

case study

Situation

- Home-grown lead tracking system resulted in manual data entry, constant duplication of work, and human error.
- Lack of access to a consolidated view of data for information sharing across departments.
- Inconsistent reporting and analysis.

Solution

- Lasso CRM Software for Real Estate.

Impact

- Ability to share a single comprehensive database of leads & buyers simplifies the sales, email marketing, data collection and analysis process.
- Flexibility to extract data for reporting and analysis.
- Easy-to-use and works well for novice and experienced users - anytime, anywhere.

Lasso Keeps the Sales Process Simple for Realty Trust City

Lasso's CRM software provides a complete range of robust functionality that appeal to both computer novices and experienced users.

SITUATION

In December 1997, Realty Trust City, a leading real estate brokerage firm in Portland, Oregon, was formed by five established real estate professionals who envisioned a real estate company that was locally-owned, successful by the highest standards, and respected by clients and professional peers.

By 2005, rapid growth meant that the sales agents at Realty Trust City had taken their home-grown lead tracking system as far as it could go. Built around Excel spreadsheets, sales people were often required to enter the same data into several different documents in order to make sure the information could be sorted and utilized by multiple departments. It was time to eliminate the endlessly merged Excel spreadsheets and consolidate into a single database.

At the same time, with a diverse team that included agents at either end of the computer experience spectrum, a solution was required that would provide a full set of features for those savvy enough to utilize them, and yet offer simple and easily-understood functionality for the fundamentals of real estate sales – lead tracking, follow-up lists, communications and a personalized calendar.

"Some folks were just not computer savvy and couldn't get their heads around it," says Jacob Becker, market analyst with Realty Trust City. "They were bogged down entering the same data into multiple spreadsheets. People sometimes can be resistant to change. But I knew it was the right path to pursue, and in fact, it was going to make all of our lives a whole lot easier. It absolutely has."

SOLUTION

For Realty Trust City, implementing Lasso's customer relationship management (CRM) software meant the best of both worlds--novice users could easily master the user-friendly system to manage the basics of sales and marketing, while the more experienced users could access a full range of data and statistics, as well as maintain accurate and up-to-date records on the latest pricing, inventory and availability of homes.

"We have an older gentleman that works here; he actually adapted to Lasso faster than others, and he's not very computer savvy at all," explains Becker. "He uses the basic stuff—he tracks his prospects and activities allowing him to manage his whole sales process. It's a flip flop from what I expected. It's just like anything

REALTY TRUST
CITY

LASSO™

case study

Customer Profile

Company

Realty Trust City

Headquarters

Portland, OR

Founded

1997

Focus

Real Estate Marketing & Sales

Website

www.realtytrustcity.com

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Jacob Becker
Market Analyst
Realty Trust City

else— people need a reason to implement new approaches and systems, and in this case, Lasso has been a win-win—it's been a win for sales people in simplified selling for them, and from there, that data can be exported and anything can be done with it for management analysis, reporting and decision making."

For Realty Trust's back office team, Excel is still a critical part of their process, but instead of relying on obtaining recent spreadsheets from sales teams and accepting the inevitability of human error, managers and analysts alike can draw accurate and useful up-to-the-moment data from Lasso at any time and be able to easily manipulate it to meet their needs.

"The sales person gets to use the basic functionality, and the transaction coordinators get to manage the escrow and their other stuff," says Becker. "For me as an analyst, I can pull the data out and use it to report and talk to developers, brokers, or investors, whoever it might be. All of our stakeholders get something out of Lasso; it's really a benefit for them."

IMPACT

Implementing Lasso enables sales agents as well as our managers and administrators at Realty Trust City to share a single comprehensive database of leads and buyers simplifying the sales, email marketing, data collection and analysis process and serving both the computer experts and novices equally well. Furthermore, as a web-based application, Lasso is not an IT-intensive solution and is convenient to access virtually anywhere.

"I can be on vacation in Mexico—and I have done this—and work right on Lasso and do what I need to do," says Becker. "It's web based, which is a wonderful thing; we're a real estate company, not a software company, so it really solved our data problems for us. It gives us flexibility, and it's easy."

Best of all, Realty Trust City can now take the focus off cumbersome data entry and work exclusively with a single solution that provides a user-friendly process for tracking leads, and analyzing data, moving the emphasis back where it belongs--the customer.

"The ultimate goal is to keep our salespeople selling, help managers manage and keep the administrators working on the back end, and I think Lasso does that well," says Becker. "It's really an ideal solution for marketing and selling new home projects."

