



# Real Estate Brokerage

## Challenges

Answering the phone within a few rings is vital to a real estate agent's success. The customer might be phoning to view a property, to make an offer on a property, or to sell a property.

**In a highly competitive market and with 91% of agents communicating via phone with their customers, it's easy for the customer to deal with another agent if their call is not answered, particularly if the property is subject to a multi-agency contract.**

The agents should not have to make a choice between personal relationships, which would require more desk time, or send customers to voicemail and destroy the accessibility that their customers require.

The brokerage supports many real estate agents and must control costs, which is passed on to its agents, so the brokerage is under pressure to deliver more with less.

With little IT staff and outsourced consultants at a premium, various phone systems

across multiple sites the result was a poorly maintained system with inconsistent updates.

Expanding and reducing the number of phones within on-premise phone system can become cumbersome, especially to a non-technical person. The real estate broker has struggled to scale as agents are added and the high cost of entry has held the broker back from opening smaller offices.

Due to the multi-state nature of their market, real estate agents are sometimes issued phone numbers with area codes which do not appear local giving the agent the appearance of an "outsider" selling in a local market and negatively impacts potential customers.

The offices had no disaster recovery path. In fact, an outage in a transmission line connecting an on-premise phone system to the public switched network left an office without phone service for days which was both costly and embarrassing.

This medium-sized real estate brokerage has a team of 150 agents and support staff based in half-a-dozen offices in a large multi-state metro area. The company had invested in a mixed variety of on-premise phone systems for each of its locations but faced costly and complex issues with maintenance. They have some IT support staff but not at each site which requires them to outsource support due to their knowledge base and availability.



expect a response from their agent within 30 minutes.

## The Solution

The real estate brokerage moved to a cloud-based unified communications platform hosted by a service provider — achieving much-needed protection against outages and expanding communications technology delivered to its team of real estate agents.

The brokerage adopted the receptionist console, integrated auto attendant, and incorporated the mobile capabilities of their UC allowing their team of agents to be reached on-the-go. All for less money spent to maintain and its previous on-premise phone systems.

## The Results

**Improved client relationships.** Real estate agents can now make outbound calls from their mobile devices using their office phone number, eliminating the need for customers to have their personal contact information and providing a single contact number. Doing this ensures calls are answered quickly and get through to the right person, regardless of location. Now their team is always plugged into the brokerage and have a consistent user experience and the same set of capabilities whether they use a desk phone, laptop, smartphone or tablet – in the office or out.

**Expanded support and managed updates.** Now an entirely managed service allows the brokerage staff to focus on their core business and let their service provider worry about how to make meet business needs. Their managed solution includes the security and software updates required to protect against the newest types of intrusions and attacks and eliminated the need to hire outside consultants.

**“Always on” service.** In the event of an outage, calls are now transparently transitioned from one cloud network node to another for continuous connectivity. Likewise, in the event of a local service outage, the phone system is setup to default to mobile solutions providing immediate an immediate backup solution.

**Scalable.** Adding real estate agents and even multi-agent teams, using calling groups, is very “plug-and-play,” they can simply login to their online portal and assign a phone number. No need for an on-premise phone system at each site has freed up CAPEX to spend on growing the business and enabled the opening of additional, smaller offices. Additionally, their provider also supports Bring Your Own Device (BYOD) so agents can use their own device yet use the business number and calling plan.

**Easily self-supported.** The self-service portal makes it easy for the brokerage staff to modify call routing and treatments such as Auto Attendant, Music-on-Hold or Marketing Messages-on-Hold to expand their marketing messages and connect customers seamlessly.

**Local presence.** Real estate agents can publish multiple local numbers to provide a local identity and answer the call appropriately for that local area no matter where they are. It’s quick and easy to extend communication services to new locations. They are even considering adding call reporting features and using unique numbers to track marketing methods.



**45%** OF REAL ESTATE AGENTS

would like their broker to expand the amount of technology provided.

## About Birch

Birch is a leading communications, network, cloud and IT solutions provider celebrating over 20 years in business. Recognized for exceptional customer experience, Birch delivers cost-effective solutions that assist small, mid-sized, enterprise and wholesale businesses increase productivity.

For more information, visit [www.birch.com](http://www.birch.com).

## Sources

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