



Customer Success Story

Long Realty Uses Collaboration and Community Software to Increase Agent Productivity

Customer:
Long Realty



Industry:
Real Estate

Products:
Telligent Community

URL:
longrealty.com

Since 1926, Long Realty has built a solid reputation of having knowledgeable and experienced agents helping people throughout Arizona buy and sell real estate. As a part of HomeServices of America, a Berkshire Hathaway affiliate, Tucson-based Long Realty a leading real estate company in Arizona. With 38 office locations and more than 1,400 agents, Long Realty had already developed a culture of working together to share information, but they were still encountering difficulties in collaboration and real-time knowledge sharing.

Challenge

Long Realty needed a secure place for agents and employees to collaborate

Long Realty was faced with the challenge of connecting a large number of agents who work remotely and often from onsite locations. In order to support the complete, and sometimes complex, sales cycle involving numerous parties, Long Realty needed a safe harbor where agents could connect and engage from anywhere – in a way that is easy to use, implement and administer. In addition, Long Realty wanted a knowledge database for training and a way to better communicate organizational values to agents.

Solution

Long Realty leveraged Telligent Community to connect agents in remote locations

Built on Telligent Community, Long Connects is an in-house agent-centric online community that increases agent interaction. An upgrade from the antiquated electronic bulletin board system they previously had in place, Long Connects provides an easy-to-use and focused safe haven where agents can “talk shop.” Users can add formatting, photos and rich media, share forms and documents in media galleries, and watch training videos. Agents can customize their profile pages, connect with other agents, and join groups. Forum discussions include open house dialogue, marketing, technology tips, buyer and seller related activity and short sales; and new groups are added by administrators based on

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Kevin Kaplan, Vice President of Marketing and Technology, Long Realty

feedback. The ability for new agents to connect and share knowledge with experienced agents allows for mentoring opportunities. Executive-level blogs provide guidance and offer real estate perspectives.

Long Connects chose Telligent Community for its flexibility, intuitive user experience and platform capabilities. Additionally, the platform's integration with the organization's internal database through single sign-on technology allow for minimal monitoring or training.

Results

Long Connects is an innovative collaboration tool and the key differentiator for Long Realty

Long Realty agents have quickly embraced Long Connects as the main source of information and collaboration. The progressive company is an innovative and early adopter of online community technology in their everyday activities. Additionally, Long Connects is a unique tool and is used when recruiting new agents.

- In the first month, more than 50 percent of Long agents logged in to Long Connects.
- 75 percent of Long Realty's agent base uses Long Connects, including 40 percent unique monthly usage.
- Approximately 400 Long agents use Facebook, but more than twice that number use Long Connects.
- In the first three months of Long Connects, there were 1,500 forum posts, 37,600 post views and 72,000 total page views.
- Long Realty uses Long Connects as a key recruiting tool for new agents.
- Real-time collaboration enhances the sales process. Long Realty agents are now able to connect and initiate sales before properties are even listed.

About Telligent

Telligent is an enterprise collaboration and community software company. The company's fully integrated platform and portfolio of applications transform how organizations listen to, engage and measure interaction with customers, partners and employees. Telligent powers collaboration for many of the world's largest brands, including Dell, Microsoft, Electronic Arts and Reader's Digest. For more information, visit telligent.com.

"Telligent Community is truly an extension of our collaborative culture."

Kevin Kaplan, Vice President of Marketing and Technology, Long Realty

