



**Connected
Office >>> for REAL ESTATE**

Think technology doesn't have an effect on your business? THINK AGAIN.

We know that you rely more and more on technology to make your clients happy - to get the sale. Real estate-specific software (line of business applications) for lead generation, mortgage processing, property management and agency administration are becoming a large part of the typical workday in real estate brokerages across North America. The Utility Company has service packages designed for realtors like yourself to help ensure the technologies you depend on to generate your revenue are available when needed to complete the deal. Your business simply needs its technology to work.

The critical issue for the productive Real Estate brokerage is the myriad of suppliers you interact with to manage the five major components of your technology infrastructure:

- network/desktop;
- internet/web;
- copier/printer;
- telecom/VoIP/syncing of systems with your Blackberry; and
- your line of business application(s).

Having a single point of contact to manage all the technology issues of your brokerage, including your equipment, operating systems and specialty software is the ideal solution. When you work with The Utility Company you have unlimited access to our remote assistance features, which can be extended to evenings and weekends, if required. We can actually help you save money while helping you generate more revenue through the effective use of technology.

There is A NEW WAY!



Our expertise in the REAL ESTATE industry!

- Our Connected Office for Real Estate is delivered **95% Remote – 100% Proactive**;
- We service agencies just like yours across North America;
- We focus on evolving your technology from a “necessary evil” to a key profit-driver for your business.

1-866-My-Utility – Your ONE number to call.

Our **Utility Certified Vendor Program** ensures that we are experts in the ongoing maintenance, support and general usability of the tools you use everyday.

“Prior to Utility, I was hampered by things that caused interruptions in business flow and created too much downtime because of hiccups. In the past, my IT providers have been unreliable, sporadic and seldom there when I had difficulties. The Utility Company is so much more convenient and easy. It’s seamless! When I have an issue I simply pick up the phone and usually within minutes I have someone taking remote control of my system, narrowing things down, finding a solution in no time at all.”

“The decision to use Utility isn’t rocket science. For a very small monthly cost, I consider The Utility Company’s service as an investment in my business that keeps it fluid and making money. A few hours of downtime used to be so aggravating and cost me much more than the cost of the service. Peace of mind doesn’t have a price! When people tell me about their technical problems, I always tell them I don’t have any, only solutions. I’m not bothered by things now, I simply call Utility!”

**Dennis Tarrant - Full Service Realtor
Coldwell Banker**

Why should you consider The Utility Company?

The chart below details the advantages the Utility model has over either a break/fix IT service provider or an internal employee. In fact, we can usually save organizations **40-50%** on what they are currently spending while providing them with a **better, faster** and **greener** service! If you are interested in saving money and/or getting more from your existing technology, then there truly is **A NEW WAY!**

Evaluate your IT solution options with these questions:	Break/Fix Provider	Internal IT Resource	The Utility Company
Cost & Value of Reactive Support? (i.e. something breaks and you call for assistance)	Pre-purchased blocks of time that you draw down on with usage at \$75-125 per hour - Generally a minimum 1 hour charge no matter how short the service call is.	An internal IT resource costs anywhere from \$30,000-\$100,000 annually (depending on location and expertise sought) and requires training, benefits, sick days, vacations, etc.	1-866-My-Utility live North-American helpdesk is available on a usage or fixed fee basis. The majority of issues can be resolved in 15 minutes or less with no minimum charge.
Ability to Offer Proactive Support? (Remote Monitoring and Management)	Usually not offered. May have the ability to offer simple monitoring alerts but their ability to respond is an issue.	May purchase simple monitoring tools and be alerted to issue but ability to respond is still a problem.	24x7 Proactive Monitoring and Management of all network infrastructure and devices is available to catch issues before they become problematic.
Response Time - Is your Business a Priority?	Can only respond to the current crisis at hand. Conflicting needs at multiple sites means putting one client's needs over another's.	Dedicated internal support but can be stretched thin. Again, must prioritize based on incoming requests.	Access to Helpdesk 8 am to 8 pm ET. 24x7x365 support available. Over 95% of issues resolved remotely.
Expertise - Depth of Knowledge?	Usually a 'one-person shop' therefore ongoing training, exposure and understanding of all areas of technology not possible.	Internal employees do gain expertise in your specific needs over time, but get limited exposure to all areas of technology and still require ongoing training.	Thousands of clients in a wide range of fields gives our certified team of technicians the experience to deal with any issue. Sharing of knowledge and ability to escalate to subject matter experts.
Trustworthiness? Data Privacy? Regulatory Compliance?	May come highly recommended or by flipping through the Yellow Pages (or Googling). 100% access to your confidential corporate data.	Reference checks before being handed the 'keys to your kingdom'. More power to damage an organization than anyone else if employee becomes disgruntled, is incompetent or leaves suddenly. Homegrown processes vs. industry-standard best practices.	Currently one of only a few MSPAlliance™-accredited Network Operations Centers (NOCs) in North America. Advocate for professional (technical and ethical) designations for Managed Service Providers (MSPs) to ensure data privacy and regulatory compliance.
Security of your Assets, Data, and Intellectual Property (IP)?	Not usually offered or guaranteed. Sales of physical hardware (such as Exchange email servers) or manual tape back-up systems increases chance of failure/loss.	Generally rely on remembering to back up systems, burn DVDs and store copied data offsite. Very manual/physical process prone to errors.	Virtual solutions available such as Hosted Exchange and online data back-up means your critical corporate data is backed up daily and stored in a highly secure data center.
Single Point of Contact or Single Point of Failure?	Businesses deal with 4 or more suppliers or providers (on average) to fulfill their technology needs. This means more numbers to call and fingers pointed when trying to isolate who owns a problem. If its a direct IT problem, you are reliant on one individual to come.	Employee still has to call various suppliers to remedy any problems that aren't strictly internal (i.e. Internet Service Provider, Telephone Company, Web Host, etc.). Again, the availability of your internal resource can be an issue.	One number to call for all things technology-related. 95% of issues can be resolved remotely from our North American headquarters. Your local Utility Service Provider is also available for onsite work and to aid in your technology planning (as your Virtual CIO).
Line of Business Application Support?	Usually no direct knowledge on the specific applications you depend on daily to run your business.	Usually gains some direct knowledge on the specific applications due to repeated exposure.	1-866-My-Utility helpdesk technicians become Utility Certified on products important to your industry. They can also interact with software vendors on your behalf.
Green IT Practices?	Drive to your business every time there's a problem. Selling you more hardware and software means more environmental waste.	Drive into work, may implement programs to reduce inefficiencies and save energy internally. More devices to support means more job security though.	Besides virtualizing your hardware needs, Utility encourages the use of Software-as-a-Service (hosted access, no physical upgrades, shipping, etc.). Remote remediation means little need to come onsite. Automated system management can reduce day-to-day energy consumption.
Role within your Company?	Independent contractor who gets paid more when more things go wrong.	Employee who wants to have enough work to justify their role.	Trusted Business IT Advisor who wants you to utilize your existing technology more effectively to drive profits. Under our program, the less problems you have the more profitable we can all be.