



Your Complete Real Estate Accounting Solution

**CUSTOMER:**

Prudential Woodmont Realty  
Brentwood, TN, 37027  
615-661-7800  
www.woodmontrealty.com

**CHALLENGE:**

Separate sales tracking and accounting systems, as well as manual PREA interfaces, would require hiring additional staff to accommodate explosive growth

**SOLUTION:**

REALedger's fully integrated back office system, designed for real estate businesses, with PREA Data Bridge

**RESULTS:**

Instead of two staff members handling 900 sales/year, one person manages 1,500; PREA reports that took one day a week are now prepared and sent with a mouse click



# Prudential Woodmont Realty: Bigger Piece of the Rock with REALedger™

“When you have several locations and more than 60 agents, you’ve got to get off of QuickBooks®. That’s when we felt the pain. And, we’ve continued to grow.”

Ken Cline, one of the owners of Prudential Woodmont Realty in Tennessee, speaks from experience. His business had doubled in just four years after becoming a Prudential affiliate, and he was struggling to manage everything with two stand-alone systems: one for real estate operations, plus QuickBooks for accounting.

“We had real estate management software that probably would have interfaced with QuickBooks. But we didn’t have it set up that way. And we knew we needed something much more sophisticated than QuickBooks for financial analysis. Finding REALedger with its dedicated Prudential interface gave us the best of both worlds.”

Prudential Woodmont now uses REALedger with the PREA Data Bridge to run practically everything in the office. “The software performs all of our accounting and sales tracking,” Cline explains. “It creates

reports for managers, cuts agent commission checks, and manages our billing. The only exceptions are appointments and payroll, which we’ve always done using outside vendors.”

## INSTANT PRUDENTIAL REPORTS

One of the REALedger features Cline appreciates the most is the PREA Data Bridge. Prudential affiliates must synchronize their data with headquarters several times a week, and deliver specialized information on names of buyers and sellers, addresses, agents, gross commissions, sales office and total volume. The data exchange process required by PREA is much more complex than what is required by most other franchise programs.

“I used to spend at least one day a week moving data out of QuickBooks into Excel spreadsheets for the Prudential reports. And even then I still didn’t have all of the information that was needed. Accuracy was essential, because funds are deducted





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*“The Prudential  
Data Bridge was  
responsible for  
REALedger paying  
for itself within a  
couple of months...  
REALedger is the  
best vendor I’ve ever  
dealt with.”*

—Ken Cline, Owner, Prudential  
Woodmont Realty, TN



directly from our bank account to transfer Prudential’s share of our commissions. It was a nightmare,” says Cline.

With REALedger’s PREA Data Bridge, information is processed automatically with a mouse click, and sent electronically to Prudential. “The Prudential Data Bridge was responsible for REALedger paying for itself within a couple of months,” Cline notes. “In fact, before we got REALedger and the Data Bridge, we were processing 900 sales a year, and figured we’d need at least two people in the office. Now we’re managing 1,500 sales with just one person. How’s that for savings!”

#### SMARTER MANAGEMENT

Prudential Woodmont Realty uses REALedger to produce a wide variety of reports, including agent ranking, sales summaries, source of business, and individual agent analyses. “Our sales managers use REALedger reports to better understand what their agents are doing,” says Cline. “Having numbers at our fingertips is invaluable for helping our agents improve.”

The brokerage also plans to use REALedger as it expands its network to include outside services, such as mortgage and title companies. As the firm begins doing mailing programs, the software will help it produce letters and generate labels.

Soon Prudential Woodmont will implement WebAgent, a module for REALedger that provides easy, secure access to agent-specific information from remote locations. Agents will be able to track their inventory and financial aspects of their relationship with the firm over the Internet, without having to come into the office and pestering the staff.

**Request a demo at [www.realedger.com](http://www.realedger.com)**

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

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**Prudential**

**Woodmont Realty**

#### TERRIFIC SERVICE

“REALedger is incredibly simple to use, once you get going on it. Still, you always run into people who aren’t used to using computers at all, who would be confused by any software, and this can lead to operator error,” says Cline.

“Once we thought we had a serious software program problem. We told the REALedger folks about it, and they stepped in to show us what our person here was doing wrong. REALedger went way beyond the call of duty to help us get our accounting system back on track. They did an extremely good job. In fact, I’d say that REALedger is the best vendor I’ve ever dealt with. They’re incredibly responsive. And they never try to sell us things we don’t need, or push anything down our throats.”

#### SOFTWARE CUTS STAFFING NEEDS

“Before we got REALedger, we were toying with the idea of adding more personnel in our office. But we also suspected that throwing more people at our business problems wouldn’t necessarily solve them,” Cline explains.

“Instead, we discovered that we could get all of our needs met by moving to the right software package – REALedger. It has both the real estate management and sophisticated accounting features integrated together, plus the special functions we need for delivering information to Prudential. We consider it the best of all worlds – and it will help us stay on top of even more dynamic growth in the future.”