



Palm® Treo™ smartphones Improve Agent Efficiency and Customer Service



“ I no longer find myself making special trips back to the office to respond to email or voicemail. Using the Treo smarthone allows me to service more clients at a higher quality level and a faster pace than ever before.”

Bradford Whitaker, Broker, Pacific Union

Solution Summary

- The Palm Treo 600 smartphone provides constant, instantaneous mobile access to business-critical applications including email, Internet, and realty-specific software.
- Always-on connectivity means agents can respond to client needs faster and at any time of day, increasing customer satisfaction and strengthening agents' close rates.
- Instant access to maps, driving directions, and the latest property listings means agents are never more than a few taps from the vital information they need.
- Cellular access alleviates the need for Wi-Fi and wireless cards for laptops.

Challenge

For 30 years Pacific Union Real Estate, one of the best-known, high-end real estate firms in California, has been one of the most successful in the San Francisco Bay Area. Pacific Union has 580 sales associates and has helped over 47,000 clients buy or sell their homes in the last five years.

In today's incredibly competitive and increasingly tech-savvy Bay Area real estate market, the firm found that its real estate professionals required constant, instantaneous mobile access to business-critical applications and information in order to sustain its competitive advantage.

In addition, realtors needed on-demand access to email, current property listings, maps, and directions in order to better serve its customers. With a large workforce as constantly mobile as Pacific Union's, this presented a daunting challenge. Consequently, the firm evaluated many options, including Pocket PC- and BlackBerry-based mobile solutions to deliver wireless access, but found these options lacked adequate connectivity and synchronization for its needs.

Solution

Pacific Union recently deployed more than 70 Palm®Treo™ 600 smartphones to its agents and is rolling out an additional 50+ for new agents this year.

The devices are used within the greater San Francisco Bay Area for wireless access to real estate and client data, as well as communications. This move to Treo 600 smartphones has a tremendous impact on the number of deals Pacific Union agents will be able to close, as well as improves their clients' level of satisfaction, by serving as a mobile office platform for agents' most business-critical needs.

For each agent, the Palm®Treo™600 smartphone acts as a gateway to vital back-office information and a connection point to clients and associates that was previously only available when they were in the office. Now that wireless connectivity is widespread, Pacific Union's agents take full advantage of all that the Treo 600 smartphone has to offer, including phone, email, Internet, and access to the many applications realtors already use, such as mortgage calculators and MLS listings, while away from the office.



Solution (cont.)

Other tools available on Treo smartphones for realtors include maps and driving directions, which are key to finding new properties quickly and easily. Agents can also collect listing information and enter it into the Treo 600 quickly and intuitively and then synchronize with a central real estate database. For instance, realtors in the field can use applications to show clients monthly payment calculations for different interest rates, price, and down payment scenarios.

In addition, the integrated camera on the Treo smartphone is useful for attaching a client's photo to his or her contact information, as well as for taking quick snapshots of properties a client might be interested in.

Each agent can now use a smartphone to serve as a mobile office acting as a gateway to vital back office information and a connection point to clients and associates, complete with phone, email via GoodLink from Good Technologies, and Internet capabilities.

Technical Summary

- Palm® Treo™ 600 smartphone
- GoodLink software from Good Technology

More Information

Pacific Union Real Estate
www.pacunion.com

Good Technology
www.good.com