



Location:

Olympia, Washington

Software:

- TransactionDesk



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*-Matthew Plummer
Owner and Designated Broker,
MVP Realty Group*

How a Million-Dollar Brokerage Runs on 1 Transaction Coordinator



When it comes to the real estate industry, MVP Realty Group is no rookie.

The relatively intimate brokerage, based in Olympia, Wash., can trace their roots back as far as 2004, when they were operating under a bigger franchise name.

They branded themselves in 2006, went independent in 2009—and the rest, as they say, is history.

Building an independent brokerage

As someone with an entrepreneurial spirit, and a certain pride in building something from scratch, going independent was Owner and Designated Broker Matthew Plummer's goal from day one.

"It was really always my intent," Plummer explained. "I like having the ability to design the way we serve our clients without any kind of limitations. In many ways, all of us in this business do the same things, but it's in how you articulate what you do that gets communicated to the client.

"Two years into the industry, we developed the brand of MVP Realty Group. Because all of our business primarily is by referral, our clients learned we were MVP Realty Group;

and when we went independent, they didn't even realize there was a change."

Becoming a million-dollar business

In the last year, Plummer and his sales team of five brokers closed 92 deals—90% of which came from client referrals—that totalled a million dollars in commission.

And every deal that comes into the brokerage is handled by one person: The transaction coordinator, who "lives" in TransactionDesk to keep everything running smoothly, delegating tasks to the rest of the office as needed.

"Our transaction coordinator is awesome; she essentially handles everything from signing of our listing agreement or signing a purchase sale agreement, all the way to closing all the details of managing a file," said Plummer.

And basing it all on transaction management technology

Right from the start, MVP Realty Group has focused on putting technology to work for their business and their clients.



When they first started out, they were using a different solution to manage their transactions digitally. But when their MLS started using InstanetForms, the forms platform in TransactionDesk, for its library, it didn't take them long to see the value in switching to an integrated transaction management solution.

"We grabbed onto [TransactionDesk] right away," said Plummer. "I really made the migration because of its integration ... Our MLS chose to use InstanetForms for its forms library, and it only made sense that we switch over to TransactionDesk and Authentisign."

"We try to leverage technology as much as we can, and TransactionDesk is a big part of that," explained Plummer. "It really is the hub of our transactions."

The biggest benefit of TransactionDesk

Naturally, in a referral-focused brokerage, a lot of their time goes into building and maintaining relationships with clients and prospects. And that's where TransactionDesk can help.

"It's definitely a time-saver; the less time you end up spending on paperwork, the more time you can spend doing the important things of prospecting and following up," Plummer explained.

"I recall it used to take me an hour and a half to compose an offer, and now, I can usually compose an offer ready to sign in about a half an hour."

Creating consistency throughout the brokerage

Along with saving time, Plummer explained, TransactionDesk helps them enforce standards, and creates accountability for everyone in the brokerage.

For the transaction coordinator, it functions as a transaction management operations manual.

"We've designed task templates so that, God forbid she decides she's ready to go on to other opportunities, we can sit somebody down and say look, click here, load it up, there's your track task list," Plummer explained. "Every task in the description has instructions on exactly what you're supposed to do with each task."

Plummer also uses TransactionDesk to enforce compliance among his other brokers.

"My brokers can't say 'oh, gosh, yeah, I'm sorry, I haven't made it in to bring that form,'" Plummer quipped. "Just send it on over, it's sitting in your inbox!"

A solid growth plan for the future

With everything well under control in his brokerage, Plummer has a plan for the future of MVP Realty Group that keeps their focus on what matters to them.

"There was a time very recently where we thought, 'We need to add more people so we can have more production,'" Plummer said.

But to the team, that wasn't as important as developing a strong, loyal client base—and having the tools to manage their work efficiently and effectively.

"We have had consistent growth over the years, but it's been reasonable and scalable, and that's how we envision continuing to grow in the future," explained Plummer. "Not leaps and bounds, but carefully—and with a mind for making sure that our support systems and team are in place as we grow."

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