



“*EBSuite, it has everything we need to manage our high volume of transactions. Since implementation our **business has increased 40%***”

– Coldwell Banker, NRT



Contact Management • CRM • Sales Automation • Customer Support - Help Desk • Project Management • ERP Integration • Time - Invoice Billing

Business Problem: Sales Automation

Coldwell Banker’s NRT is a leader in real estate in North America. Coldwell Banker’s agents build relationships through individual communication to assure long term relationships. Coldwell Banker’s business is exploded, managing a high volume of complex real estate transactions without losing the relationships are key to future growth.

The challenge: With offices throughout the Utah region we needed to track communications and manage a high volume of customers, with a limited staff of agents. Manage the complete cycle of buyer or seller without missing important deadlines.

Coldwell Banker’s Solution: EBSuite’s easy to use Sales Force Automation solution to track the entire real estate purchase cycle, for buyer or seller to satisfied customer.

Alternatives Investigated:

Top Producer, Goldmine, Salesforce.com, Act!

Reasons for Selecting EBSuite:

EBSuite’s selection of benefits:

- Ease of Use
- Complete Customer Support
- Flexibility to capture complex sales relationships
- Fast system response time
- Web Based solution
- Support for Apple Macintosh operating systems

Organization’s Size:

North America’s largest real estate services

Solutions Purchased:

EBSuite’s Web based Sales Force Automation Solution.

Benefits Experienced:

EBSuite’s range of benefits:

- Easy to learn, easy to modify
- Macintosh Compatible
- Synchronized information
- Set schedules and execute business
- Up and running rapidly

Customer Comments:

“I can't even begin to tell you how much I love CRM .It has made my life better in so many ways. I love having my contacts right at my fingertips. The email reminders are amazing. I was out on my boat the other day and knew that there were a couple of people I needed to contact. Because they were on my email, I was able to scroll through them on my BlackBerry phone and call them from the lake! I scored 2 appointments from my boat! Your system has allowed me to be on top of my business as well as enjoy some much needed time off. I can’t thank you enough.”

“Mike, I wanted to let you know how much I value using the CRM program. I've used other contact management programs in my real estate career, but for a company of our size and structure, being able to use a contact management program that networks all of us together so effectively is awesome. Each of us is working independently in our offices and departments, yet our efforts to recruit often overlap, so it is great to meet a prospective agent and enter them in CRM and discover notes from someone else in the company who has had previous communication with this prospect, then be able to work together to achieve greater success in the areas of recruiting, training, and retention. If ever you have anyone who wants to know more about CRM from a user standpoint, don't hesitate to have them contact me.”

EBSuite

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- Coldwell Banker management

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