



Mike Hyles, Bay-Area Real Estate Broker, Uses HP Products to Run Successful Mobile Office

Real-time information access delivers significant competitive edge and increased profitability

Overview

The lightning-fast pace of the real estate business means that time is *always* of the essence when working to get clients what they need to close a sale. Mike Hyles, the owner and lead broker of the RE/MAX 1st Choice agency in Pleasanton, Calif., quickly learned that in the hot Bay Area market, technology offered an unparalleled competitive edge for greater productivity and streamlined business processes that increased client satisfaction and overall profitability. The right mix of business savvy and technology would make all the difference.

Mobility and connectivity are imperative to real estate agents because:

- Fully accessible, real-time information is key in an aggressive real estate market;
- Complete mobility enables real estate agents to be away from the office longer, serving current clients while working to secure new ones;
- In real estate, a picture is worth much more than a thousand words, it can make a sale;
- Weak navigation tools can decrease productivity and client satisfaction.

Challenge

Being away from the office is necessary for a successful real estate agent, but being away from its support services, technologies and resources can be a frustrating juggling act for even seasoned professionals. Returning to the office several times every day to fax or print contracts, agreements and marketing materials means more time spent driving and less time spent serving clients.

Maintaining a competitive edge is difficult. Having up-to-the-minute information and high-quality marketing materials accessible from anywhere at any time is necessary because:

- Excessive driving decreases productivity and profitability;
- Inadequate access to market information, client contracts and sales agreements can make agents appear disorganized and can mean missed opportunities and decreased client satisfaction;
- Without the ability to instantly share high-resolution digital photos, real estate agents are forced to rely on black and white or lower quality marketing flyers.

Solution

Mike Hyles needed to create a mobile office. His first purchase in creating his fully mobile office was the HP Tablet PC. In addition to having all the capabilities of a notebook PC – including Internet searches, word processing and wireless email – Mike also leverages the Tablet PC's voice-and handwriting-recognition technology. Furthermore, drawing and fax features let him work faster and be more productive from the road. By adding Adobe Acrobat 7.0 software and Windows® Journal to his Tablet PC, Mike can execute a buyer's decision to make an offer and get it signed on the spot before it's faxed or emailed to the other relevant parties without ever going back to the office.

Implementing HP's technologies have provided additional advantages such as:

- Using the HP Photosmart R927 Digital Camera, Mike can more efficiently transfer pictures and get a better idea of what his clients want. When out-of-town buyers spend several days in the Pleasanton area in search of a new home, he provides them an HP digital camera to photograph home features they like and then prints the photos. An optional wireless camera dock allows him to transfer pictures right from the camera to his Tablet PC and then to his web site.
- When Mike visits homeowners who are looking for an agent to list their property, he photographs the house on the way to the front door. HP's Real Estate Marketing Assistant software allows him to then insert these photos into a marketing flyer template to wow his new potential client.
- Once he's secured the listing, Mike asks the owners which of the flyers they prefer and uses his Bluetooth™-equipped HP Deskjet 460cb Mobile Printer to print a working copy that he tailors with the owner.

Results

In 15 years as a real estate agent, Mike Hyles has weathered the ups and downs of the market while maintaining a competitive advantage through the use of some of his favorite HP technologies. He remains fully connected to his clients and his business regardless of his location and the results are impressive:

- 18th out of 120,000 agents worldwide in 2006;
- Increased annual sales volume by 35 percent (more than \$15million/year);
- Away from the office (with clients) 90 percent of the time.

Products

- HP Compaq tc4200 Tablet PC and docking station
- HP Deskjet 460cb Mobile Printer
- HP LaserJet Printer 5550
- HP Photosmart cameras
- HP L2335 LCD Flat Panel Monitor
- HP Real Estate Marketing Assistant software
- HP IPAQ 5910

Customer quote

"The HP Tablet PC and wireless capability have really been the tools that have enabled me to cut the umbilical cord with the office. The Tablet PC has become invaluable to me, and I couldn't live without it," said Mike Hyles, owner and lead broker, RE/MAX 1st Choice agency in Pleasanton, Calif.

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3/2007