



**McGrath**  
Real Estate



# CASE STUDY



McGrath Estate Agents (ASX: MEA), Australia's fastest-growing real estate company with more than 120 stores nationwide and over 2000 team members, has integrated the Paytime financial wellbeing app to enhance employee satisfaction and wellbeing.

This case study highlights McGrath's collaboration with Paytime, exploring the motivations behind adopting the app, the implementation process, and the resultant benefits.

## Insights from Leadership:

Howard Herman, CFO of McGrath Estate Agents, discusses the impact of Paytime on their business and shares his experience with the platform.

### Key metrics



**STORES**

120+ stores across Australia



**2,000+**

Team members



**UPTAKE**

Significant percentage of McGrath's largely white-collar workforce are actively using the Paytime app.



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## CHALLENGES



- Ensuring employee wellbeing in a rapidly growing and service-oriented business.
- Retaining top talent amid the "great resignation."
- Integrating new solutions without disrupting existing payroll systems.

## SOLUTION



**Adopting Paytime for Financial Wellbeing:** McGrath Estate Agents chose Paytime because it offers valuable financial flexibility and wellbeing benefits at no additional cost to the business. The decision received unanimous support from the Executive Leadership team due to its potential to reduce stress and increase flexibility for employees.



*"The integration was seamless, and the feedback from our team has been overwhelmingly positive. Paytime is now a key part of our employee benefit toolkit, highlighted during candidate interviews."*

## BENEFITS



1

**Enhanced Employee Satisfaction:** The positive feedback from employees indicates a significant increase in financial wellbeing and flexibility.

2

**Talent Attraction and Retention:** Paytime is now a part of McGrath's employee benefit toolkit, enhancing the company's appeal during the recruitment process.

3

**Operational Efficiency:** Minimal impact on the Payroll team, with the seamless integration freeing them to focus on other tasks.

4

**Wellbeing and Engagement:** The app contributes to improved employee wellbeing, reducing stress and promoting a more engaged and supported workforce..