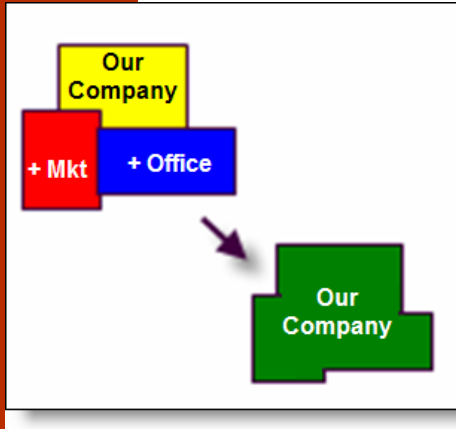


# Mergers and Expansions by REAL/Easy Customers



**Size** doesn't matter when REAL/Easy customers expand their businesses by merging in other companies. In all cases, the goal is to utilize BOS to gain control of the new addition or company — **FAST!**

This means:

- setting-up and entering data quickly,
- documenting and implementing procedures efficiently,
- smoothly processing closings with little or no disruption,
- and immediately providing current and new management

with business production and pipeline reports.

- Seeking and implementing new features that save staff time or improve marketing and tracking efforts can help the staff merging process as they see the new improvements in action.
- As the staff's are learning new procedures, it is important to quickly act on suggestions for process improvements. Here it is important seek help from REAL/Easy as the solutions may be readily available or can be quickly setup via customizations.

*“the goal is to quickly adapt BOS to gain control of the new business—  
FAST!”*

## Tools and Services to Help

For many years, REAL/Easy's customers have merged with or purchased other companies. When this happens, there is the need to setup and immediately operate the new entity, while winding down the former entities.

To help our customers not miss a step, a number of

capabilities have been built into REAL/Easy as well as the offering of special services:

- Ability to use BOS on multiple company databases—just use the “switch” command to move from one to another.
- Ability to re-identify agents, offices, to meet new

organization structure.

- Ability to create a new company with only active and pending business from the former companies.
- Ability to import data from different systems into one combined new company.

## KBB in State College PA - Merge 1 Office, Expand Area

**Merged in companies:** Fish RE in Lock Haven and Jersey Shore.

**Estimated Agents before and after:** 49, 59

**Why we wanted to merge:** Kissinger Bigatel and Brower wanted to move into a contiguous area

**Benefits of merger so far:** crossover customers who are looking in both areas.

**How has Real/Easy service helped:** Made our systems uniform, made it easier to track what is taking place in a new market. New agents liked the program we offered and the monthly reports.

## Coldwell Banker Wisconsin—Merge Green Bay Co.—Improve Position

**Merged in companies:** Realty Executives

**Estimated # Agents before and after:** 414, 442

**Why we wanted to merge?** (The) move was aimed at bolstering Coldwell Banker The Real Estate Group's position in the Green Bay market. "Prior to these two mergers, we were number one. After the Realty Executives merger, it made us a very strong number one," said Joyce Bytof, chief executive officer and chairman of Coldwell Banker The Real Estate Group. "This will add value to what we already have."

**Benefits of merger so far?** Bytof described the merger of the two companies as a good fit and said consumers will benefit from a larger organization. "With a larger company comes more exposure of the seller's listing, more agents showing the properties and more listings sold!" Stated Bytof.

**How has REAL/Easy BOS/service helped?** The RealEasy BOS makes mergers like this a snap. The staff was even able to convert their existing listings and pendings from their old back office system into RealEasy saving us time.

## Prudential Decker—3 Company Merge Virginia, Economies of Scale

**Merged in companies:** GSH and Prudential McCardle to create Prudential Towne Realty

**Estimated # Agents before and after:** 250, 600

**Why we wanted to merge?** Economies of scale and other cost savings

**Benefits of merger so far?** Too early to tell with all of the onetime costs, but we are encouraged by what we have seen so far.

**How has REAL/Easy BOS/service helped?** The adaptations and customizations tailored for us and the speed with which they have implemented them has been amazing

## Recommendations From REAL/Easy

**Setup the New Company Database AHEAD of TIME:** Merging businesses or purchasing new branches involves many political and company culture issues which must be addressed quickly. What a merged company does not need in the initial stages is to not have an organized business processing and tracking system. REAL/Easy can help get this setup by:

- Having the REAL/Easy staff create a "skeleton" new company database with offices, agents, contacts, other brokers, vendors all setup and ready for business operations.
- With this done, REAL/Easy staff is able to also load agent rosters and other information that might be stored in other systems. REAL/Easy staff can also help train new company or temp workers to manually enter needed records.

**At the Merger Date, Move Listing and Pending Data into the New Company:** Most merged entities will own the active listing contracts and pending accepted offers at the official merger date. REAL/Easy staff can help move this data quickly from the previous company into the new company.

Note that the previous company database is still available for access for the company staff to complete all closings, commission and bill payments, print reports and 1099's, and provide information to management.