



Your Complete Real Estate
Accounting Solution

CUSTOMER:

Prudential St. George Realty
St. George, UT
(435) 628 – 7700
www.purestgeorge.com

CHALLENGE:

Brokerage was running with five different databases, requiring multiple entries; reporting software could not handle company size and volume, and frequently crashed

SOLUTION:

REALedger, an end-to-end accounting system designed for real estate firms, plus PREA Data Bridge for automated reporting to Prudential's headquarters

RESULTS:

Brokerage now accomplishes twice as much work with the same number of people; reports can be transmitted almost instantly, saving enormous amounts of time



Prudential St. George Realty Doubles Office Efficiency with REALedger™

Prudential St. George Realty is one of the largest real estate brokerages in Southern Utah, boasting more than 100 agents and a listing inventory that few other firms can rival. So staying on top of paperwork is a must.

Unfortunately, the assortment of databases it had been using for financials, office management, trust accounting, commissions and Prudential reports didn't work well together. "We were doing data entry up to five times for a single transaction, because none of our systems integrated," says Dena Rosenthal, office manager. "Even worse, the database could not handle our size and volume, and frequently crashed. It caused us to question the reliability of our data."

REALEDGER IS BEST OF BREED

Prudential St. George performed an exhaustive search of software packages, and selected REALedger as the best on the market. REALedger is a full-spectrum accounting solution designed specifically for real estate brokerages, offering a way

for Prudential Real Estate Affiliates (PREAs) to interface data and be much more efficient with required data transfers.

"We now use REALedger for everything related to real estate management. It cuts agent commission checks, tracks listings and sales contracts, provides all financial statements, and manages the trust account.

INTEGRITY OF DATA

"We grew very quickly after becoming a Prudential Affiliate, and there are many branches on our corporate tree. Frequently, individuals have overlapping roles, and must tap data in different ways. REALedger lets us control access, reducing the chances that information can be accidentally corrupted. As a result, the integrity of our data is much stronger," Dena notes.

"Another marvelous feature is the fact that in-house listings can be automatically tied to sales contracts, saving us a lot of time," she adds. "Data is seamlessly integrated throughout the system, so reporting is accurate."



Your Complete Real Estate
Accounting Solution

“REALedger has transformed the way our office works. If we hadn’t made the conversion, we definitely would have had to hire additional staff.”

—Dena Rosenthal, Office Manager,
Prudential St. George Realty



STREAMLINING WITH PREA DATA BRIDGE

The PREA Data Bridge converts data from REALedger into reports required every week by Prudential headquarters. Because the data is accurate, readily accessible, and most importantly, reliable, reports can be transmitted almost instantly, saving enormous amounts of time.

WILD ABOUT WEBAGENT

Prudential St. George is in the process of implementing WebAgent, a module that gives agents remote access to the REALedger system. “We’re really excited about WebAgent. Agents now have a window into all of their data, so they can monitor their own activities over the Internet, without calling or coming into the office,” says Dena.

“With WebAgent, our people can now create a report on their listings, commissions or any other aspect of performance, any time they want. It’s more efficient for everyone!”

STELLAR SERVICE

Tammy Houchen, lead transaction coordinator, is enthusiastic about the service she receives from the REALedger team. “The people at REALedger really have their communication systems in place and make us feel like we’re their number one priority. If we have a question, we know they’ll follow up quickly with an answer, either by phone or email,” she says.

“They honor their promises, too. If they make an appointment for a call or teleconference, we can be confident that they’ll keep it. That’s important, given our busy schedules.”

TERRIFIC TRAINING

Tammy also appreciates the training provided by REALedger. “They’re real champs. There was always someone available who could understand our problem and was able to solve it.” she says.

“Frankly, we were all nervous about making the conversion to REALedger and the PREA Data Bridge,” Dena recalls. “Five of us were going through training all at once. One by one, we’d have an ‘aha moment,’ when the system suddenly made complete sense. Once that happened, the program became remarkably simple to understand.”

REALedger Modules:

Listings • Sales

Trust/Escrow • Agent

Accounts Payable • Bank

General Ledger • WebAgent

PREA Data Bridge

INCREDIBLE IMPROVEMENTS

Was REALedger a good investment for Prudential St. George? “I’d estimate that we’re doing twice as much work in our office with the same staff, thanks to REALedger,” says Dena.

“Furthermore, REALedger has transformed the way our office works. It’s been an integral part of streamlining all of our internal processes and eliminating the previous redundancies. If we hadn’t made the conversion to REALedger, we definitely would have had to hire additional staff.”

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