



PLANTING A GREENER TOMORROW

RE/MAX ALLIANCE TAKES
ITS COMPANY VIRTUALLY
PAPERLESS WITH INSTANET
SOLUTIONS

“**T**he greening of the industry is no longer just a trend,” says Chad Ochsner, president of RE/MAX Alliance in Denver. “It’s become an expectation.”

While real estate professionals like Ochsner are no strangers to the benefits technology can bring to streamlining agents’ jobs, they’re also embracing technology to effect another

factor—the environment.

“To be a perceived leader in our communities, you can’t put a monetary amount on the amount of press and response you’ll receive from going green,” says Ochsner. “And when you go paperless, people are excited by the fact that they can access their files any time, anywhere—saving paper and saving gas.”

Green initiatives are nothing new for the 800+ RE/MAX Alliance agents. Teaming up with Denver’s “Tree by Tree: Mile High Million,” agents are encouraged to green up their closing gifts and give a tree.

“Instead of bringing you a bottle of wine, I’d bring a tree that we could plant together and a bottle of wine,” says Ochsner. “Fifteen years from now, when you want to sell your house and maybe you

forgot about Chad, you’d see the tree is now big, and you’d remember that we planted it together. Our agents are running with the tree initiative.”

But according to Ochsner, partnering with Instanet Solutions has been by far the company’s leading green initiative.

“Coinciding with the goals of our company, we were looking for a document storage solution,” says Ochsner. “After meeting Joe Kazzoun (vice president of business and product development at Instanet Solutions) at RISMedia’s Leadership Conference, we learned that the DocBox had exactly what we were looking for. We were confident in the company’s strength to put our documents on their servers and they’d be there for the next five to 10 years and so on.”

The DocBox, an integrated online digital document storage and management platform, allows associates to take their business paperless, by managing all transaction files online with the ability to access transaction files from virtually any Internet-connected PC. What's more, clients, too, can have 24-hour access to retrieve specific documents.

"We wanted to find a solution that would accommodate the entire tech spectrum of our agent-base," says Ochsner. "Some wanted to do all online—signatures, files, etc.—while others still want to hand write."

Instanet's fax-back solution meets those needs, as documents can be faxed, uploaded or e-mailed into the system, greatly reducing the need for

document scanning by agents.

What's more, Ochsner says the system saves the agents' time when it comes to the forms and contracts—thanks to the fact that the forms auto-populate from both MLS and public record data.

"In general, it's a time saver," says Ochsner. "One agent was in Guyana and was able to access the DocBox since it's Web-based. There, he was able to review a transaction, e-mail it to the clients, and say, 'I'm on vacation, but here's the faxback cover sheet and number to fax it to.' Then the agent was notified by e-mail when the signed form was sent back into the system—all from South America.

"We're hearing success stories from our agents—and we're sending out about 200,000

pages a month through the system," continues Ochsner. "So we're saving a tremendous amount of paper. In Colorado, we have to keep our forms for four years, so we can also eliminate storage units, boxes, and the need for staff to go file, etc."

With clients and agents no longer having to drive to the office to process documents, the company is also saving energy costs for the company's 22 offices as well.

"In general, it's just put our firm ahead of the rest," says Ochsner. "People perceive us as a little bit different. We're proactive, leading-edge and again—it's just an expectation."

For more information, please visit www.instanetsolutions.com.



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