

SUCCESS STORY

“We liked what we saw and never searched elsewhere,” stated Richard Secombe, Director of Dilbeck’s IT department.

“The cost is very reasonable. The integrity of the software is as good as it gets.”

“activePDF Toolkit is easily one of the best technological investments we have ever made.”

Dilbeck GMAC Real Estate Uses activePDF Solutions to Streamline Processes by Enabling On-Demand Creation of High-quality Property Flyers

Company: Dilbeck GMAC Real Estate

Industry: Real Estate

Product(s) Used: activePDF Toolkit

Company Overview

Operating from offices throughout Southern California, Dilbeck GMAC Real Estate caters to a wide variety of customers interested in selling or purchasing a home. In over 55 years of business, Dilbeck has grown to comprise fourteen offices and currently employs approximately 650 real estate agents. As the brokerage has evolved, it has maintained its dedication to superior customer service, while continually updating its state-of-the-art marketing and technological resources. After decades in operation, Dilbeck Realtors continues to have a reputation for outstanding professionalism and a commitment to the communities they serve. In support of this commitment, the IT team at Dilbeck GMAC Real Estate constantly strives to provide their agents with cutting-edge technology tools, ensuring their ability to provide clients with efficient yet exceptional service.

Business Challenge

In the real-estate market, the ability to provide property information to buyers in a timely, streamlined manner is extremely important. This becomes even more critical in areas with a high inventory of available properties, when buyers may have several options to choose from. In these markets, the ability to disseminate information to potential purchasers in a timely manner becomes mission-critical. Agents need to be able to publish and distribute property details as quickly as possible in order to capture and hold the attention of interested buyers. Any delays in making this information available carries with it the potential cost of missed sales opportunities, in addition to reduced customer satisfaction.

For Dilbeck agents, the process for creating property flyers was manual and time-consuming, contributing unnecessary delays to the property listing cycle. As soon as a listing was acquired, agents would rush to deliver property details and photos to the Marketing Department. In a process that took between three to five days, the Marketing Department would create a custom flyer for each listing, manually delivering the printed flyers to the agent upon completion. This bottleneck in production occurred any time listing details changed, as all adjustments to existing flyers were also funneled through the Marketing team. To meet client demands, agents needed to be able to distribute the property details as soon as the listing was obtained, so the bottleneck in production was frustrating and carried the potential for lost sales.

To streamline the process and provide its clients with more responsive service, Dilbeck required a more efficient system for producing property flyers. In assessing the business needs of its users, the Dilbeck IT team identified that producing PDF output was a critical requirement for the new system. Since both print and electronic versions of the flyers were required for distribution to clients, the visual fidelity and ubiquity of PDF viewers made it the obvious format of choice. Additionally, the system needed to be able to produce custom flyers based on agent-supplied data, photos, and formatting options. Recognizing that an off the shelf product would not provide the flexibility required, the brokerage's IT team began searching for a flexible, customizable product that would aid in automating the flyer production process.

activePDF Solution

Following a brief internet search, the Dilbeck IT team discovered activePDF Toolkit. After reviewing the product's features, the team quickly made the decision to purchase. "[We] liked what we saw and never searched elsewhere," stated Richard Seccombe, Director of Dilbeck's IT department, adding "The cost is very reasonable. The integrity of the software is as good as it gets." Once the product was downloaded, the team set to work developing an application to meet their specific requirements.

To start, the IT and Marketing Departments created eight flyer templates, posting these to Dilbeck's corporate intranet. Through a standard web browser, agents are able to select a template and upload information and photos specific to the property. Using activePDF Toolkit, the selected template is then populated with the relevant details and a PDF version of the flyer is instantly created. Agents can opt to preview the flyer and make adjustments before approving the document for distribution. Upon approval, the PDF is then emailed to the requesting agent for printing or email distribution to prospective clients.

activePDF

Results

By implementing activePDF Toolkit, Dilbeck has reduced a process that once took days down to a few minutes. As Seccombe notes, "Agents can have a finished flyer to print and distribute in a fraction of the time it used to take. An agent can build a custom and professional looking flyer in less than 15 minutes from start to finish." Further, Dilbeck has been able to reduce the manpower required to produce flyers, allowing the Marketing team to return focus to other projects critical to the firm's continued growth and long-term success.

In addition to time and labor savings, the new streamlined process has also resulted in immeasurable improvements in new business acquisition and customer satisfaction. Agents are thrilled to be able to provide their clients with high quality flyers almost instantly, a capability that gives Dilbeck a distinct competitive advantage while reducing the potential for missed opportunities. Seccombe describes Toolkit as "The single most popular technology tool in our 55+year history," adding, "activePDF Toolkit is easily one of the best technological investments we have ever made."

activePDF