

RE/MAX - No Missed Opportunities



Case Study

Tadiran ...An integral part of RE/MAX Equity Group

RE/MAX Equity Group of Beaverton, Oregon is now the LARGEST and one of the most successful real estate companies in the entire **RE/MAX** organization. Servicing over 1,400 agents and 21 locations networked together, this company is a flagship model for any and all franchise real estate operations. Tadiran Telecom and Best Tel play a significant role.

"Tadiran is an integral part of our communication infrastructure offering numerous call delivery options to our agents" states Rodney Chin, Director of Information Technology. "FlexiCall definitely provides our agents a competitive edge.... It's all about missed opportunities."

From an experienced background of establishing national data and call center infrastructures, Rodney was first introduced to the Tadiran Coral product line a few years ago. "My experience with Tadiran and the Coral product line has been extremely positive and I was amazed at the standard applications offered by the switch, not to mention the reliability and upgrade path architecture."

"Tadiran supports our business strategy of being "Agent Centric", offering the best product and services available in the marketplace to ensure our agents' success."

This "Agent Centric" philosophy is indeed working; in 2005, **RE/MAX** Equity Group posted \$5.8 Billion in real estate sales and over 20,500 transactions!

One might ask what other telecommunication applications are utilized to support this amount of activity?

Listed below are but a few:

- FlexiCall and Freedom
- Conferencing
- IP Technology*
- Coral Networking

To provide their agents with a flexible work environment, **RE/MAX Equity Group fully supports both "In House" and "Virtual" agents. Using Tadiran's IP technology, they have the ability to provide agents, who work remotely, the same service options as if they were at the office.*

When discussing the four Business Drivers of the real estate market,

1. Increasing Listing and Buyer Inventories
2. Retention of Agents
3. Recruiting of New Agents
4. Reduction of Operational Costs

It was clearly apparent that **RE/MAX** Equity Group's business philosophy and technology infrastructure positively impacted them. Tadiran Telecom, AGAIN, plays an integral role.

With the size of operation and mission critical communication applications required by **RE/MAX** Equity Group, what are the expectations of the Tadiran Business Partner?

Rodney Chin confidently states "they are NOT a vendor, they are a true business partner assisting us in problem resolution...and Scott Alden, our salesperson, is viewed as an extension of our staff."

*For additional information regarding the **RE/MAX** Equity Group, please contact:*

Scott Alden
Best Tel, LLC
(503) 265-0451
scottalden@callbesttel.com