



Client – CENTURY 21 REQUEST REALTY

Request Realty is an Award Winning Century 21 Real Estate Office located in Windsor, Ontario servicing residential and commercial customers in the Essex County.

Today the CENTURY 21® brand is one of the most widely recognized corporate identities on the planet. The System is comprised of over 6,600 independently owned and operated offices with 110,000 sales professionals worldwide, in more than 41 countries and territories.

Reason For Adopting OnLetterhead Branded Email

Request Realty was looking for a professional image with their electronic communications. In a competitive marketplace, they wanted to garner more brand recognition. They were tired of the plain email appearance and wanted to portray an overall better look to their email.



Challenges

Request Realty had worked with this idea for some time but could not develop what they were looking for in-house. When trying to outsource the work, they could not find a company that was capable of developing what they needed. Cost was also a major prohibitive factor. As an office with many agents, they faced a dilemma of providing a service like this to all of their agents with ease and cost effectiveness.

Solution

There were two main levels of integration with Request Realty, both the license deployment and the design element. The designs were developed in a manner where each agent could customize them including specific contact information as well as picture. This allowed the office to maintain a consistent and professional brand as well as agent specific customization.

License deployment was handled through the built in license manager allowing them to provide all of their users with OnLetterhead in a very short timeframe.





Design Elements

Working with the OnLetterhead design team, Request Realty decided to differ from their existing website and create a new look and feel while maintain the same core elements. They wanted to take their look to the “next-level” and took advantage of the OnLetterhead design team capabilities.

Results

Rolan Pillon, Sales and Marketing has reported the following:

- “Cold” prospects are now opening the emails that are being sent to them.
- Additional home sales and productivity increase due to the information and professional image provided to their customers by way of the OnLetterhead email
- Professional and powerful impression with the recipient
- Customers do not hesitate to open the emails and respond with a certain level of “trust”.
- Finding a separation between themselves and their competition when a customer opens their email. They find they are getting a “leg-up” on other firms.
- Fantastic door opener. The email immediately establishes them as a leader in the marketplace.

