



**FREEDOMVOICE**  
SYSTEMS<sup>SM</sup>

## **CASE STUDY – Real Estate**

**COMPANY:** CENTURY 21<sup>®</sup> HomeStar, Cleveland, Ohio

**CONTACT:** Tony Geraci, Owner/Broker

**MARKETSPACE:** Residential Real Estate

### **THE CHALLENGE:**

Tony Geraci, the owner/broker of CENTURY 21<sup>®</sup> HomeStar, knew that to grow his business in the hot Cleveland real estate market, he would have to offer something to both his agents *and* his clients that other brokers were not.

Having been a real estate professional for more than 13 years, he also knew that one of the keys to a successful business was thorough follow-up on all leads. The challenge was in how to do this when so many agents worked only part-time.

Compounding the situation was the fact that each of his agents had a separate phone service and number with no way to compile leads or to ensure timely follow-up on those leads.

As Tony's business grew to include hundreds of agents in 8 regional offices, the consequences of dropped leads became critical. And, to sustain growth, he needed to attract and retain quality agents. That's when Tony heard about FreedomVOICE Systems.

### **THE SOLUTION:**

"I have always been interested in technology and in using new technologies for business," said Tony. "It hit me that to recruit top producing agents and keep them with me, I could offer technology no one else had."

Tony acquired the AdTrakkerMULTI, the feature-rich multiple user call capture service from FreedomVOICE. The system allowed Tony to set up each of his agents with his or her own extension to a main toll-free number and the technology to let them soar. In fact, Tony has been able to hire and retain top agents because of the technology tools provided by his FreedomVOICE system.

“It’s a tremendous, cost-effective tool for generating listings, providing office support and tracking agent-to-agent referrals,” said Tony. “My FreedomVOICE service allows me to monitor all lead calls and help train my agents in handling those leads. Agents will stay if they’re getting the leads.”

For agents of CENTURY 21<sup>®</sup> HomeStar real estate, the AdTrakkerMULTI system operates like a virtual office and includes image-enhancing features such as an auto attendant to ensure all calls are answered consistently and professionally, call capture to make sure no leads are lost and Follow-Me-Live call forwarding to maintain connectivity. Because of needed confidentiality, important papers can be faxed directly to a specific agent’s computer, not to an office machine where messages are exposed and subject to misplacement.

Agents making listing presentations have found the technology is also attractive to home sellers. AdTrakkerMULTI provides 24/7 recorded information on a seller’s home and captures the contact information of each and every caller even if they don’t leave their name and number.

“We demonstrate to the prospect what happens when someone calls the number on one of our signs or fliers,” added Tony. “When they dial the agent’s toll-free number and his cell phone or pager instantly starts ringing notifying him that someone--whose contact information is instantly available--is calling about their listing, they are very impressed! Our agents will always win the listing over other agents due to the technology they are able to provide.”

One of the unique features of the FreedomVOICE service is its ability to track marketing effectiveness. By assigning a specific extension to each of their marketing activities – sign riders, newspaper ad, flyer or direct mailer, for example – Tony’s Realtors know immediately what is attracting home buyers and sellers.

Tony can control the entire AdTrakkerMULTI system through his personal WebLINK Internet Control Panel. There, he can request detailed call analysis reports as well as adjust the settings for his agents. The system allows him to send group messages, saving hours on whole-office communications.

**THE BENEFIT:**

For CENTURY 21<sup>®</sup> HomeStar real estate, the FreedomVOICE Systems AdTrakkerMULTI service has helped Tony grow his business to include more than 225 agents in eight offices.

“In the last year, my office has quadrupled, due in large part to my FreedomVOICE system,” says Tony. “Agents stay because we offer a technology that allows them to be successful. With FreedomVOICE Systems, I can be

certain all leads coming into our offices are being handled promptly and professionally. It's a win-win situation."

For more information about how FreedomVOICE Systems can configure communications tools that will benefit your business, call us at 800-477-1477 or visit [www.freedomvoice.com](http://www.freedomvoice.com).

