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PEOPLE OF

**LONE WOLF**  
TECHNOLOGIES





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## GETTING STARTED

*It's so much easier when you're starting the right way from the very beginning.*

It was key to have everything set up for growth right from the beginning.

[Back Office] has always been a solution I've used in previous business, so it was definitely the go-to choice for me. Setting up all of our accounting, the way we wanted to handle our transactions, setting that up right from the very beginning, rather than doing it a certain way for six months or a year, and then switching over after that—it was crucial to our startup.”

*Michelle Naperialski,*

Broker/Owner, Manor Hill Realty



## UNDERSTANDING THE BUSINESS

Lone Wolf is so much more than an accounting system. It gives us all the ability to see at one glance; we can see what our company is doing and where we're going. We use our Lone Wolf system in many ways, from connecting to our agents, to reporting to our agents where they're at.

Our profitability—at any given time, we can see where we are during the year to make adjustments for the future, to save us money or make more money.” I use the LW system reports to help me strategize the future of my business. It gives me all the information I need on how our production is measuring up year over year, and during the year on a month-to-month basis, we can find out exactly where we are compared to where we were last year; what's working, what's not; where we're spending our money that's not working; and it gives us the ability to exactly where we are at any given time with our business.

If I didn't have the systems, I wouldn't even want to be in the business. It would be just too difficult to run a company without those systems in place. It makes everything so streamlined, and all the information you need to run your business at your fingertips.”

*Bernie Roth,* Broker of Record/Owner, C21 BJ Roth Realty

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## GROWING YOUR BUSINESS

*I opened my brokerage back in '91, and it was just me alone. At the end of the first year, we were up about 80 people. We have grown to 124 agents with 5 branches and 3 mini-franchises. Our growth since 1991 was all due to a great partnership in 1993 with Lone Wolf.”*

*Gerry Weir,*

Sutton Group Preferred Realty, Broker of Record/Owner



## IMPROVING EFFICIENCY FROM START TO FINISH

Having the [Back Office] system allows our back end administration to process deals efficiently, and takes the stress out of all the deals we're doing. If we did not have the [Back Office] system, we would not have that efficiency in place. We would not have a solid foundation where our business needs to be organized.

One of the big decisions we made was to use the full [Broker Cloud] that Lone Wolf provides. 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.

Most of the products that are out there don't have that integration, and its double entry—it's not as efficient. With the [Broker Cloud] system, that's been solved for us. That's the number-one reason why we decided to use it.

To have the full integration ecosystem, with regards to [Back Office] and [Transactions]—it's not just for the agents, but for the consumer. 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.

The greatest and best benefit of using the [Transactions] system from start to finish is the efficiency. Having it all done once, not having to redo it and keep inputting the stuff over and over again.

When you look at the full [Broker Cloud], 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. Everything 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, C21 Heritage Group**





## SAVING TIME

[Transactions] is 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.”

*Matthew Plummer,*

**Owner and Designated Broker, MVP Realty Group**



## CREATING PROFESSIONAL CMAs

I use Cloud CMA exclusively to do my CMAs for my clients. It saves me a ton of time, and the presentation is professional. It's probably cut about an hour out of my prep time and getting ready. And I present it on the presentation format on my iPad when I'm with a client. It's simple, easy, and they love it."

*Anne Da Silva,*  
NSAR





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## WINNING LISTING RETENTION

Since we started using Cloud CMA, our listing retention  
**went up 50% on every listing presentation**  
that we do! It's an amazing tool. It's seamless. It's beautiful, and it's so easy to use.  
Highly recommend it and love it!”

*Crystal Van Es,*

Berkshire Hathaway HomeServices CA properties (Newport Beach, CA)



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## AMAZING LISTING PRESENTATIONS

I love Cloud CMA. It is an amazing, easy, and beautiful presentation ... and it's so much better than going through my MLS. It gives me all the information I need. I can also do it on my iPad to give my clients a shortened version, and I can print it out and leave it with them. It's so much nicer than what I would normally have available. I'm proud to use it.”

*Sandi Cather,*

Northeast Indiana Association of Realtors



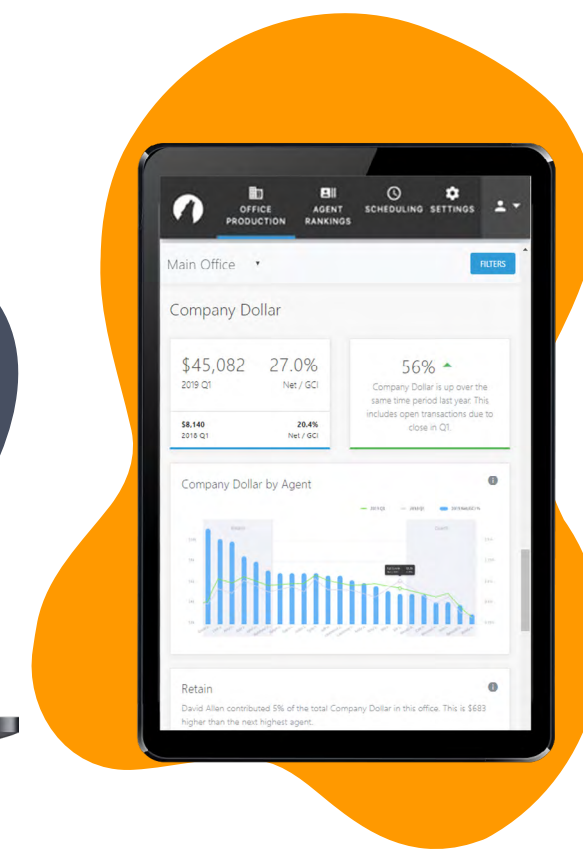
# From lead to close and beyond, LONE WOLF'S GOT WHAT YOU NEED.



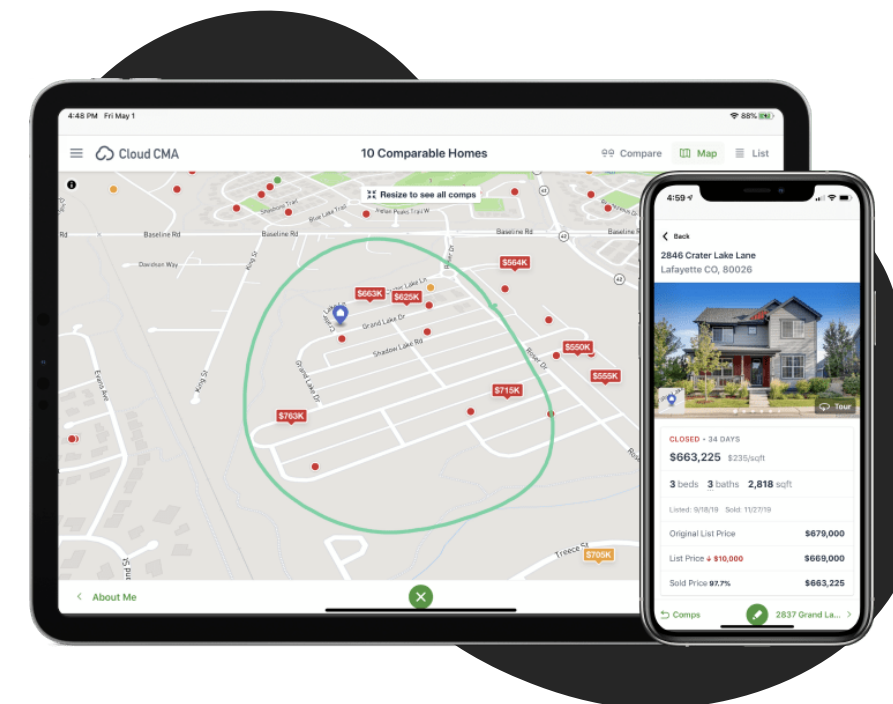
TRANSACTIONS



BACK OFFICE



INSIGHTS



CMA



BROKERMETRICS®

GET REAL ESTATE'S BEST TECH TODAY.

