

Taking Your Members Paperless – Why You Should Help Your Members Go Green and Go Paperless

Going green and going paperless will enable your members to improve their bottom line, help the environment and meet consumers' expectations.

Consumers expect two things from businesses today – technological proficiency and environmental awareness. Real estate is not immune to those expectations. Providing paperless solutions to your members will help them meet and exceed those expectations, while improving their bottom line.

Here are just a few ways going paperless can improve your members businesses:

- They can take advantage of the hot market for green, environmentally conscious business
- Agents and brokerages can show prospects and clients they use the latest technology to serve their clients, while improving their service offerings
- Save money on consumables such as paper and toner
- Save money on telecommunications costs
- Be more productive by leveraging paperless tools that will make them more efficient
- Brokerages can save money on brick and mortar costs
- Save money on onsite and offsite file storage costs
- Save money by replacing existing faxing and storage subscriptions – our service simply costs less.

Our green, paperless solutions are a great way for your organization to bring valuable, new services to your members. Click [here](#) for more information on why you should deploy document management and [Take Your Market Paperless](#) .

To learn more about how our paperless technologies, visit www.gogreengopaperless.com.

Free webinars available at www.instanetsolutions.com/training.

To get more information, pricing and a customized demonstration for your organization, please contact Joe Kazzoun at joe@instanetsolutions.com or 512-480-8757.



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Why You Should Take Your Market Paperless

Deploying Document Management in Your Market

Add Significant Value to Membership in Your Association or MLS

Members and subscribers are taking a harder look today at what they are getting for their dues. Giving them the ability to take their business paperless, thereby saving them money and helping them modernize their business, is a great benefit to offer.

Save Your Members Agents Hundreds of Dollars Per Year in Software Subscription Costs

An individual subscribing to a document management system will typically pay \$100-\$300 per year; that system may or may not include an internet faxing component. A toll-free faxing system can cost them another \$90- \$240/yr. You can provide your members the benefits of both, at a fraction of the price of either.

Save Your Members Offices/Companies Thousands of Dollars Per Year in Software and Subscription costs

A brokerage can spend hundreds or even thousands of dollars per month on a document management system. Brokerages also often spend hundreds of dollars per month on faxing solutions. By adding a member benefit that is a small fraction of their dues amount, you can save them a significant amount of money they would otherwise spend on similar technology.

Replaces your Existing Internet Faxing Solution

Our DocBox system includes InstanetFax™ and unlimited inbound and outbound toll free faxing within the continental US and Canada. InstanetFax is our paper fax to Email solution. InstanetFax allows users to send paper faxes to any Email address in the world. Our document management system includes many other faxing features, including the ability to fax documents directly into the online file. All of the faxing features in DocBox are toll free inbound and outbound anywhere within the continental US and Canada.



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Saves Your Members on Telecommunication Costs

Because all faxing is toll free within the continental United States and Canada, your members and member offices can save a significant amount of money on telecommunications costs by using the outbound faxing feature of DocBox.

Saves Your Members on Consumable Costs

Every time a fax is received by a traditional fax machine, the machine uses toner and paper to print a document. By using our DocBox to receive faxes your members can save on both paper and toner. Offices can also save on printing drums as well as maintenance contracts. Whenever our document management system receives a fax, the fax is emailed to the recipient as a PDF file. A copy of the document is also placed in the appropriate online file, as a PDF. The recipient can then forward that document via email as a PDF attachment without having to print the document. Additionally, the brokerage can access the document in the file without anyone having to create a printed copy.

Make Your Members More Efficient

A more efficient industry is a benefit to everyone. Working with paper files is simply less effective and less efficient. Finding paper files in filing cabinets and paper files is more time consuming and has a serious limitation – they can only be accessed when you are physically located with the files. Taking businesses paperless means fast access to files from virtually any computer anywhere.

Additionally, using traditional fax machines to fax documents is very time consuming. A person using a fax machine must first print the documents, walk to the fax machine, fax the document and wait for the sent receipt. With the typical fax taking 30 seconds per page to transmit and send, it can take 10-15 minutes for a 25 page fax to send and confirm success. Using the outbound DocBox faxing feature, the user can simply select a document, type in the recipient's name and phone number, then click on the send button. Once the fax is complete, the sender will receive an Email notification that the fax was successful and the sent fax will be logged in their DocBox account and the listing, sale or lease transaction file, if applicable.

Lower Brick and Mortar Costs for Brokerages

Our platform gives people the ability to access and work on listing, sale and lease files from any internet connected computer from anywhere at any time. Additionally, brokerages can share non-transaction related documents with staff and associates. This gives them the ability to have more people working remotely, rather than using costly office space.



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Reduced Storage Costs

Storing transaction files, and other business documents, online allows individuals and companies to lower their onsite and offsite storage costs. Imagine being able to access a two year old file in seconds, rather than driving across town and rummaging through stored files; or paying a storage company to retrieve the file for you.

Reducing onsite, in-office storage space allows members to reduce the office space they need or allows them to replace space currently occupied by filing cabinets with productive desk space.

Save Gas and Travel Time

Less gas and time is wasted driving home or to the office to get paper documents. Online file storage allows brokers, staff and agents to access files from virtually any internet connected computer. They can review files in the evening from home and access transaction files from where ever they are in urgent situations, rather than driving to where the paper files are located, as they do today.

Better Customer Service Delivered with Greater Professionalism Benefits the Market as a Whole

Professional PDF forms, contracts and documents; consistent service delivery via the Customer Service Portal with 24/7 client access; automated email updates; broker branding of forms, email, faxes and the customer service portal. All these add-up to a professional, modern and consistent customer experience. The Customer Service Portal is branded with the brokerage logo, so clients are clear their broker is providing this valuable service. Brokers and agents appreciate association and MLS benefits that make them the 'hero'.

Increased Compliance While Reducing Legal Exposure

Our system automatically creates an audit trail whenever someone accesses and manages a file, faxes or emails a document, when a document is received by our system, etc. All forms and documents are tracked and logged. A record of all transaction documents and information is kept online for the legal retention period in your state. The system generates a single, indexed PDF file containing all information pertaining to a file for use offline, archiving to your network, your computer, a CD, etc.

Help the Real Estate Industry in your Market 'Go Green'

Have you noticed more and more companies are talking about going 'green'? They are doing it for several reasons – to save money, to help the environment, etc. However, they are also doing so because their clients expect them to do their part to help the environment and this includes you. Going paperless is a great way to do help the environment. Being able to let your community know its REALTORS® are doing their part is a great story to tell.



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Going Paperless Means New Marketing Opportunities for Members

Using our solutions to take a business paperless gives an organization an opportunity to tout its support of the environment within its community and market area. Use of our 'green logo' in advertising, marketing material and listing material to highlight what they're doing creates a new marketing opportunity. Positioning their businesses as green businesses also gives members the opportunity to talk about the advanced technology they are using to serve your clients.

Also for those that use the Customer Service Portal ,they can let prospective clients know they offer 24/7 secure access to their online file so they can access their listing, sale and lease documents online 24 hours a day, something their competitors may not offer. Members can also easily create a CD of all the transaction documents for their client at closing.

Better Organization for All Involved

Working with online files is simply easier. Get rid of the paper clutter and be able to find files and documents easier every day. The system enables users to reduce the chance of a document getting lost or slipping into another file or stack of papers. They know where everything is and can access it fast.

Take Your Association or MLS Paperless

More and more of our association and MLS clients are using our system to take their own organization paperless, including using our system to manage membership applications and other related paperwork. Ask us how.

Help the Environment

Going paperless means going green and that means you are helping the environment. It's just the right thing to do.

To learn more about how our suite of paperless technologies, visit www.gogreengopaperless.com.

Free webinars available at www.instanetsolutions.com/training.

To get more information, pricing and a customized demonstration for your organization, please contact Joe Kazzoun at joe@instanetsolutions.com or 512-480-8757.



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