

## HP provides an edge with Hispanic home buyers

San Diego area real estate agent succeeds with HP technology



**HomeQuest  
International**

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–Nick Ruiz, president, HomeQuest International

### Objective:

San Diego-area real estate specialist wanted new ways to convince prospects that his firm was progressive, forward-thinking and equipped with the latest technology.

### Approach:

Agent chose HP software and hardware, including a HP Compaq Business Notebook PC, HP Compaq Tablet PC and Officejet All-in-One, for creating and printing brochures and other marketing collateral materials that are easy to use and highly effective.

### Business benefits:

- Company continues to grow and succeed despite a challenging real estate market
- Effective use of HP technology wins over potential customers

A lot has changed in the quarter-century since Nick Ruiz’s father, Raymond Ruiz, started HomeQuest International, Inc., a real estate business in San Diego County, Calif., bordering Mexico. In this family-owned company, however, one important constant remains: HP.

From the time Ruiz was a 10-year-old dabbling in DOS 3.0, he has used HP products. He recalls suggesting to his father that they buy another brand of PC or printer. “No, no, no – HP!” was the stern answer.

Today, at age 27, Nick Ruiz feels the same way. “I’ll definitely get HP, if I get anything at all,” Ruiz says. “I know that it’s going to work when I need it.”

His father, a San Diego native, founded the company in neighboring Chula Vista in 1979, specializing in real estate referral consulting. Nick Ruiz took over when his father retired in 2001. Most of his new clients are referrals from his father’s legacy customers in the area’s largely Hispanic market.

### Technology helps turn heads

Ruiz tries hard to make the first meeting with potential customers count. “I don’t sell the houses, I sell myself,” Ruiz explains. “The way you present – those first impressions – tend to make the deal or break it.

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Ruiz creates everything from postcards to full-color brochures on his new HP Compaq Business Notebook PC running HP Real Estate Marketing Assistant software. He prints those materials on an HP Officejet 6310 All-in-One unit. He says the custom marketing materials give him an edge in a market saturated with more than 10,000 real estate agents.



## Customer

### About HomeQuest International, Inc.

A referral-driven real estate company, HomeQuest International specializes in the Southern California real estate market. With particular focus on the needs of Hispanic buyers and sellers, HomeQuest International works to achieve optimal sale value while reducing the number of days on market for residential and commercial properties.

For more information, visit [www.nickruiz.com](http://www.nickruiz.com)

Contact the HP Reference2Win Program, 281-514-5755, for more information.

In fact, the brochures are so effective that Ruiz keeps a portfolio to show prospective clients, demonstrating that he can put the latest technology and top-quality paper stock to work on their behalf. "I've had clients look at the brochure paper in the light, flick the paper and feel it. They're very particular. The house they're selling is their investment."

Sometimes he uses his HP notebook PC or HP Compaq tc4400 Tablet PC to display a brochure in progress, so the sellers can take an active part in designing a brochure of their home. This is a good way to win their business, Ruiz points out.

It's also a good way to earn a full commission. Ruiz once competed with two other real estate agents who had lowered their commission rate to 3 percent in hopes of winning a listing. After seeing Ruiz's brochures, the seller chose him at the traditional 6 percent commission. "Even during the worst market time I sold the house," he adds.

### HP software makes it easy

"I can have a brochure done in five or 10 minutes," he says. "HP software is a real timesaver for me."

The results make a big impression. Prior to a personal meeting with a potential customer, Ruiz drove to her house and photographed it with his HP digital camera. He quickly created a brochure, including the photos and information from online MLS listings about comparable properties.<sup>1</sup> "It just blew her socks off," Ruiz recalls. She hired him as her selling agent.

### Competing in a challenging market

To compete better in the local Hispanic housing market, Ruiz has broadened his services to include loans, refinancing and investment advice – serving as a real estate consultant to assist clients disposing of property because of foreclosure or divorce, or not being able to meet their payments. He also provides helpful financial advice to inexperienced homebuyers.

"We care about this community," he notes.

Even as thousands of real estate agents in the San Diego area struggle to close deals and earn a profit, Ruiz is confident that his father's legacy, combined with the reliability of HP products and services, provides a foundation for keeping him ahead of the pack.

"My father's slogan says it all – 'Quality people providing quality services,' " Ruiz says. "Hard work done well pays off."

### HP supports Hispanic entrepreneurs

Businesses owned by Hispanic entrepreneurs like Nick Ruiz are growing substantially faster than the average U.S. company. To support this dynamic business community, HP has a division dedicated to helping Hispanic-owned small and medium-sized businesses (SMBs).

Two ways that HP supports these customers is with an HP Spanish-language website and the HP Hispanic Business Center, a Spanish-language technology training series. Through the center, entrepreneurs can get advice on creating marketing materials, building a website, using handheld devices to cut down on paper, business networking and more.

Bilingual HP telemarketers who speak Spanish when customers prefer it are another part of the company's commitment to Hispanic business owners.

"We want these customers to know that we are proud to support Hispanic business owners," says Denise Marcilio, general manager of HP's U.S. Hispanic- and Women-Owned SMB Customer Solutions group. "We want to help them grow their businesses faster and be more successful."

To learn more, visit [www.hp.com](http://www.hp.com)

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<sup>1</sup> Wireless access point and Internet service required and sold separately. Availability of public wireless access points limited.

This customer's results depended upon its unique business and IT environment, the way it used HP products and services and other factors. These results may not be typical; your results may vary.

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