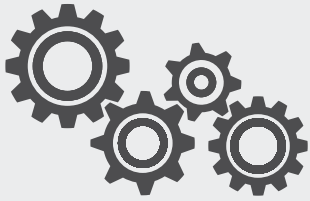




# LONE WOLF TECHNOLOGIES



A boutique brokerage



Looking to become a  
well-oiled machine

**We definitely need the reports in brokerWOLF, because they are specific to properties and agent benchmarks—as opposed to just the overall dollar value.**

## QuickBooks & brokerWOLF: The Total Package

### The Challenge

Office Manager Ruth Hughes has been with Bishop Real Estate Rasmuson & Associates for 25 years. In her time, the brokerage has cycled through three accounting setups. First, the accounting was done manually. Then the accounting was done on Quicken. Today, Hughes uses QuickBooks, making deposits, writing checks, and running finances through the Intuit software.

The system works well for the company's needs; as a boutique brokerage with 11 agents, the brokerage is not looking to get bigger or suddenly process an influx of transactions. Their focus instead is on running a tight operation from day-to-day. As such, the limited growth potential of the software does not concern them.

**The challenge for Hughes, however, is that their accounting setup doesn't help with listings and transactions—vital real estate activities.** As well, the system's reporting does not take into account things like escrow, agent performance, or pending transactions. As a result, Hughes can only track and control historical data and cannot get a complete picture of the business.

### The Solution

#### *Enter brokerWOLF.*

The back office system works with their accounting system to give brokerages real estate features they're missing—listings, transactions, real-time metrics on agent performance—that work in conjunction with their accounting system. **These features provide brokerages with the ability to run and report on the entire operation.**

At first, Hughes was hesitant to use brokerWOLF. Adding yet another accounting system to her setup after 25 years was intimidating. But the transition to brokerWOLF was much easier than she anticipated, helped along by the experience, patience, and responsiveness of her Lone Wolf trainer.

### The Results

**Hughes uses brokerWOLF for listings, transactions, and agent performance reports, providing the brokerage's owners with insight into the agent's office rank, pending transactions, and income.** "We definitely need the reports in brokerWOLF," Hughes said, "because they are specific to properties and agent benchmarks—as opposed to just the overall dollar value."

After 25 years in the brokerage, Ruth Hughes knows the ins and outs of the business better than anyone. With her current setup, she's finally got a streamlined operation that works all the way from the listings to the accounting to the reporting.