



Your Complete Real Estate
Accounting Solution

CUSTOMER:

Realty Executives of Cape County
Cape Girardeau, MO
www.capeareahomes.com

CHALLENGE:

Brokerage rapidly outgrew manual processes and spreadsheets entered into Quicken, needed dedicated software to allow further expansion

SOLUTION:

REALedger, the complete accounting solution designed specifically for real estate firms, with full complement of modules

RESULTS:

Business grew 100% without adding administrative staff; weekly payroll processed in 4 minutes; record management time reduced by 90%



Realty Executives of Cape County: “Experiencing Excellence” with REALedger™

Bill Cole, CPA, knew how to run a business. His wife Susan was an expert at selling real estate. So in 2003, they opened a brand-new company, Realty Executives of Cape County, with three employees. Within a year, they'd grown to 20. Today they are the largest agency in their market.

What is the secret to their success? “We thought outside the box and put together an extremely competitive package for sales executives,” says Bill. “We consider executives to be our primary customers, and treat them accordingly. As a result, we’ve attracted fantastic talent.”

REALEDGER TO THE RESCUE

Another key ingredient has been the Coles’ dedication to providing exceptional back-office service to sales executives, freeing them up to spend more time with clients. This quickly became impossible using manual processes and Quicken®.

“After just one year, we were in big trouble. I was keeping records for payroll, agent performance, listings and revenue, all on different spreadsheets. Then I had to enter everything into Quicken. Cutting checks took forever,” Bill says.

“SURPRISINGLY SIMPLE”

“Being an accountant, I knew we needed software designed specifically for our industry. Over the years, I’ve also learned that the best software is designed to be easy to use. I’ve got so many other things to do running this company, the last thing I needed was to be bogged down with software issues,” he explains.

“Fortunately, I went to an industry convention and discovered REALedger. It had everything we wanted at a very competitive price. And best of all, it was surprisingly simple.”



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*“Frankly, I don’t
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without REALedger.”*

—Bill Cole, Owner, Realty Executives
of Cape County, MO



AWESOME AUTOMATION

REALedger now automates all aspects of business in the Coles’ brokerage. “It’s a one-stop shop. I can get information on things like listings, inventory by executive, and a bird’s-eye view on revenue coming in for cash planning,” says Bill.

“We’re in the midst of building a new office,” he continues. “Once we move, we’re adding WebAgent to REALedger. This will allow all of our sales executives to access the system remotely. They’ll be able to check their listings or income anywhere, without even digging through the MLS. It’s going to be fantastic.”

TRULY EASY TO USE

Bill appreciates the software’s intuitive user interface and convenience. “Simplicity is one of REALedger’s strongest features,” he says. “Once you’ve entered data, it can be used system-wide. That means you can print 1099s, W2s, P&Ls, or practically anything you want in seconds. With a few clicks of the mouse, you’re done.”

He also likes the fact that the software comes preformatted for his needs. “Anybody who uses a generic accounting package is seriously missing out. Sure, AP is the same for almost any firm. But a lot of functions are industry-specific. For instance, real estate brokerages have their own ways of paying sales agents. The Sales module in REALedger addresses these,” Bill says.

“The chart of accounts is already set up in REALedger according to how a real estate brokerage functions,” he continues. “Of course, I could easily change it if I wanted. But I’ve found that more than 90 percent of the software is configured exactly the way I’d do it myself. This saves me the time and hassle of having to reinvent the wheel.”

Request a demo at www.realedger.com

Toll free: 1-866-600-7325 or (503) 614-1919

1600 NW 167th Place, Suite 310, Beaverton, OR 97006



Tracking complex transactions is a breeze. “Let’s say we’re handling both sides of a transaction, plus we have a relocation company to pay. We can set it up in REALedger with no problem at all. The software even lets us track escrow. This data would be essential if we were to be audited by the state real estate commission.”

SUPER SPEEDY PAYMENTS

“Another great thing is how quickly I can pay sales executives. If they’re here with their paperwork, I like to have them leave with a check. With REALedger, I can create a check instantly, rather than making them return to the office after 4:00. And we do weekly payroll now in less than four minutes, compared with the half hour it took before.”

REALedger Modules:

- Listings • Sales
- Trust/Escrow • Agent
- Accounts Payable • Bank
- Payroll • General Ledger
- WebAgent

Bill also believes that REALedger gives him a clear competitive advantage. “Let’s face it. Agents have choices about where they’ll work. If you want to attract—and keep—the best ones, you’d better make their lives easier. One way to do this is by paying them immediately, and making sure their checks are accurate every single time.”

AN INDISPENSABLE TOOL

Would Bill Cole ever consider switching software? “No way. Frankly, I don’t see how we could even function without REALedger. It has cut our record management time by 90 percent. We’ve grown from 19 to 40 agents since adopting it, without adding administrative staff. It’s clear that REALedger will continue to grow along with us.”