



Connected
Office  for **REAL ESTATE** Success

The Customer

At The Utility Company, we take pride in being able to help not only small- and medium-sized businesses (SMBs) in general, but also in being able to serve specific 'vertical markets' within the SMB world. In order to be an effective technology partner in those vertical markets we need to understand what 'makes them tick'. For instance, with the real estate industry, we know that not only brokerages but also their individual agents, rely more and more on technology to make their clients happy – to get the sale. Utility therefore has service packages designed for realtors to help ensure the technologies they depend on to generate their revenue are available when needed to complete the deal. After all, with increasingly technically-savvy clients looking for up-to-the-minute notifications on potential homes that meet their needs (especially in hot markets with competition for listings), the individual real estate agent simply needs their technology to work – and when they need help, they need it NOW.

One such agent who recently took the time to share his experience with us is Dennis Tarrant. Mr. Tarrant and his team are a full time, full service Coldwell Banker realty group situated in Ottawa, Canada. Dennis bills himself as an enthusiastic and hard-working "service-driven" individual with over 20 years of sales and marketing experience. He is also known to his clients as an 'active' listener who, whether his clients are buying or selling, will put the entire resources of the Coldwell Banker First Ottawa team to work on their behalf to get them the results they want. Mr. Tarrant's motto is "**Passion Personified with an Attention to Detail.**" It was that attention to detail and willingness to listen that opened Dennis to meet with The Utility Company in the first place...

The Situation

Prior to signing on with The Utility Company, Mr. Tarrant, always mindful of what technology can do for his business, was reliant on Coldwell's in-house technology support for resolution of any issues he happened to face. Unfortunately, since realtors seldom work during the traditional '9-to-5 business hours' that most support companies offer, even Coldwell's in-house support wasn't always available to help him exactly when it mattered to him most.

When asked about his adoption of technology Dennis replied "I tend to think I'm on the upside of embracing the latest trends in technology. I like to stay current on things and stay relevant in our ever-changing technological world." So when Dennis and his Coldwell Banker colleagues were invited to a 'Utility 360 Technology Bootcamp' (for Business Executives), he quickly signed himself up to see what he would learn and how it would apply to his business of finding and selling homes. Intrigued by what he heard, in particular by the concept and "the value in having help there on demand when I needed it", Mr. Tarrant gave the 1-866-My-Utility helpdesk a try thereafter and has been using it ever since.

The Initial Solution

In Dennis' case, despite being part of the Coldwell Banker First Ottawa team, his team essentially operates as self-employed independent contractors. They started by sampling TUC's 1-866-My-Utility live helpdesk and never looked back.

The Initial Solution (continued)

With 1-866-My-Utility Live Helpdesk they receive end-user support through remote control of their devices such as desktops, laptops and smartphones (Blackberries in this case). They can also call the helpdesk for troubleshooting of peripherals such as printers or for assistance in adding software. Even day-to-day technology training in common business software applications such as Microsoft Office products (i.e. “how do I add an animation in this Powerpoint slide?”) are available to them whenever they require help.

The Result | Customer’s Thoughts

As the owner of a brokerage committed to customer service, Dennis Tarrant is very enthusiastic about their experience with The Utility Company and our 1-866-My-Utility Per Minute service. After almost a year’s worth of support, Mr. Tarrant graciously stopped by to see us at a recent Realty tradeshow and shared his thoughts on the service.

“As a business owner, I saw the value of the service right away, you didn’t need to ask me twice to try it!” stated Mr. Tarrant. “From Blackberries to multiple laptops, we employ the latest technologies to keep up with the demands and expectations that our clients have for us. **Response time is key in getting back to people and as such we can ill afford to have any unnecessary downtime.**”

“Prior to Utility, we were hampered by things that caused interruptions in business flow and created too much downtime because of hiccups. In the past, our IT providers have been unreliable, sporadic and seldom there when we had difficulties. The Utility Company is so much more convenient and easy. It’s seamless! When we have an issue we simply pick up the phone and usually within minutes someone is taking remote control of our systems, narrowing things down, finding a solution in no time at all.”

“The decision to use Utility isn’t rocket science. For a very small monthly cost, I consider The Utility Company’s service as an investment in my business that keeps it fluid and **making money**. A few hours of downtime used to be so aggravating and cost us much more than the cost of the service. Peace of mind doesn’t have a price! When people tell me about their technical problems, I always tell them we don’t have any, only solutions. We’re not bothered by things now, we simply call Utility!”

Utility’s View

“Having a single point of contact to manage all the technology issues of your brokerage, including your equipment, operating systems and specialty software is the ideal solution”, stated Mark Scott, President of The Utility Company. “When you work with The Utility Company you can have unlimited access to our remote assistance features, which can be extended to evenings and weekends, if required. We can actually help realtors like Dennis save money while helping them generate more revenue through the effective use of technology. For small firms or individuals it’s unprecedented access to a team of experts on demand. For the larger brokers, tailored Connected Office for Real Estate (Managed) packages takes away the unpredictability of on-demand pricing and gives proactive support to all users on a monthly fixed-fee per user basis. Dennis called our service “Priceless!” - which is certainly flattering. On the flip side, going **without it** can be costly.”

About The Utility Company

The Utility Company® is a leading provider of virtual IT service and support for small and medium-sized businesses, delivering the required hardware, software and service for a monthly fixed fee per user.

Our Connected Office® service program provides a single point of contact to deliver and manage technology, communications and vertical line of business applications – **95% Remote; 100% Proactive.**

Customers are supported by local Utility Service Providers delivering on-site service and business-technology consulting to reduce spending and increase utilization – our Beyond Managed Services® franchise opportunity is available by prospectus only.

Learn how to make technology work for your business today at theutilitycompany.com