

Mobile technology helps Realtor close more sales

Award-winning Realtor gains a competitive edge with the HP Compaq Tablet PC



Kurt Francis Century 21

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– Kurt Francis, Century 21 Award Realtor

HP customer case study:

California Realtor stays ahead of the competition by using HP Compaq Tablet PC as a “mobile office”

Industry: Real Estate

Objective:

Kurt Francis wanted mobile technology that would help him improve customer service, close transactions faster and ultimately increase sales.

Approach:

Realtor acquired an HP Compaq Tablet PC

Business benefits:

- Mobility leads to faster transactions, increased sales
- Increased client satisfaction
- Improved workplace efficiency means more time to focus on new business

Kurt Francis, a San Diego-area Realtor serving clients as far north as Orange County, knows that closing real estate deals in southern California requires staying on the road but also staying in touch. His mobile office, built on the HP Compaq Tablet PC, helps him do just that.

“Our office has increased home sales by approximately 15 percent from 2005 to 2006,” Francis says. “There’s only one way to do that, and that’s being on the road, meeting with clients and prospects. It means more time away from the office. Having good mobile technology is crucial.”

Francis uses his HP Tablet PC to keep him connected with clients, coworkers and other agents. It helps him stay ahead of the competition by enabling him to review, edit, sign and send documents and reports.

“I’ve used my HP Tablet PC on the freeway in a traffic jam. I’ve literally pulled over to the side of the road and completed an offer with a client in the car,” he says. “I use it all the time while I’m on the road. Wherever I can pull over and write an email or send a document, that’s where I do business.”

“The market is so much more competitive now – we’re juggling more clients, more work, more deadlines every day,” he adds. “You’ve got to be able to do paperwork immediately and get it processed and sent along. If you wait until you get back to the office, you might forget or it might be too late.”



Customer at a glance

About Kurt Francis

From his office in Escondido, California, Kurt Francis represents home buyers and sellers throughout the greater San Diego community. Francis is a Century 21 Award Realtor, and also serves as branch manager for the award-winning Century 21 office in Escondido.

For more information, visit www.kurtdfrancis.com.

Contact the HP Customer Reference Program, 281-514-5755, for more information.



Mobile multitasking saves the deal

The HP Tablet PC is a powerful notebook computer that can be transformed – with a simple twist and click – into a tablet that can be written and drawn on with a digital stylus. The stylus works like a pen, allowing the user to write directly on the screen. That enables Francis to record and save real estate contracts and other documents that require actual signatures.

That capability helps Francis close deals for clients that might otherwise be lost. “Transactions in today’s real estate market happen fast. You can’t wait until the next day,” he comments.

The tablet screen can also be rotated and used for giving presentations to prospective clients, or when reviewing listings with a buyer. “It’s a great feature,”

says Francis. “I just swivel the screen around and I can actually sit across from the client and go over the information with them. It’s a comfortable way to deliver clear communication, which is so important in real estate.”

Francis also uses his HP Tablet PC to log on the Internet and order marketing flyers he uses to get a new listing on the market and viewable quickly.

Tablet PC proves tough enough

Equipped with powerful Intel Core Duo™ and Intel Core 2 Duo™ processors, HP Tablet PCs enable users to work on several projects or even scan documents while programs are actively updating in the background via the Internet.

The speed and multitasking capabilities of his Tablet PC help Francis be more productive on the road and give him more time to focus on new business.

Francis is also impressed with the HP Compaq Tablet PC’s durability on the road. Installed with HP Mobile Data Protection System 3D, the Tablet PC actually detects motion to help protect hard drive data from shock and vibration. Its magnesium frame and full magnesium alloy enclosure also provide a durable structure, and the in-mold lamination offers a scratch-resistant surface.

“The HP Compaq Tablet PC is very light and easy to carry, but is still a rugged piece of equipment,” he says. “I work with it outdoors or from my car quite a bit, and it holds up very well.”

HP Tablet PCs ship with a three-year limited warranty on parts and labor.

To learn more, visit www.hp.com

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