PHYSICIAN
WEALTH SYSTEMS

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

CrecenTech
We Make Technology Work

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.
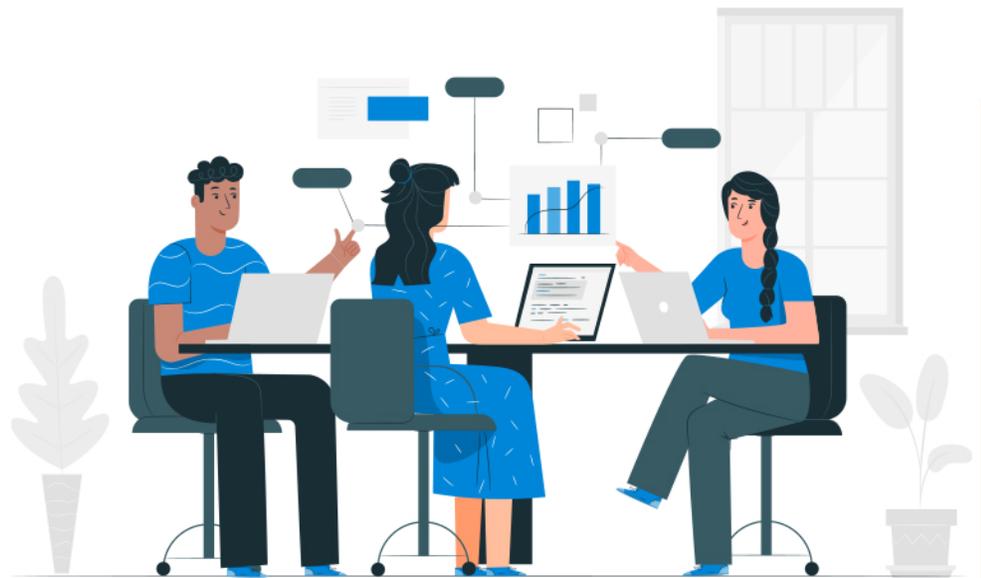
Challenges

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.

Dashboard Management

Neighborhood Scout Management

AirContent Management

AirPad Management

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.

Process Data Management

AirContent Data
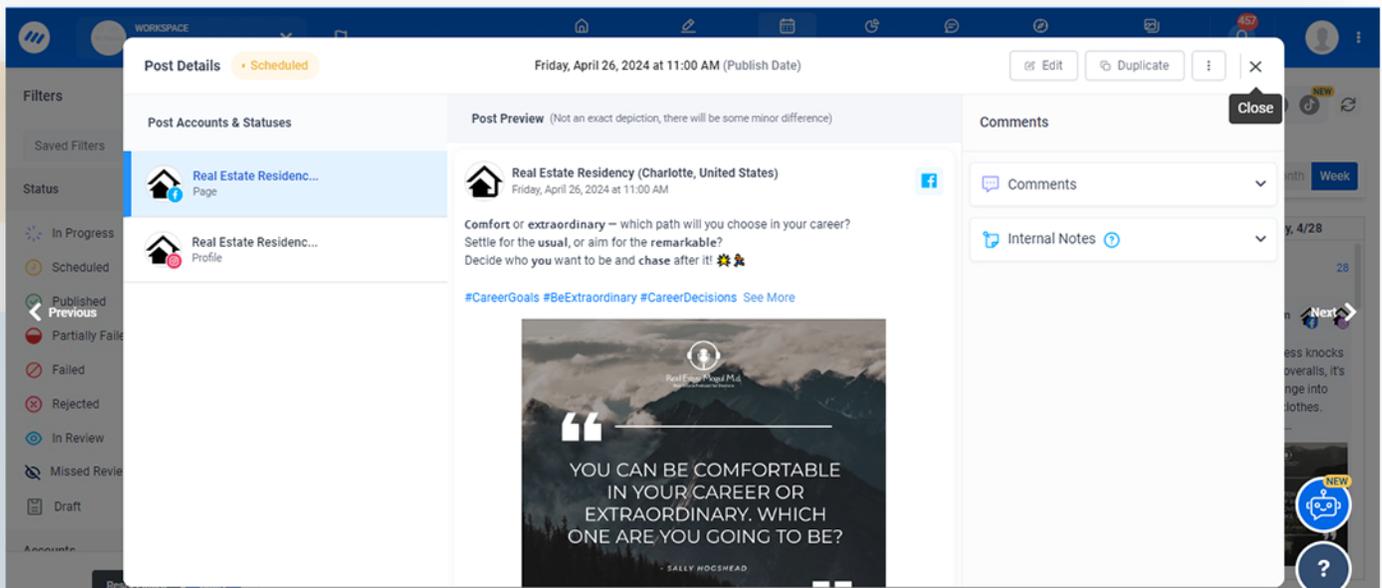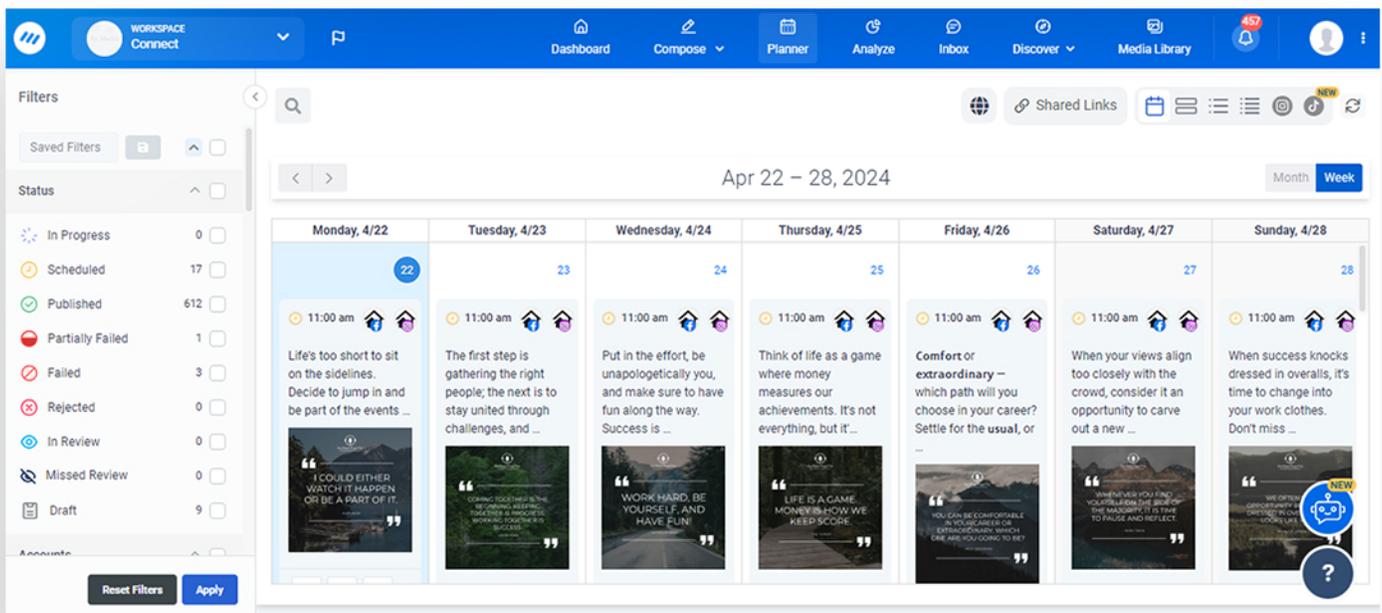
Development Team

- We focused on backend integrations and automation to facilitate seamles operations.

- The development team supported digital marketing by providing technical assistance for content distribution.
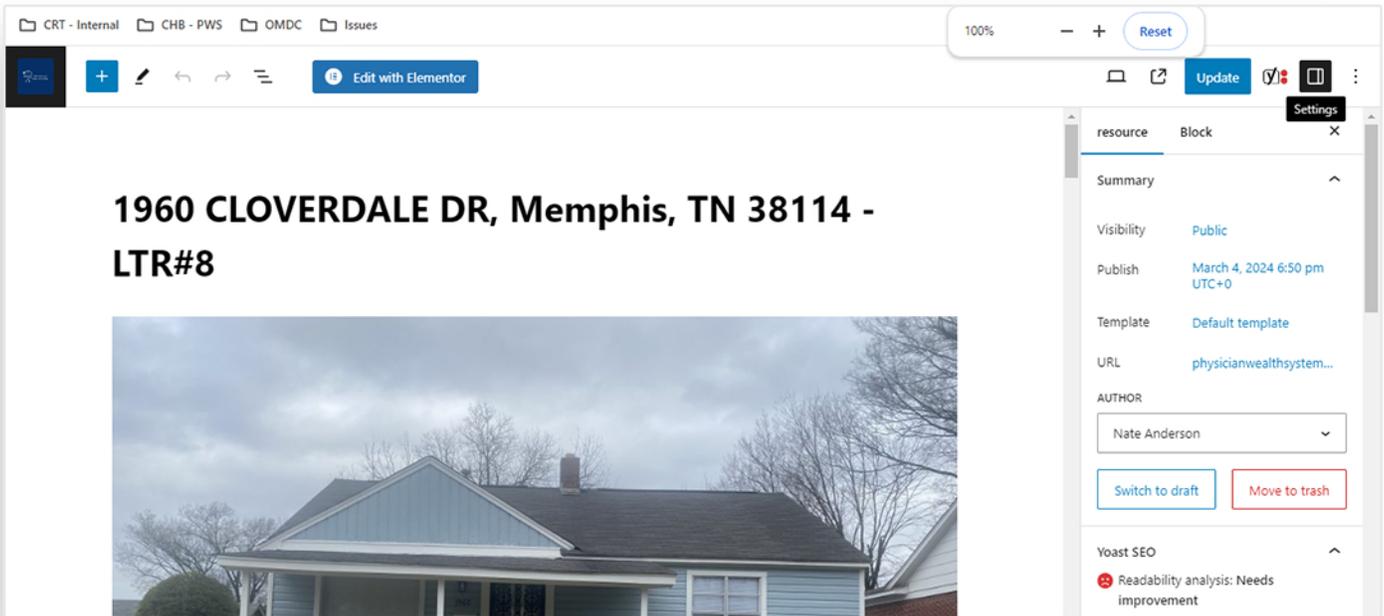
Social Web Links
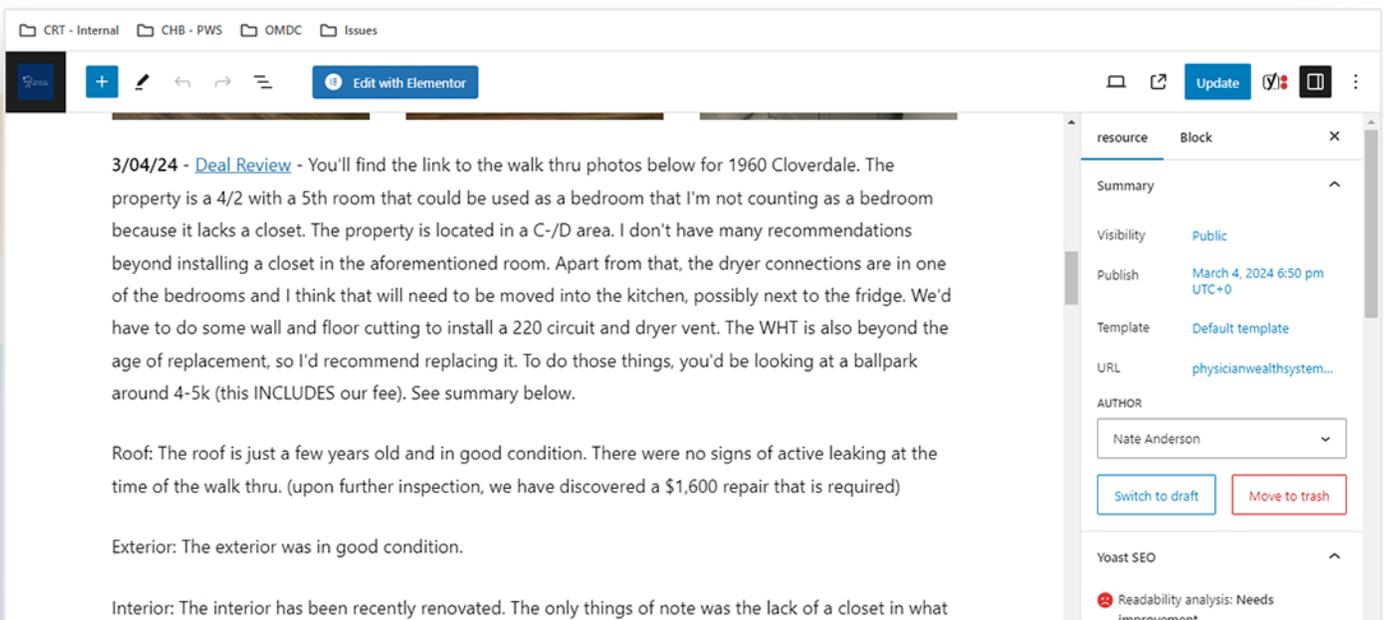
Website Optimisation

Website improvements

Accounting Team

• We have managed all financial documentation and processes with QuickBooks, ensuring accurate bookkeeping and financial reporting.

• We have performed regular financial reconciliations to maintain up-to-date and accurate financial records.

Email Management
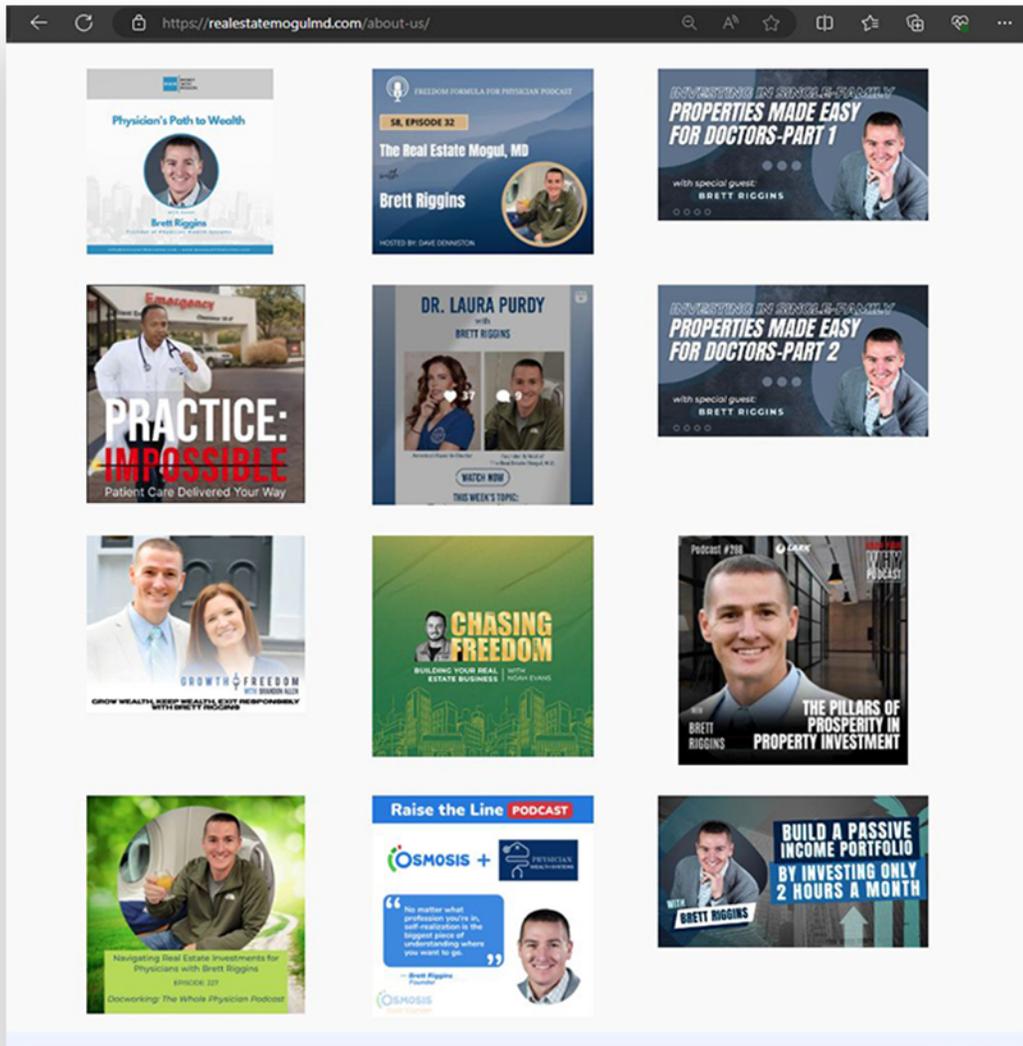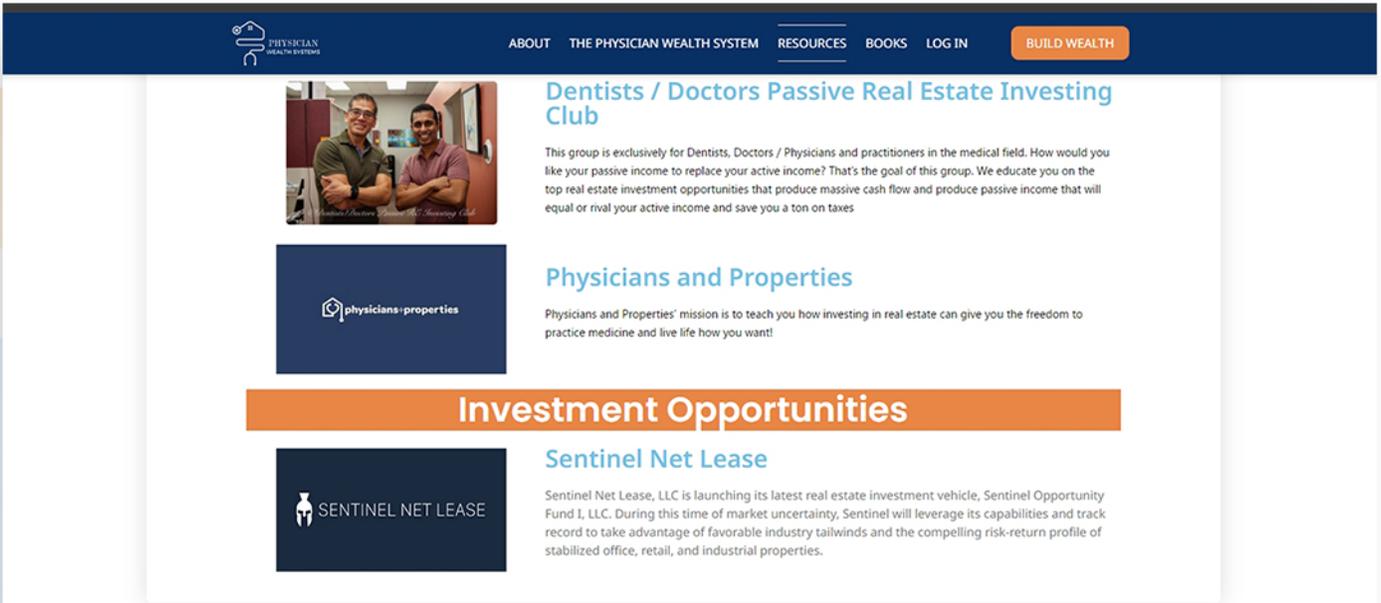
Results

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.

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