

CENTURY 21. Heritage Group Ltd.

Location:

Hamilton, Ontario

Software:

brokerWOLF

WOLFconnect

TransactionDesk Broker Edition



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*- Eryn Richardson
General Manager and Partner,
Century 21 Heritage Group*

How a 700-Agent Brokerage Doubled Its Efficiency with the Lone Wolf Ecosystem



In Hamilton, Ontario, lies Century 21 Heritage Group’s newest office. The multi-office brokerage has been one of the top three in Century 21 Canada for the last five years, and with over 700 agents across the Greater Toronto Area, one of Canada’s busiest metropolitan areas, it’s a world-class operation.

That’s why, when it comes to choosing technology, general manager and partner Eryn Richardson is very careful about what the brokerage implements. And as someone who keeps up with real estate technology trends, he knew that if he wanted to introduce new systems, he’d need proper integration if he wanted to encourage agent adoption.

And that would start with brokerWOLF.

A long track history with brokerWOLF

The brokerage has been using brokerWOLF for as long as Richardson can remember.

“I went to find out when we first started using brokerWOLF, and we couldn’t go back far enough to find the exact number of years,” Richardson quipped. “So we’ve been using it for quite some time.”

Ever since implementing it, though, brokerWOLF has become the backbone

of their business.

“Having the brokerWOLF system allows our back end administration to process deals efficiently, and takes the stress out of all the deals we’re doing,” Richardson explained.

“If we did not have the brokerWOLF system, we would not have that efficiency in place. We would not have a solid foundation where our business needs to be organized.”

The search for an integrated paperless process

About eight to 10 years ago, Century 21 Heritage Group made the decision to go paperless—and since then, they’ve been looking for a product to help them manage and improve the process.

Throughout the search, Richardson knew he wanted to find a solution that integrated with brokerWOLF, and would be easy for agents to adjust to.

After all, as Richardson pointed out, with 700 agents, it’s not exactly easy to turn the ship around. So he was very careful when doing his transaction management research.

“I interviewed many different front-end



providers over the years that we were looking for a solution,” Richardson said. “A few of them we even demoed and tried and tested. The issue I came by—and the reason why we didn’t implement anything prior to the system we’ve now chosen—is the fact that it needed to be seamless.”

Implementing TransactionDesk

About six months ago, Richardson started implementing TransactionDesk into his brokerage. For him, the decision came down to two things: How the software integrated with his existing systems, and what it would do for his agents.

“We have a brokerage of over 700 agents, so it’s really important that when we implement this technology, that it be fully integrated,” Richardson explained.

According to Richardson, TransactionDesk checked both those boxes for his brokerage.

“One of the big decisions we made was to use the full integration of the ecosystem that Lone Wolf provides,” Richardson said. “It allows that full-system syncing from the front end to the back end, so it makes the whole transaction much easier and improves efficiency within the organization.”

Connecting the dots: The benefits of a full system

For Richardson, the biggest advantage of using brokerWOLF and TransactionDesk together is the efficiency they afford him as fully integrated solutions.

“Most of the products that are out there don’t have that integration, and it’s double entry—it’s not as efficient,” Richardson explained. “With the brokerWOLF system, that’s been solved for us. That’s the number-one reason why we decided to use it.”

But as far as he’s concerned, the decision wasn’t just about the brokerage—and the benefits extend to his agents and their clients, too.

“To have the full integration ecosystem, with regards to brokerWOLF and TransactionDesk—it’s not just for the agents, but for the consumer,” Richardson explained. “Consumers are looking for information quickly, they’re looking for it digitally—and providing that solution gives the agents the opportunity and power to impress their clients with how tech-savvy they are.

“The agents absolutely love the fact that they can jump on the computer, get the offer created, and then send that out for signing,” Richardson explained. “They’ve had great experiences from their customers’ standpoint.”

How the integration helps with efficiency

Although his brokerage has only been using TransactionDesk for six months, it’s already had a visible impact.

“The greatest and best benefit of using the TransactionDesk system from start to finish is the efficiency,” Richardson said. “Having it all done once, not having to redo it and keep inputting the stuff over and over again.”

Richardson expects the integration between brokerWOLF and TransactionDesk will help his brokerage cut the time it spends on tasks in half.

“When you look at the full ecosystem, spending half the amount of time doing the things that we used to be doing is going to make the agents’ job a lot easier, the back end’s job a lot easier, management’s jobs a lot easier,” Richardson said. “Everything that it does is going to make our job much more efficient.”

“From creating an offer, over to Authentisign and having the signature done, and then having a button to push to say ‘Send it to the back end, the deal’s done’—it’s just amazing.”

- Eryn Richardson
General Manager and Partner, Century 21 Heritage Group