



*I would recommend WebOffice to any group or business looking to work together more efficiently and stay well informed. It's really helped RE/MAX Classic agents establish a solid reputation with clients as a well-organized, on-the-ball real estate company that can get things done instantly from anywhere.*

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

## RE/MAX Classic Real Estate Uses WebEx WebOffice to Enhance Service to Clients



**INDUSTRY**  
 Real Estate

**SUMMARY**

RE/MAX Classic's four real estate offices in southeastern Michigan use WebEx WebOffice as a secure way to retrieve essential real estate documentation from the road, and as a communications and collaboration tool with other agents.

**ABOUT RE/MAX CLASSIC**

**Line of Business**

Real Estate Brokerage Firm

**Headquarters**

Farmington, MI

**Number of WebEx WebOffice Users**

100

**WebEx WebOffice User Since 2001**

**Customer Business Profile**

RE/MAX is a global real estate franchise network that spans 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 experience of four RE/MAX regional offices in Southeastern Michigan known as RE/MAX Classic.

**The Situation**

RE/MAX Classic agents in Canton, Livonia, West Bloomfield and Farmington Hills needed an easier, more efficient way to communicate with each other and their respective home offices daily.

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.

**The Solution**

RE/MAX Classic turned to WebEx WebOffice, then known as Intranets.com, to solve their communication/collaboration challenges and they've been enjoying the benefits ever since.

WebOffice 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 communicate and collaborate with each other, so they stay well-informed and offer their clients the most accurate information and the most efficient service possible.

**The Benefits**

Using WebOffice, RE/MAX Classic has improved communication among geographically dispersed agents and enhanced their stellar reputation among clients.

"WebOffice is a perfect solution for us. Our employees are offsite and on the road nearly every day. I credit WebOffice with encouraging our employees to communicate with each other more often, more accurately, via the web!" says Carol Boji, Real Estate Broker and Co-Owner in RE/MAX Classic.

In the WebOffice Document Manager, Boji and her colleagues 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 --form letters, home listings, and PowerPoint presentations for buyers — are retrieved and utilized on a daily basis.

"The ability to access a Sales & Purchase Agreement and fill it out on the spot is a wonderful benefit of WebOffice for real estate professionals. Time is valuable, 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," says Boji.

RE/MAX Classic agents also use the

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Document Manager to keep a running list of addresses that are suitable for visual home tours on the Internet. Another WebOffice folder houses current and archived copies of the company newsletter. Yet another is the home to frequently used company logos and clip art.

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. “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.”

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 our WebOffice frequently.”

Announcements appear daily on the WebOffice 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.

Boji points to WebOffice as the main reason why more than 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 WebOffice applications are so intuitive, you can’t help but want to investigate and use them to make your professional life that much easier.”

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 WebOffice technical support, she admits that WebOffice is so intuitive and so well maintained on the back end, she has never had occasion to ask for help.

## HIGHLIGHTS

- RE/MAX uses the WebOffice Online Calendar to broadcast the date, time and location of every company event, including international real estate conventions and educational classes held twice a month.
- WebOffice facilitates frequent, accurate communication among real estate agents, so clients are better served.
- RE/MAX uses the WebOffice Document Manager to mass distribute new and updated real estate forms — such as purchase and sale agreements — plus letters, home listings, flyers, company logos, clip art, and PowerPoint presentations that agents are able to access and download immediately — no matter where they are. Current and archived copies of the company newsletter are also in the Document Manager for handy access.
- RE/MAX agents use the Document Manager to keep a running list of addresses that are suitable for visual home tours on the Internet.
- Announcements appear daily on the WebOffice home page, providing a virtual bulletin board for sales wins or classified ads.

