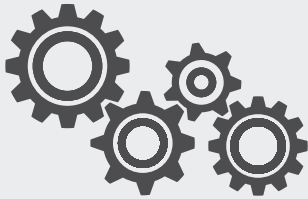




LONE WOLF TECHNOLOGIES



A boutique brokerage



Looking to become a well-oiled machine



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

QuickBooks & Back Office: 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 to make deposits, write checks, and run 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. The system's reporting also 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 Back Office.

Back office systems work with accounting systems 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 Back Office. Adding yet another accounting system to her setup after 25 years was intimidating. But the transition to Back Office was much easier than she anticipated, helped along by the experience, patience, and responsiveness of her Lone Wolf trainer.

The Results

Hughes uses Back Office 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 Back Office," 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 listings to accounting and reporting.