



# Realty World® uses wireless REDTablet™ based on Intel® Centrino™ mobile technology to connect buyers with their dream homes

## CHALLENGE

Can a small real estate office increase productivity and gain a competitive advantage by deploying mobile computing technology?

## SOLUTION

Allow residential real estate agents to conduct business on the go with the Criterion® REDTablet™ solution, based on Intel® Centrino™ mobile technology.<sup>1</sup>

## BENEFIT

John Pinto has seen his productivity soar and gained a clear competitive advantage over other agents still doing business with office PCs and fax machines. Plus, he now works on his own terms, and finds more time to pursue interests outside of work.

In 2003, John Pinto, the broker/owner of the Realty World office in San Jose, California, produced over \$95M in sales from 208 transactions. John has a “mega-producer” business model, meaning that he employs an office staff of 12 to support just 3 salespeople. Achieving this level of sales with such a small staff is not easy.

## BUSINESS CHALLENGE

Pinto’s business model requires a smooth-running back office. For many years, he used technology to his advantage—but in the traditional sense of stationary desktop computers and online services. However, the limitations were significant—he needed to be in the office to use the computers, yet to meet his sales numbers, he needed to be out of the office. That meant constant trips back to the office and the inability to respond immediately to client requests.

Perhaps because of his Silicon Valley location, Pinto has carefully watched the increasing capabilities of wireless connectivity—looking for ways to untether himself from his desk. “I’m much more comfortable with a pen than a mouse,” says Pinto. “The ideal PC for me is a mobile tablet that I can use with an electronic stylus instead of a keyboard. I want everything that I need to do my job in that one device.”

## BUSINESS SOLUTION

In his search for the ideal mobile computing platform, Pinto found Criterion Corporation, a company that specializes in providing mobile tablet-based

solutions tailored to the residential real estate industry. “It was love at first sight,” quips Pinto. The Criterion® RED (Real Estate Dashboard) Tablet is a complete prepackaged bundled solution combining a Tablet PC, software, digital camera, wireless WAN connectivity and mobile printing capabilities. It was the right device and the turnkey aspect of Criterion’s offering that made it easy for Pinto to adopt.

Since 2002, Criterion has focused on providing wireless mobile solutions to the real estate industry. Says Dan Tealdi, president of Criterion, “We use technology to enhance real estate business processes. The widespread availability of wireless connectivity has been a key enabler for improving agent productivity, as has Intel® Centrino™ mobile technology.<sup>1</sup> With its wireless connectivity, longer battery life and support for the tablet form factor, Intel Centrino mobile technology is the ideal platform for Criterion’s leading real estate system.”

Criterion provides back-end systems for tablet applications, including Web hosting, Wi-Fi connectivity, content management and data storage. Back-end servers are based on Intel® Xeon™ processors.

Pinto has been using the Criterion REDTablet™ solution since January 2004. “Now I can conduct business on the go. I need to be in the office for only an hour or so a day. With wireless connectivity, I am more accessible to my clients and I can access all my tools all the time. That makes me more responsive.” One of Pinto’s key promises to clients is that



*“The wireless connectivity and longer battery life afforded by Intel® Centrino™ mobile technology and the Criterion solution enables me to spend more time with clients than ever before.”*

—John Pinto  
Broker/Owner  
Realty World



he can provide a crisis-free real estate transaction. Looking at some of the icons on Pinto's wireless Tablet PC screen, you can see how he does it:

**Transaction manager:** Pinto has tried to reduce the complexity of real estate transactions by documenting every step of the process. He can customize the process steps defined within the systems used by the staff, so everyone follows the proven business processes that Pinto himself has adopted over the years. Using his tablet in the field, he can monitor activity to spot slowdowns and bottlenecks. He can step in when needed and also refine processes when he sees opportunities for improvement.

**Online task manager:** This application outlines the to-do list for each person during the day.

**Contact manager:** Pinto enters handwritten information into this application, which converts it to text.

With 30 percent of his business coming from repeat customers, 30 percent coming from referrals from those repeat customers, and 30 percent coming from educational events conducted by Pinto, the capability to stay in touch is critical to success. He adds, “I just closed a transaction with a client in India—and I never even talked to him. It was completed entirely online.”

**Back office:** This application enables Pinto to view names of people who have visited his Web site, [www.johnvpinto.com](http://www.johnvpinto.com). As he describes, “I can be on my boat and use a wireless connection to engage people who have been to my Web site.”

**Outlook\* e-mail, calendar, notes and tasks:** The information from other applications can be pasted directly into the e-mail program to create a reply.

**Presentation manager:** The life of a Realtor\* is all about appointments, presentations and making an impression. This application helps Pinto make colorful, animated presentations that differentiate his company.

**PowerPoint\*:** Pinto likes to use presentations during client meetings. Having Microsoft\* PowerPoint with him at all times enhances his effectiveness.

**Access to online services:** Pinto can access MLS services from anywhere wireless Internet access is available. He can use a snipping tool to copy the listing into an e-mail and send it to a client.

**Dashboard:** Pinto keeps a data projector in his car. As he explains, “I can attach the projector to my tablet so I can make a great impression anywhere—in a seminar of up to 250 people or in the living room of a potential new client.

**PRDS and WinForms\*:** These standard real estate contracts are used every day, provided by [www.prdsforms.com](http://www.prdsforms.com) and [www.winforms.com](http://www.winforms.com).

**Snipping tool:** Any image can be copied from one application to be used in a presentation or e-mail.

**Microsoft streets and maps:** With a few clicks of the tablet's digital stylus, an agent can create a map and print it on a mobile printer. Aerial views of properties answer client questions about the proximity of schools, freeways, shopping and so on.

**Buyer-seller:** Pinto shows this personal task list to potential clients so they can see the value of his methodology. It reinforces his commitment to deliver a crisis-free transaction.

### Is mobility the key to happiness?

With these applications on his tablet, Pinto is efficient and can conduct business throughout the world. "They help me get my job done efficiently. Some people think I'm crazy to take my tablet everywhere. I say, I just put together a \$700,000 transaction with a five-minute conference call from the Piazza Navona in Rome sipping espresso and eating a tartufo. You tell me who's crazy! If I couldn't take work with me, I would never get away."

### Why the REDTablet solution?

The high level of competition in the real estate industry is pushing Realtors\* to look to technology to gain competitive advantages. The ability to access data and respond to clients faster can make or break a transaction. Traditional industry practices have centered around manual processes, such as writing contracts with pen and paper, using fax and hand delivery to communicate with clients. Because the Tablet PC uses a digital pen for data entry, it is a natural for use by Realtors\*. Intel Centrino mobile technology enables extended battery life, integrated wireless connectivity and exceptional mobile performance to run the demanding applications featured in the Criterion solution.<sup>1</sup>

### Mobility brings a competitive advantage

Using a mobile tablet can provide many differentiators for real estate agents. For example, consider the listing presentation to a potential seller. The seller may have lined up three or four agents to be interviewed. Pinto uses his tablet to make the best presentation possible. He shows his process and how the Tablet PC helps him ensure a crisis-free transaction. He demonstrates how he can move a transaction forward faster than other agents, be more responsive and provide more information to the seller than the next agent.

Wireless connectivity enables Pinto to immediately respond to a client inquiry. If someone sends an e-mail, he can research the question using the online services accessible from his mobile tablet. He believes that a quick response can dramatically increase his chances of establishing a connection with potential clients and booking an appointment. "The wireless connectivity of my tablet has made our firm much more competitive."

With more than 30,000 public Wi-Fi hotspots verified with Intel Centrino mobile technology worldwide, real estate agents can access their online services at the corner coffee shop, library, hotel, airport, public transit system—or even the ball park.<sup>1</sup>

Pinto adds another advantage, "I can respond to e-mails in my own handwriting rather than type. It is old fashioned and personal, plus I feel more comfortable doing it. It definitely sets my communications apart from everyone else's."

### Avoid delays and speed up transactions with easy access to data

The Criterion wireless REDTablet solution can change the home tour experience for buyers. While on a tour, if the buyer sees a house for sale that was not previously identified, the agent can access the MLS

*"The widespread availability of wireless connectivity has been a key enabler for improving agent productivity, as has Intel® Centrino™ mobile technology."*

—Dan Tealdi  
President  
Criterion

## LESSONS LEARNED

- **Wireless mobile technology can make agents more productive and help them close more transactions.** Having access to your business-critical information at all times can dramatically improve your productivity, enable you to serve customers better and allow you to manage the office staff without having to be in the office.
- **The Criterion® REDTablet™ solution, based on Intel® Centrino™ mobile technology, makes it easy to leverage technology in your real estate business.** The REDTablet solution is a great example of technology adapting to the needs of people. Handwriting recognition, wireless connectivity availability and portability make Intel Centrino mobile technology-based tablets the platform of choice for real estate professionals.<sup>1</sup>
- **Greater productivity and improved flexibility can translate into better work/life balance.** John Pinto gains more than business advantages from using the Criterion mobile office solution. Being more efficient and able to work on the go enables Pinto to better balance the priorities in his life, including traveling as well as spending more time cooking and entertaining.

*"With its wireless connectivity, longer battery life, and support for the tablet form factor, Intel® Centrino™ mobile technology is the ideal platform for Criterion's leading mobile real estate solution."*

—Dan Tealdi  
President  
Criterion

immediately and tell the client all about the property right in the car—not only serving the client's needs but also making the agent and office staff more productive. Handling client inquiries quickly can certainly speed up transactions, but it can also literally make or break a transaction.

#### Improved client satisfaction

Because the Criterion REDTablet solution has helped Pinto successfully avoid fire drills, some clients may feel neglected. Says Pinto, "We no longer call our clients five times a day because we need something. Knowing that real estate is a high-touch business, I send handwritten digital notes and other forms of electronic

communication. The wireless REDTablet solution facilitates high-volume high touch. But don't get me wrong—the face-to-face meetings are essential."

### Intel Technology

Intel® Centrino™ mobile technology

Intel® Xeon™ processors



#### Increased productivity

It is common for agents to work long hours. Says Criterion's Tealdi, "If we can free up two hours a day that can be redirected to other businesses or personal pursuits, we have accomplished a lot. Agents using our system spend less time in the office and more time looking at property, working with clients and selling homes."

#### Why Intel?

Intel® Centrino™ mobile technology is designed to help you take full advantage of the benefits of wireless mobility. Intel processors with this technology consist of optimized components that are designed to deliver an outstanding mobile experience. Intel Centrino mobile technology features integrated wireless LAN capability and breakthrough mobile performance, while enabling extended battery life in lighter, easier-to-carry notebooks and tablet PCs. You do not have to sacrifice performance for something that is easy to carry.<sup>1</sup>

Today there is broad, easy access to public Wi-Fi hotspots. Intel has worked with over 100 leading wireless LAN service providers to verify interoperability with their wireless LAN networks at over 30,000 hotspots worldwide.

<sup>1</sup>Wireless connectivity and some features may require you to purchase or download additional software, services or external hardware. Availability of public wireless LAN access points is limited. System performance, battery life, wireless performance and functionality will vary depending on your specific hardware and software configurations. See [www.intel.com/products/centrino/more\\_info](http://www.intel.com/products/centrino/more_info) for more information.

THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY EXPRESS OR IMPLIED WARRANTY OF ANY KIND INCLUDING WARRANTIES OF MERCHANTABILITY, NON-INFRINGEMENT OF INTELLECTUAL PROPERTY OR FITNESS FOR ANY PARTICULAR PURPOSE. IN NO EVENT SHALL INTEL OR ITS SUPPLIERS BE LIABLE FOR ANY DAMAGES WHATSOEVER (INCLUDING, WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION, LOSS OF INFORMATION) ARISING OUT OF THE USE OF OR INABILITY TO USE THE INFORMATION IN THIS DOCUMENT, EVEN IF INTEL HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. BECAUSE SOME JURISDICTIONS PROHIBIT THE EXCLUSION OR LIMITATION OF LIABILITY FOR CONSEQUENTIAL OR INCIDENTAL DAMAGES, THE ABOVE LIMITATION MAY NOT APPLY TO YOU. Intel and its suppliers further do not warrant the accuracy or completeness of the information, text, graphics, links or other items contained within this document. Intel may make changes to this document, or to the products described therein, at any time without notice. Intel makes no commitment to update the document.

Intel, the Intel logo, Intel Centrino and Intel Xeon are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

\*Other names and brands may be claimed as the property of others.

Portions Copyright © 2004, Intel Corporation. All rights reserved.

Portions Copyright © 2004, Criterion Corporation. All rights reserved.