

The DemandPrint Case Study

TORONTO REAL ESTATE BOARD

The Client

The 80-year-old **Toronto Real Estate Board (TREB)** is North America's largest full service real estate board, servicing over 17,500 realtor members. Those services include Communications, Education, Ethics, Arbitration, Government Relations, and most importantly Multiple Listing Services.

The Challenge

TREB was managing 400,000 photos stored in filing cabinets with an outdated indexing system. When a house was listed the agent would input all information into a computer system and the MLS books were produced from these records, first with a PMT print that included all of the typographical information. Then pictures were manually pulled and pasted up, plates were made and finally it was printed on a full web press.

Due to the adoption of the Internet by many of the **Toronto Real Estate Board (TREB)** agents, **TREB** came to **The AIIM Group** to discuss migrating the Multiple Listing Service (MLS) from manual paste down to a fully integrated digital workflow system – and a self-service solution to be accessible to all **TREB** members **24/7**.

The Goals

The demands made of the proposed solutions were many. At a strategic level, **TREB** was seeking to add value to its membership, providing them with a tool set that in turn empowered them to serve their customers faster, more effectively and cheaper. The new initiative therefore not only cemented the relationship of **TREB** with its members, it also would have the effect of enhancing the **TREB** brand with all target stakeholders.

Tactically, the solution had to substantively shorten the turnaround time it took to get the printed information to the agents while maintaining unit costs even as volumes decreased. It had to address the comfort level of both the agents that had embraced technology and those who were non-Internet users.

But most importantly, TREB wanted to generate a new revenue stream by introducing personalized MLS books for each of its agents.

The eProcurement Solution

The AIIM Group presented **TREB** with the **eProcurement** solution, a service line that leverages our proprietary Self Service Imaging (SSI) technology platform to put the power to print in the clients' hands – when and how the client wants it.

A comprehensive digital process workflow system was designed and executed. First, all of the photographs were digitally re-shot and stored as hi resolution colour files and then

archived in SSI's digital asset management module. Information from agents was still entered through their existing system but it was now sent electronically via the Internet. We developed software to handle the listing information matching the corresponding picture based on district number and listing number. The next step was to interface SSI with the **TREB** website to facilitate self-service on-line order processing.

The results were immediate, and impactful. Turnaround time was reduced from several weeks to 48 hours and unit cost was maintained by leveraging our advanced **eProcurement** solution.

With the technology in place, we were able to introduce personalized agent books. These custom-manufactured books enabled each agent to have an individual resource specific to their own territory – as defined by them. A new revenue stream for **TREB** was created, and the frequency of orders increased on a daily and weekly basis. By segmenting the database and offering a regional and personal solution for individual agents, the acceptance rate of the printed books was boosted from less than 40% usage to over 70%. The first year cost savings reached \$200,000.