



Case Study  
Intel® Xeon® E5520  
processor

# Real estate agents 'sold' on paperless office with Nuance powered by Intel®

**Intel provides reliable and fast access, making searching easy**



Rick Dubord, a founder and director of Nuance Systems\* is also the president of BC Homelife Realty Services\*, and the broker-manager for Homelife Benchmark Realty (Cloverdale)\*. He's been in real estate since the mid 1970s and has always been interested in ways technology can build efficiency. Dubord created the first real-time web site for HomeLife Realty with an extranet for access to real estate materials and tools. He later founded Nuance Systems with two partners to eliminate manual data entry, reduce duplication and provide a more secure way to access client files.

Nuance's virtual business centre lets real estate agents retrieve documents, process electronic deal sheets, invite buyers and sellers into a transaction, get information on the deal as it unfolds and access all documents from a secure site.

While the system was first built to support Homelife Benchmark Realty (Cloverdale), Dubord saw an opportunity for all real estate agents to use the web-based hosted solution. But he needed to make sure their network infrastructure could handle the increased activity and scale to meet a growing demand from new clients.

"If sales reps are on the road they still need to access the files. Any downtime is a disaster," says Dubord, who recently upgraded to two new servers powered by Intel® Xeon® E5520 processors.

"Our new servers are twice as fast as what we had before. It's incredible how fast the viewers load now," says Dubord, adding prices for servers and storage are coming down which is good for business since Nuance stores two years of documents for clients.

"We were the first paperless real estate offices in Canada and we're very proud of that," says Dubord.

As a paperless company, Dubord notes they are concerned about the environment. By moving all files online they are reducing printing, and with electronic transfers of files, real estate agents don't need to travel back and forth to offices when deals are in progress, saving gas. Having energy efficient servers using Intel technology running their software is an added benefit to Homelife's green approach to business.

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## Communication Speeds Increase

Homelife Benchmark Realty (Cloverdale) real estate agent Trina Brady says showing up on listing appointments and logging into Nuance with her HP\* Tablet PC, powered by the Intel® Core™ 2 Duo processor gives her a leg up on the competition.

"Clients love it. In a hot market, timing is everything. With Nuance we get things done faster," says Brady. "This tool gives control back to the clients. They are completely involved in the transaction which is something they really like."

Clients, whether buyers or sellers, are given password protected access to their file and can monitor appointments, see comments, and once a sale is finalized, they can download all the documents related to the transaction. Real estate agents who show the house are instantly sent an email asking for feedback which is uploaded to Nuance for both the listing agent and the seller to see. Brady says this really helps when talking to clients about the progress of a sale, the pricing of a listing or other issues that might come up.

Securing digital signatures on her Tablet PC eliminates the time lapse between offers being signed and delivery to the other agent. "I'm not spending an hour in traffic to get back to my office to scan and fax an offer to the other agents, I am sending it right then and there. It cuts the time waiting for answers," adds Brady.

"Everyone can see what is happening at any time. If you ever need someone to take over, you don't have to hand over all your client files, it's all online for them."

## Teams Collaborate Internationally

When Trisha Bongers, real estate agent with Homelife Benchmark Realty (Cloverdale) boots up her HP\* Tablet PC, also powered by the Intel Core 2 Duo processor, she knows she's got the speed and power needed to create sales brochures and process her client files. Part of a real estate team, Bongers finds it easy to keep all team members in the loop of new business or the status of a sale, whether they're working from their home office or travelling.

The team has taken advantage of the secure digital signatures to finalize an international deal. Bongers explained that one seller was in Canada and the other was in Mexico. They secured the signature on Bongers' HP Tablet PC in Canada while her partner flew to Mexico to secure the final signature on her Tablet to meet the deadlines.

"Nuance makes you so much more flexible," says Bongers. "I can be sitting down at a client's house accessing their wireless network, go into MLXchange\* (MLS\* realtor portal) to review listings or pull comparables. I can draw up a contract sitting in their living room and have them sign it on my Tablet. I don't have to carry a printer because I can email signed documents right to the client's home email. At the same time all the documents are uploaded to Nuance."

## Doing Business Anywhere

With a virtual office, real estate agents can access files from anywhere, at any time. The flexibility gives Brady more time with family and John Corrie, a 43 year career real estate agent with ReMax\* Little Oak Realty in Abbotsford, BC, can work from anywhere, like his boat using his HP Tablet PC with Intel Core 2 Duo technology.

"I don't keep any paper for transactions; it's all stored online, so I can access it any time," says Corrie, adding he's completed deals from his boat or even an internet café while travelling in New Zealand. "I walked to internet café, got a latte and within ½ hour the deal came through and I was able to take care of it. I'm not tied to geography."

Electronic access to client files also improves team communication regardless of geography. "We just took a listing in Mission (B.C.) and our partner who is in Mexico right now saw instantly we won the business," adds Bongers. "Everyone can see what is happening at any time. If you ever need someone to take over, you don't have to hand over all your client files, it's all online for them."

## Electronic Conveyance of Real Estate Deal

Conveyance is the process to transfer title in real estate transactions. In the past, real estate agents would turn in their deal sheets written out long hand to an administrator who would post everything manually to files, lawyers and accounting systems.

Today with Nuance, the data from those electronic deal sheets is integrated and online, speeding each step of the process. Kari Burstyk, administrator and conveyancing staff at Homelife Benchmark Realty (Cloverdale) estimates opening a new paper-based file would take 10 minutes. Today that process takes about two minutes. Dubord projects they save \$3.50 per file on labour, toner, file folders and paper alone but the biggest savings is labour.

"My staff can process four deals in the time it used to take to do one, which means I can grow my office to 150 sales people without needing to hire a second person to handle conveyance," says Dubord, adding "I also don't need to rent or buy more office space as my agents can get everything done from where ever they are."

In addition, Burstyk is saving time when it comes to conveyance and delivering paperwork to lawyers because all the required documentation is electronically filed.

"I think I'm saving about ¾ of the time it took me before," says Burstyk, who depends on her Dell\* desktop PC powered by the Intel Core 2 Duo E7500 processor to support 60 agents ... that's up from 15 agents only four years ago. She is also supporting agents at an outside real estate firm specializing in investment real estate, which has contracted Nuance to provide conveyance services. "I would never go back to the old way."

### About REALTYNuance Systems Ltd.

REALTYNuance is a web-based real estate transaction management system for real estate agents, brokers and their customers. Founded more than six years ago, the company today supports more than 1,800 participating members throughout BC and Alberta.



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