

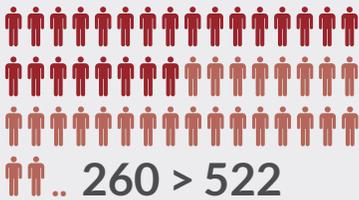


**LONE WOLF**  
TECHNOLOGIES



Century 21 North Shore  
Managed a 60% Increase in Sales  
and Twofold Increase in Size.

#### AGENT GROWTH



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## How Century 21 North Shore Managed a 60% Increase in Sales and Twofold Increase in Size.

### The Challenge

#### *To grow the brokerage or not?*

For Broker/Owner Jim D'Amico of Century 21 North Shore, growing the brokerage "wasn't something I was sure I really wanted to do." They were already a seven million dollar company with nine offices and over 250 agents. However, after several key acquisitions and a 20% increase in revenue, D'Amico had no choice: his brokerage had to grow.

**The challenge was finding the right technology and the right technology provider that could handle the brokerage's projected growth.**

### The Solution

In particular, D'Amico needed a back office accounting solution capable of processing up to 250 transactions per month. The brokerage was previously using QuickBooks but needed a more robust, real-estate specific solution. After looking around, D'Amico decided to go with Lone Wolf Real Estate Technologies' flagship product, brokerWOLF.

**One of the first benefits of brokerWOLF that D'Amico noticed was the single point of data entry.** With this single point of data entry, D'Amico found that "we didn't need as many people because we weren't doing so much data entry." Without brokerWOLF, D'Amico would have needed "at least two to three more people just in our accounting and admin areas. And we're still doing it effectively with just a couple."

### The Results

Century21 North Shore transitioned from QuickBooks to brokerWOLF in 2014. The previous two years had seen an average revenue increase of 25% from \$7,000,000 to \$9,500,000. In 2015, the brokerage saw their revenue increase to \$14,000,000, an increase of 60%. Agent count skyrocketed from 260 to 502.

**In two years, the brokerage doubled their revenue and doubled their agent count and "Lone Wolf has been able to handle everything."** Not only was D'Amico able to manage this growth without adding new staff or compromising his cash flow, he also discovered that he could be more efficient at his job:

"With Lone Wolf, I can do all of the things I need to do, in my CFO role, in less than one day per week and I'm triple the size. So that's a huge benefit of investing in the software."

With another 50% revenue increase projected for 2016, the question for D'Amico is not, 'to grow my brokerage or not,' but rather, 'by how much?'