



Windows Vista Customer Solution Case Study



Customer: Innovative Century 21 Realty
Web Site: www.hobokenhomes.com
www.jerseycityhomes.com
Customer Size: 35 PCs
Country or Region: U.S. Northeast
Industry: Real Estate
Partner: eMazzanti Technologies
Partner Web Site: www.emazzanti.net

Customer Profile

Innovative Century 21 Realty services the Hoboken and Jersey City residential real estate needs of New Jersey.

Software and Services

- Windows Vista Ultimate Service Pack 1 (SP1)
- Windows Vista Business Service Pack 1 (SP1)
- Microsoft Office Professional 2007



For more information about other Microsoft customer successes, please visit:
www.windowsvistaexperience.com

Curb Appeal of Windows Vista Helps Attract and Keep Real Estate Firm Agents

“The money we’ve spent on great software like Windows Vista is a straight-up competitive advantage. We attract and retain the best agents and win-over the best clients. Who wouldn’t want that?”

Rob Ranieri, Owner, Innovative Century 21 Realty

A broker is only as successful as his agents, and Innovative Century 21 Realty is proving the point. Attracting and keeping top-producing agents—many making over \$250,000 per year—has been accelerated with new office software, a more powerful server and new Windows Vista. With the IT solutions deployed by eMazzanti Technologies, the broker is seeing increased revenue, more committed and productive agents as well as secure, streamlined operations.

Business Needs

Innovative Century 21 Realty—with offices in Hoboken and Jersey City, New Jersey—needs great agents in order to succeed in real estate. How agents are supported in terms of tools and technology is critical to attracting and retaining top-tier agents. Further, broker support must translate into more sales for agents or it doesn’t mean much.

“I have 45 agents in my Hoboken and Jersey City offices,—14 of who consistently make

over \$250,000 per year,” said Rob Ranieri, owner, Innovative Century 21 Realty. “They are very demanding, but are excited to work for Innovative Realty because we give them powerful communication and client management tools — Microsoft Windows 2008 Terminal Server, Windows Vista Business and Office 2007 Professional.”

And when it comes to support technology, the reliability of working computers and a functioning network is a critical factor for both agents and the overall brokerage



operation.

“Stability and reliability in the operating system and other software is a given if I’m to keep top agents,” said Ranieri. “So far Windows Vista hasn’t let me or the agents down.”

Solution

Instant Search

Windows Vista instantly searches for any type of file —email, spreadsheet, photo, graphic, video, audio, text — found anywhere on Innovative Century 21 Realty user hard drives.

Security Center

Windows Security Center enhances the security of Innovative Century 21 Realty’s data by alerting users when security software is out of date or when security settings should be strengthened. The Security Center displays firewall, spyware, malware and Internet security settings and indicates whether the company’s PC is set up to receive automatic software updates from Microsoft.

Windows Aero

With Windows Aero interface, Live Taskbar Thumbnail images display the actual contents of windows currently open and those that are minimized in the Taskbar. Flip 3D is an alternate way to view multiple files and is activated by pressing Start+TAB.

Benefits

■ Thriving Agents

“The money we’ve spent on great software like Windows Vista is a straight-up competitive advantage,” said Ranieri. “We attract and retain the best agents and the win-over the best clients. Who wouldn’t want that?”

“We’ve actually been able to recruit two new top-selling agents because of Windows Vista and the technology we’ve put in place,” said Ranieri. “Our brokerage enjoys ‘techno-envy’ from the 40 some-odd competitive brokers that are within a one mile radius of our Hoboken shop,” said Ranieri. “We have software technology that makes other agents drool.”

Ranieri continues: “In addition, Aero Thumbnail Images and Flip 3D alone have increased my team’s productivity by at least 10 percent.”

■ Increased Revenue

“My agents made over \$4M in commissions last year,” said Ranieri. “This year—in a tougher market— we’ve hit \$3M in the first six months. I attribute a lot of that sales growth to our partner, eMazzanti Technologies, and their implementation of a more powerful server, Windows Vista and office software tools from Microsoft.”

■ Instant Client Service

“I estimate that Instant Search helps me get to the right information 25 to 30 percent faster than without this powerful search capability,” said Ranieri. “Ultimately it translates into money because of greater productivity, better client service and top agent retention.”

“If ‘location’ in real estate determines the value of a property, the ability to quickly find the location of a document you need to complete a deal is just as important,” said Ranieri. “Instant Search delivers the file-location promise.”

■ More Secure Business

“Data security is paramount to the success of Innovative Realty’s business,” said says Carl Mazzanti, eMazzanti Technologies, the

broker’s IT partner. “Security Center provides powerful malware and firewall protection, automatic software updates, Internet security and user account control.”

“And, with many of the agent’s tools moving online and the operating two offices in different cities, internet security takes on renewed importance in order to compete effectively,” Ranieri continued.

“We’re just discovering Shadow Copy,” said Ranieri. “But we already see its potential for juggling multiple versions of documents or saving us from disaster with easy document recovery. Shadow Copy watches our back.”