listed are:

Scenario Name	Count	Size	Duration
Get RETS Multi-Family Properties to AirTable (Incremental)	+6	153 950.7 KB	1 hour 48 minutes
Get RETS Single-Family Properties to AirTable (Incremental)	+6	84 267.6 KB	6 hours 9 minutes
Get Zillow Rental Zestimate for Select Properties	+2	52 119.1 KB	10 seconds
Inspection Request Follow-up Email	1	0	18 hours 51 minutes
Offer Accepted: Rent & Inspection Request Emails	+7	6 1.5 KB	3 hours 51 minutes
Rent Request Follow-up Email	1	0	18 hours 51 minutes
Transfer files from Dropbox to Google Drive	56	0	9 minutes

# Dashboard Management

**NN** Organization settings [+ Create a new scenario](#)

ORGANIZATION TEAMS USERS SUBSCRIPTION PAYMENTS INSTALLED APPS VARIABLES SCENARIO PROPERTIES

**Subscription**

Current plan - Core	
Price	\$34.12
Operations/mo	40,000
Unused operations	66,444
Billing interval	Monthly

[Upgrade](#)

**Usage reset**  
May 21, 2024, 10:14:29 PM  
[Buy extra operations](#)

**Operations** ~1,073/67,517 (1% used) **Data transfer** ~3.5 MB/20.0 GB + 39.6 GB (0% used)

**Extra operations auto-purchasing** [Learn more](#)  OFF  
If you reach the limit of your current operations plan, additional operations will be purchased automatically.

Active scenarios

# Neighborhood Scout Management

**SecurityGauge** Reports Match Create [Subscribe](#) or [Log In](#)

OVERVIEW REAL ESTATE ECONOMICS & DEMOGRAPHICS **CRIME** SCHOOLS

Map showing neighborhoods in Memphis, TN, including Marion, West Memphis, Lakeland, and Germantown.

Memphis, TN (Belle Meade / Village)

2. Lenow
3. Sanga Point
4. Richwood
5. Pidgeon Estates
6. Lakes of Forest Hill
7. White Station
8. Windyke Area
9. Red Acres / High Point Terrace
- 10. Belle Meade / Village**

# AirContent Management

**AirCONTENT** | Data | Automations | Interfaces | Help | Over limits - 20 days left | Share | 8

Asset Request | Asset Tracker | Brand | Production team | Production timelines | Sheet2 | + | Extensions | Tools

Views | All Requests | Hide fields | Filter | Group | IT Sort | Color | Share and sync

Find a view: All Requests, NEW, Podcast, Create..., Grid, Calendar, Gallery, Kanban, Timeline, List, Gantt, New section

Name	Status	Please describe your ...	Target Audience / Of...	What Type of Conten...	Please descr
233	Content Request 242	Published			
234	Content Request 243	Published			
235	Content Request 244	Published			
236	Podcast Episode Notes 245	Published			
237	Content Request 246	Published			
238	Content Request 247	Published			
239	Content Request 248	Published			
240	Content Request 249	Published			

+ Add... 240 requests

# AirPad Management

**AirPADS** | Data | Automations | Interfaces | Help | Share | 8

Listings | Offers | Inspection Scheduled | Contacts | Assets | NOTES | Status Changes | Pricing Changes | Comps | Cohorts | Properties | + | Extensions | Tools

Views | Offer Made FU | 85 hidden fields | Filtered by Status, MLS Status | Grouped by 1 field | IT Sorted by 1 field | Color | Share and sync

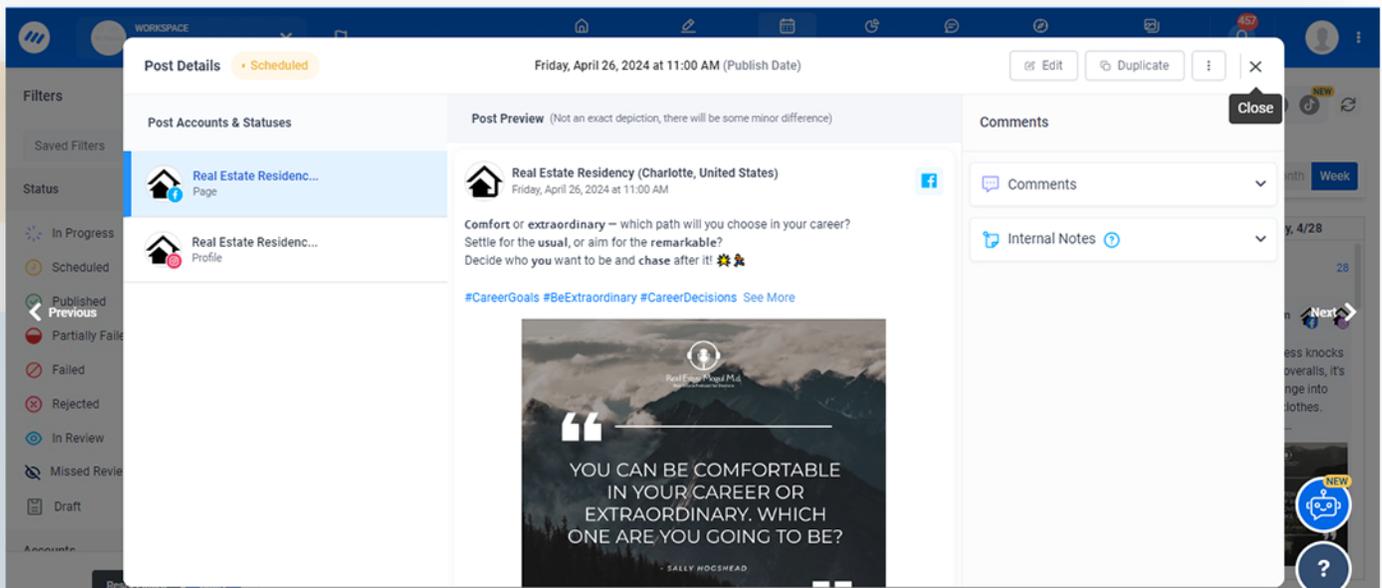
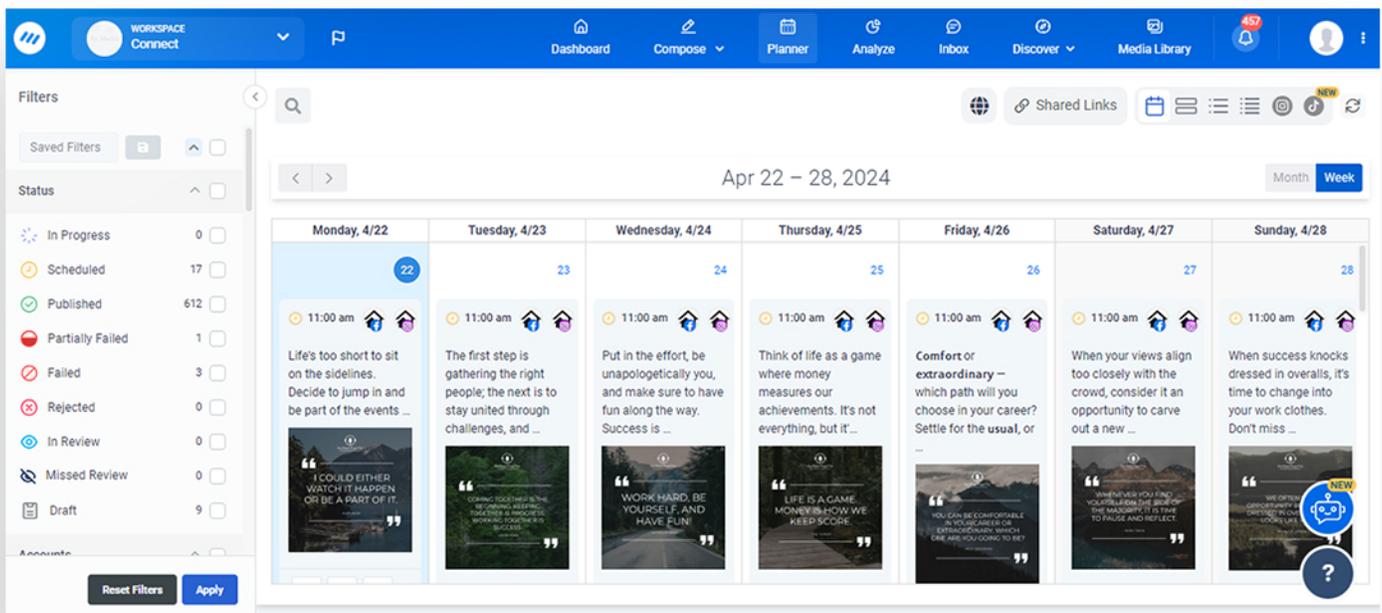
Find a view: Make Offer, Offer Status, Offer Made FU, Offer Accepted, Create..., Grid, Calendar, Gallery, Kanban, Timeline, List, Gantt, New section

Name	Listing	Created	FU	Notes	Rating	Send FU Email
<b>STATUS Submitted to Seller</b> Count 3						
1	2 3530 WILSHIRE RD, Memphis, TN 38111	Active	10/4/2024	18/4/2024 10:00am		FU Msg#2 - Submitted t
2	6 2061 PENDLETON ST, Memphis, TN 38114	Active	15/4/2024	20/4/2024 10:00am		FU Msg#5 - Submitted t
3	1 846 N WILLETT ST, Memphis, TN 38107	Active	15/4/2024	18/4/2024 10:00am		FU Msg#2 - Submitted t
<b>STATUS Received by Seller</b> Count 3						
4	3754 STURGEON AVE, Memphis, TN 38111	Contingent	15/4/2024			
5	2 3754 STURGEON AVE, Memphis, TN 38111	Contingent	15/4/2024	20/4/2024 10:00am		RxS FU Msg#3 - Receiv
6	1550 HOPE ST, Memphis, TN 38111	Contingent	15/4/2024	23/4/2024 12:00pm		

+ Add... 79 offers | Sum 13

# Digital Marketing Team

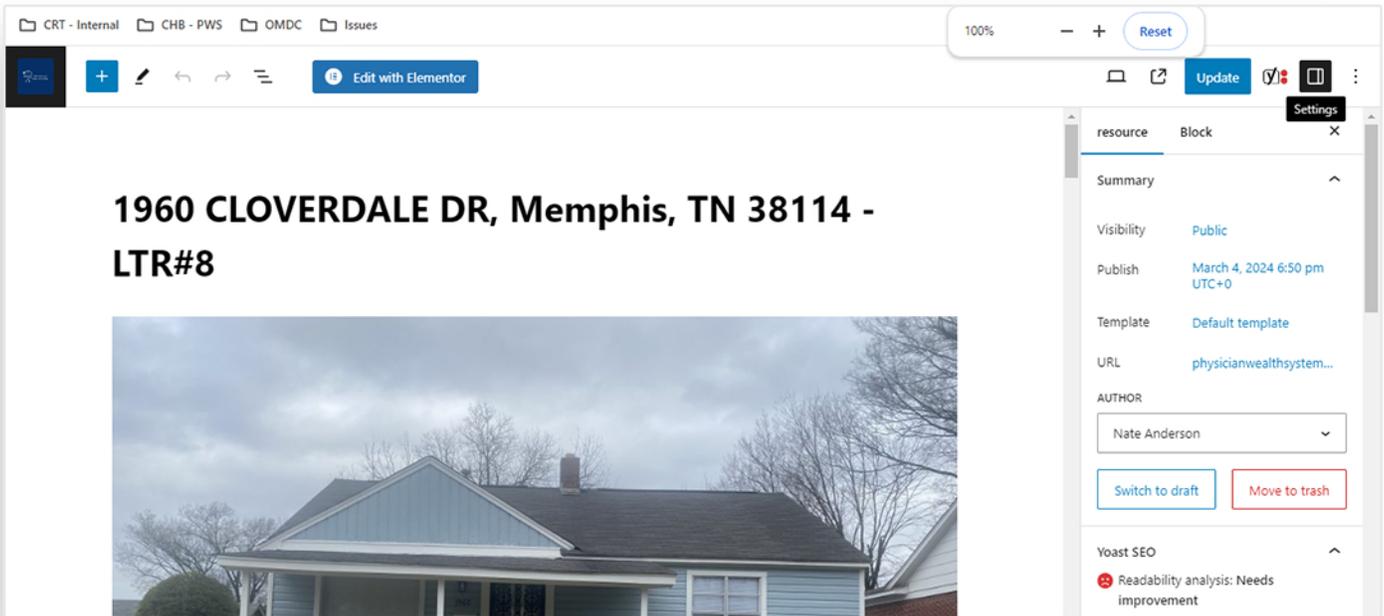
- Our digital marketing efforts increased brand visibility and engagement across social media platforms through tailored content creation, including podcasts, YouTube videos, and social media posts.
- Managed content scheduling and publication using advanced tools like Content Studio, Sprout Social, and Decipher.
- Enhanced user engagement through dynamic content formats like reels, shorts, and static posts.



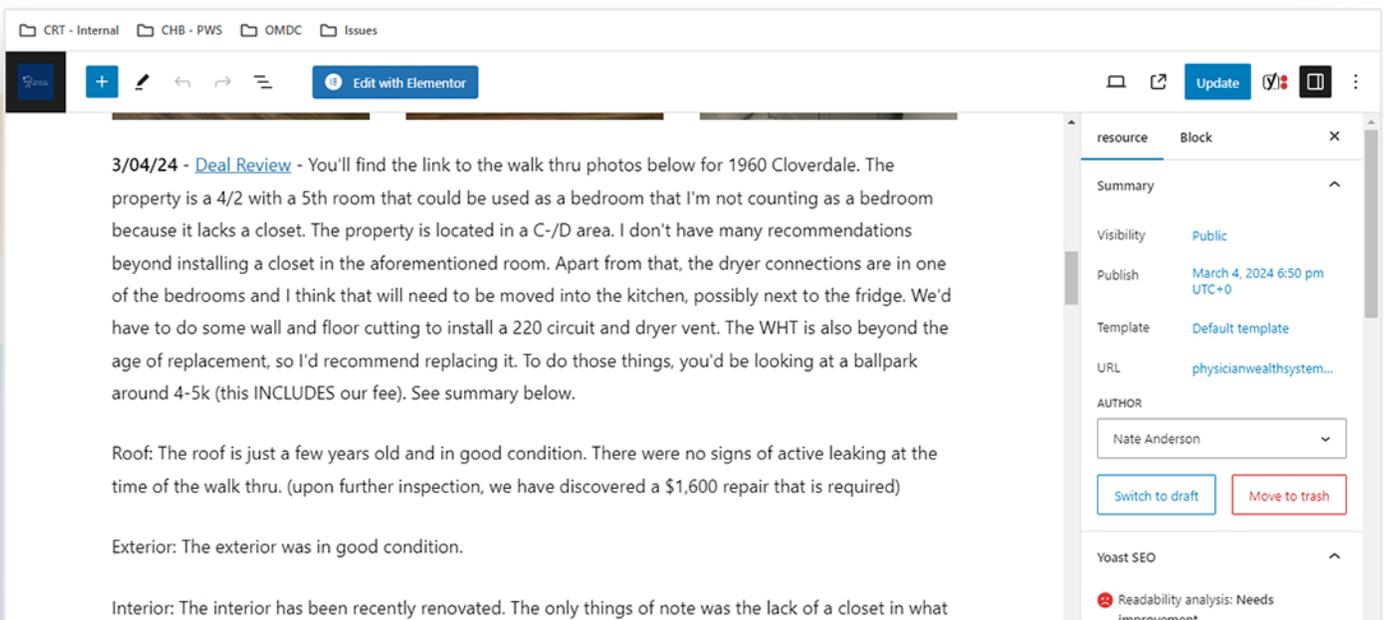


# Development Team

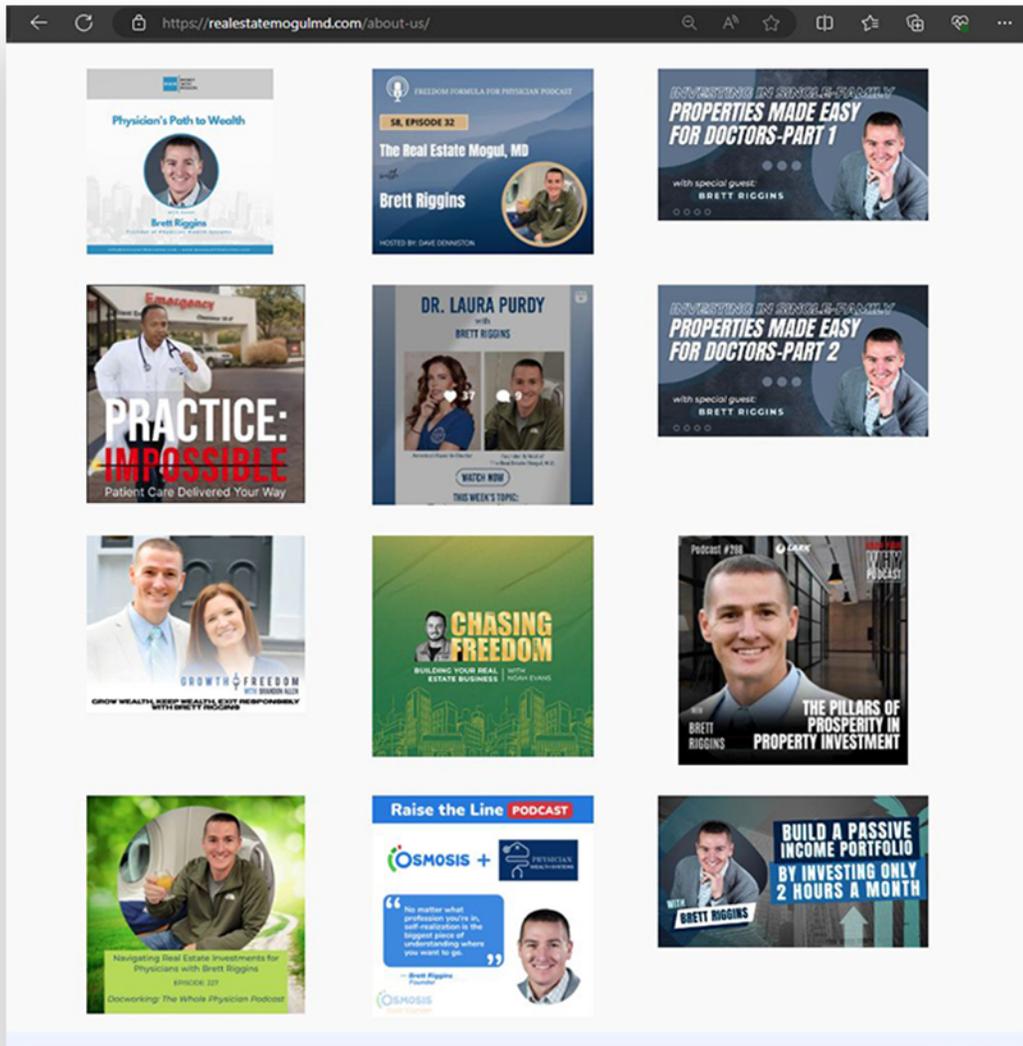
- We focused on backend integrations and automation to facilitate seamless operations.
- The development team supported digital marketing by providing technical assistance for content distribution.



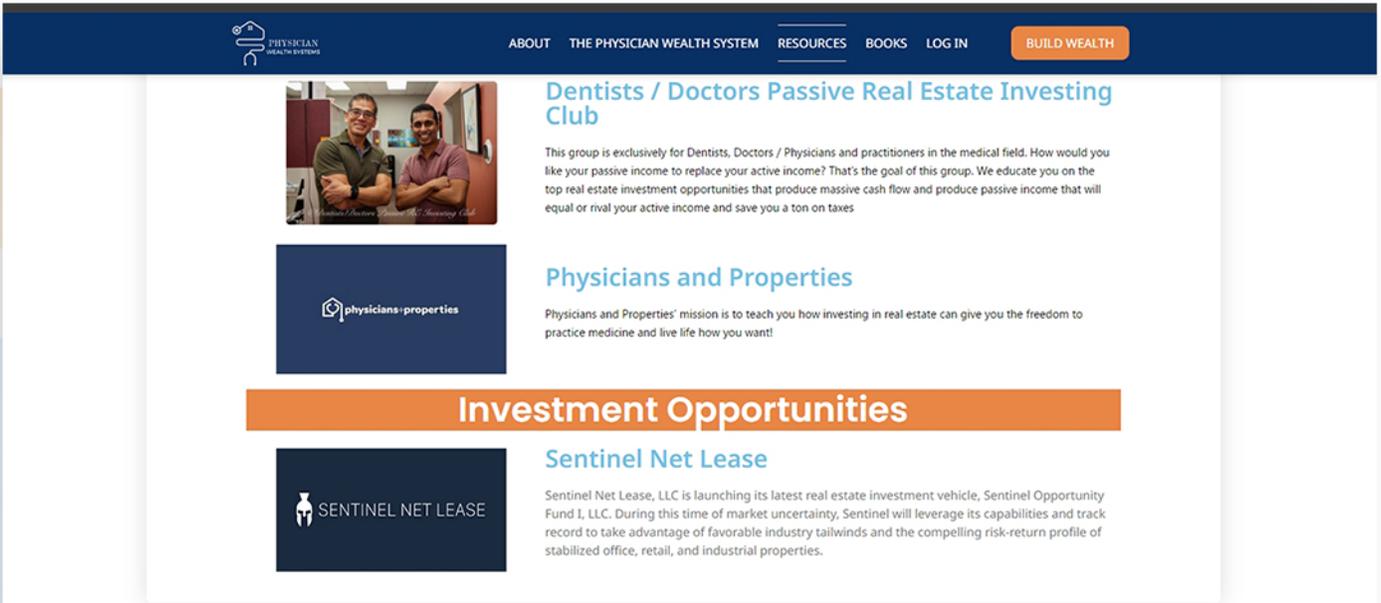
# Social Web Links



# Website Optimisation



# Website improvements





# Results

(Impact on The Business)



The collaboration with CrecenTech led to significant improvements in Brett Riggins' business operations and online engagement.

- **Enhanced Digital Engagement:** From random postings to an organized schedule with 10-12 reels per week and a robust content calendar, social media strategies were overhauled. Creating professional posts, motivational content, and collaborative postings significantly increased organic reach and follower engagement.
- **Streamlined Operations:** With optimized operational procedures, Brett could focus more on strategic initiatives such as mentoring, podcasting, and public speaking, thus expanding his influence and business reach.
- **Financial Clarity and Growth:** Improved financial processes ensured better cash flow management and financial reporting, contributing to sustained business growth and investment capacity.





## Conclusion

By partnering with CrecenTech, Brett Riggins' business operations enhance efficiency and engagement.

Redesigning digital strategies led to a more structured social media presence, increasing organic reach and follower engagement through professional and motivational content. Streamlined operations allowed Brett to shift his focus toward strategic initiatives like mentoring, public speaking, and podcasts, expanding his influence and business scope. This partnership addressed the initial challenges and positioned Brett's enterprises for future success and scalability.

