

CASE STUDY

Real estate brokers John Kacmar and Diana Berdini depend on Zimbra for managed, reliable communication with their clients.

“We rely very heavily on email to generate business. We take comfort in knowing Zimbra is a product that is so reliable it allows us to focus our time and energy on communicating with our clients, as well as other important aspects of our business, never worrying ourselves about the technology aspect.” - Diana Berdini



John Kacmar and Diana (Di) Berdini are brokers with Chestnut Park Real Estate Limited, Brokerage, in Collingwood, Ontario. John and Di turned to Zimbra Collaboration Suite from Positive E Solutions Inc. for:

- ✓ Streamlined communications with both potential and existing clients
- ✓ Reducing the need for multiple endpoints while conducting business
- ✓ Access to email from a variety of devices using the same familiar interface
- ✓ Confidently access email for multiple accounts on the same hardware

The Challenge

The method of conducting business in an active real estate market has changed. Where real estate agents used to rely almost exclusively on duty—the act of sitting in their office waiting for clients to visit, “virtually no one comes in anymore,” says Di Berdini.

With the advent of services such as REALTOR.ca—the online listing system provided by The Canadian Real Estate Association—potential customers need only visit a web site to find a listing, and can send an email directly to the listing real estate agent from there.

Detailing how this has affected their way of interacting with clients, Di says “99% of our business contact is by email. The telephone is hardly even used anymore because these days, people don't have a need to call or visit. It's all done by email.”

The technical administration of John and Di's previous email services became a logistical headache, leading to the eventual requirement of having a separate laptop for each email account just to be able to take the account on the road with them when showing real estate listings. Email would not be synchronized between their smartphone, and checking email from a device other than the laptop was challenging.



The Solution

John and Di turned to Positive E Solutions Inc. to find a viable replacement to the email service they were using. Looking for something better suited to their needs, John and Di realized they needed a more robust service to keep connected with their clients. “We don't really understand the technicality of it, but with Zimbra we haven't needed to worry about it. It is reliable, convenient, and the service and support from Positive E Solutions is outstanding—very accessible and helpful. We couldn't ask for more.”

The Results

John utilizes Zimbra's secure web-based email client exclusively. This allows him to check his email from any computer, and it always looks the same and gives him access to all his email, contacts and the advanced features available in our Zimbra suite. Because of this, it is very easy to share a computer. There is no longer a need to have separate computers for each account. Being able to receive and work with email on their smartphones also helps keep John and Di connected to their clients.

“Switching to Zimbra has been a seamless solution for us, and we've found it to be entirely reliable, 24/7,” Di explains. “Realistically, the cost of doing business is incidental. We are getting extremely good value. Zimbra has proven itself to be a very cost effective way of ensuring seamless and reliable service 24/7.”

About Chestnut Park Real Estate Limited, Brokerage

Chestnut Park Real Estate Limited, Brokerage was founded in 1990. It is a firm rich in experience and professionalism. Chestnut Park is a unique blend of real estate professionals who have come together to form one of the most exciting and successful firms in Toronto, Muskoka, Erin/Caledon, Lake of Bays, Southern Georgian Bay and Picton. Visit John and Di on their web site at www.johnanddi.com

About Zimbra

Zimbra Enterprise-Class Collaboration Suite from Positive E Solutions Inc. is software as a service (SaaS) that provides secure e-mail, shared contacts, calendars, calendar sharing, document sharing and also includes spam and virus filtering. Zimbra synchronizes with Mac, Windows and Linux computers, smartphones, and support is provided to enable compatibility with other clients such as Microsoft Outlook, Microsoft Mail, Apple desktop suite, and Mozilla Thunderbird.

For more information, visit www.positiveesolutions.com/email-services/zimbra-collaboration-suite.php