

RE/MAX Classic Real Estate: *Impressing Clients and Each Other with Anytime Anywhere Information Retrieval*

When RE/MAX Classic's Four Real Estate Offices in Southeastern Michigan sought a secure way to retrieve essential documentation from the road, they found Intranets.com and never looked back.

CHALLENGE

The agents at the four RE/MAX Classic Real Estate Offices in Michigan had a need to retrieve vital business information from the road as they interacted with prospective homebuyers.

SOLUTION

The anytime anywhere access and security of the Intranets.com service provides RE/MAX Classic agents with the ability to download forms and documents from wherever they happen to be. Flexible, integrated applications allow agents to stay well-informed and offer their clients the most accurate information and the most efficient service possible.

RESULTS

Through the Intranets.com solution, RE/MAX Classic establishes improved communication among geographically dispersed agents and enhances their stellar reputation among clients.

Customer Business Profile




Founded in 1973, RE/MAX is a global real estate franchise network that spreads across 43 countries and eight territories, on six continents. RE/MAX is the number one real estate organization

in Canada and the United States. This case study focuses on the intranet experience of four RE/MAX regional offices in Southeastern Michigan known as RE/MAX Classic.

The Challenge

Carol Boji, Real Estate Broker and Co-Owner in RE/MAX's Farmington Hills, MI office, has experienced the power of Intranets.com firsthand. Three years ago, the on-the-go agents at her RE/MAX Classic offices in Canton, Livonia,

West Bloomfield and Farmington Hills, found themselves in need of an easier, more efficient way to communicate with each other and with their respective home office throughout the course of each day. The agents also needed a secure method to retrieve vital real estate forms and information when on the road or at a client's house. What they were truly looking for, although they didn't realize it immediately, was a feature-rich intranet with powerful and integrated




applications that could be accessed from anywhere at any time. They quickly found the answer to their problems in Intranets.com.

The Solution

RE/MAX Classic turned to Intranets.com to solve many of their communication/collaboration challenges. And they've been enjoying the benefits ever since. With an online intranet, agents did not have to be tied to the home office when they needed the latest information, schedule or form. In fact, they could be anywhere with an Internet connection, and they could retrieve what they wanted instantly. Says Boji, "Intranets.com was a perfect solution for us because we're spread out in four different office locations. The nature of real estate calls for our employees to be offsite and on the road nearly every day. I credit the intranet with encouraging our employees to communicate with each other more often, more accurately, and via the web!"

Positive Results

Boji and her colleagues soon discovered invaluable benefits in the intranet's Document Manager application. In it, they store a library of real estate forms that agents are able to access and download immediately – no matter where they are. Many of these documents, such as form letters, home listings, and power point presentations for buyers are retrieved and utilized on a daily basis. Agents appreciate the fact that they can download a Sales & Purchase agreement in a matter of seconds, and complete it right there at the client's home! Comments Boji, "The ability to access a Sales & Purchase Agreement and fill it out on the spot is a wonderful benefit of the intranet for real estate professionals. Time is valuable to everyone, and our clients are



often notably impressed that we are technologically advanced and so efficient at this important step in the home-buying process. We are probably the only Real Estate Company in our area with this ability, and there's no doubt it enhances our presentation."


RE/MAX Classic agents also use the Document Manager to keep a running list of addresses that are suitable for visual home tours on the Internet. Another folder houses current and archived copies of the company newsletter. Yet another is the home to frequently used company logos and clip art. It's all right there for downloading, anytime agents need it.

"My agents and I have been Intranets.com users for over three years now and we couldn't be happier with the service. Its benefits as an information retrieval tool from remote locations simply cannot be beat. The efficiency it promotes really impresses our clients and enhances the RE/MAX reputation!"

—Carol Boji
Broker, Co-Owner
RE/MAX Classic Real Estate

Boji points out that RE/MAX employs a "virtual assistant" who has her own designated folder in the Document Manager. Agents know to go directly to this folder for the latest documents, flyers and forms as the assistant posts them. "It makes little difference that the assistant is located in another office," says Boji. "She is able to mass distribute the new and updated documents we need on a daily basis, and we are able to retrieve them with no problem from wherever we happen to be."

In addition to the Document Manager, RE/MAX Classic agents also champion the Online Calendar and Announcements applications. The Online Calendar is used to broadcast the date, time and location of every company event, including international real estate conventions and




“Tool Time” educational classes held twice a month. “The Calendar provides everyone with a very simple way to check on what’s happening well in advance,” says Boji. “The automatic reminders that go out to members via e-mail before the events happen are so convenient, and they encourage users to visit the intranet frequently.” Announcements appear daily on the home page, and usually feature recent sales wins or classified ads. This virtual bulletin board is a popular spot as folks “check in” each morning.

In an industry not especially known for its technical expertise, Boji points to the intranet as the main reason why over 90% of her agents are e-mail and computer users today. “Members don’t want to miss out on e-mail reminders because they are interested in reading or retrieving information that is essential to their jobs. Once at the site, the intranet applications are so intuitive, you can’t help but want to investigate and use them to make your professional life that much easier.”

Reflections on the Intranets.com Solution

With over 100 members on the RE/MAX Classic intranet, Boji insists she could go on forever about the benefits of this service. When asked about her experience with Intranets.com technical support, she admits that the intranet is so intuitive and so well maintained on the back end, she has never had occasion to ask for help. “I would recommend the service to any group or business looking to work together more efficiently and stay well informed. It’s really helped RE/MAX Classic agents in establishing a solid reputation with clients as a well-organized, on-the-ball real estate company who can get things done instantly from anywhere.”



For more information on RE/MAX Classic, please visit <http://www.detroitmetrorealestate.com>