

Friday, 29 November 2019

NEW APP STREAMLINES STRATA ISSUES

Apartment dwellers and office workers are being empowered to get building problems fixed and strata managers are streamlining their services, thanks to a new app developed by startup company Strata Alert, with NSW Government support.

Minister for Jobs and Investment Stuart Ayres said Strata Alert developed its app – which makes it easy for tenants, building owners and strata managers to communicate and solve issues quickly – with the assistance of a \$25,000 Minimum Viable Product grant.

“This is a fantastic example of how our Minimum Viable Product grants can enable local startups to succeed and ultimately benefit the wider community,” Mr Ayres said.

“This is about making smart investments to create the businesses and jobs of the future for the people of NSW.”

Strata Alert founder Peter Mansour said he developed the app after becoming increasingly frustrated about not knowing what was going on in his building.

“I was chair of my building strata but found many processes for running the building – like multiple phone calls and emails to get something fixed – inefficient,” he said.

“So we built a digital platform that could bring tenants and strata managers closer together by streamlining communication and reporting processes.

“It means rather than multiple tenants ringing or emailing to report a broken lift or some other problem they can all be kept up to date via an app with real time alerts.”

Mr Mansour said the Jobs for NSW grant gave Strata Alert the validation it needed to make the 2018 Westpac Businesses of Tomorrow top 200 list. The company also took out the Best Emerging Idea award at the Smart City Awards last month.

“Strata Alert is the easiest way for strata property owners and occupants to stay up to date on all strata issues with their own customised app,” Mr Mansour said.

“Alerts, notifications, messages and groups can be set up within the app to make communication efficient and eliminate duplication of time and resources.

“We used our Minimum Viable Product grant to build our app and website, www.strataalert.com. The app is simple to use - strata managers download it and then invite owners and tenants to do the same.

“We’re further developing the platform to make it easy for any proactive apartment owner to implement the system in their block, as well as strata managers.

“This technology can disrupt the whole strata sector – both office and residential – making tenants happier and saving building managers millions in productivity improvements.

“Our ultimate goal is to scale our service nationally so that Strata Alert can become the technology DNA for every building in Australia.”

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