



## A WELL-ROUNDED APPROACH

INTELAGENT GIVES ONE COMPANY THE TECHNOLOGY IT NEEDS TO MANAGE ITS RECRUITING BUSINESS

“The real estate market has been and always will be very competitive when it comes to customers and agents, so it is crucial to always stay ahead of everything,” says Nansi Essalou, director of staffing for ZipRealty. “When it comes to technology, we need to make sure we are on top of our game. AlignMark’s iNTELAGENT allows us to manage our recruiting efforts and puts us ahead of the

competition in our marketplace.”

Essalou and her team have been using iNTELAGENT for about a year, and in that short time, the program has given ZipRealty the ability to streamline its recruiting process as well as make it more efficient for everyone involved. What’s more, the platform’s simple use has made it easy to get staffing managers on board, especially when they see how it can help them increase their efficiency.

iNTELAGENT has become a tool that ZipRealty’s staffing managers put to good use on a daily basis.

“The program has afforded us a lot more accountability within the recruiting process as it puts everything into perspective,” says Essalou.

The program tracks follow-up calls, prospecting and in-

terviews, as well as provides staffing managers with a forum for prospect organization. According to Essalou, implementing iNTELAGENT into ZipRealty’s daily business model has helped streamline the recruiting process and has brought awareness to recruiting and conversion milestones, helping to add more efficiency to the process.

The value proposition that ZipRealty offers its customers allows them to remain competitive within their marketplace,

and the introduction of iNTELAGENT has supported the value their customers receive.

“iNTELAGENT is a program that is built specifically for the real estate industry, so its features are geared toward the industry as a whole,” says Essalou. In addition to the core features that the program offers, ZipRealty has the ability to customize its own features that are necessary for their company needs.

“The drip campaign feature allows us to work with the marketing team to create different campaigns to send to prospective agents and talk about our value proposition and competitive edge,” says Essalou. The company has also created a milestone-tracking feature used to keep the prospecting process on track. “Our milestone-tracking features are custom built for our company and are used to track prospecting, interviews, offers, hiring—all the aspects that make up the recruiting process.”

In addition to the milestone-

tracking feature that ZipRealty created to round out their program, Essalou and her team have put together daily, weekly and monthly reports.

“The focus is not to go overboard with these reports,” says Essalou. “The goal of these reports is to bring more visibility to what our recruiters are doing and to help them manage their daily and monthly activities so that they are being as effective as possible and achieving their hiring targets.”

As the real estate industry becomes more dependent on technology, it is important for companies to step back and focus on places where technology can help them gain a competitive advantage. “iNTELAGENT is worth any real estate company’s time to at least explore its benefits and how it can fit your specific needs,” concludes Essalou.

*For more information, please visit [www.alignmark.com](http://www.alignmark.com).*

—Paige Tepping

## EXCEEDING EXPECTATIONS

HSA HOME WARRANTY’S PRODUCT CUSTOMIZATION AND FLEXIBILITY MAKE ALL THE DIFFERENCE FOR EDINA REALTY

“In any market that has an overabundance of inventory, differentiation is important,” says Henry Brandis, senior vice president of corporate services for Edina Realty. So when it came time to update his company’s route to differentiation, Brandis knew it had to be customized and beneficial to clients and agents alike.

After meeting with HSA Home Warranty President Mike Clear and Gary Lombardo, executive vice president of sales and marketing, just about one year ago, Brandis says he was immediately impressed with HSA. The Wisconsin-based company offers its real estate clients, like Edina Realty, quality home warranty products coupled with service that exceeds expectations.

“The home warranty is a marketing opportunity for our sales associates that offers protection to our buyers and sellers,” says Brandis. “For buyers, it offers another reason to go ahead and purchase a property, as they’ll be protected against unexpected expenses. For sellers and their agents, home warranties assist in marketing properties by emphasizing a point of differentiation—help-



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ing prevent and solve problems that could potentially jeopardize the transaction.”

HSA is known for its broad-based home warranty products that include coverage for items not typically found in home warranties—at a competitive price. “Our warranty program covers items in the base plan that oftentimes are not covered by other home warranties—or they are covered, but at an additional cost, such as water softeners, roof leaks and sump pumps,” says Brandis.

But what Brandis says was even more impressive about working with HSA was the company’s flexibility and willingness to meet their specific needs.

“HSA was very accommodating and excited to create a custom product for us,” says Brandis. Today, Edina Realty offers its clients a private-labeled product—Edina Realty Home Services Plus—combining home inspections with home warranties. This plan includes coverage for the foundation and enhanced roof coverage. What’s more, HSA provided Edina Realty with two, full-time marketing representatives, exclusively dedicated to the company’s account.

“They have a real commitment to quality and service,” he says. “HSA was quite excited about the program, developing marketing materials specific to Edina Realty and supporting the program with the network of contractors,” says Brandis.

HSA’s standard of marketing seamlessly helps to support Edina Realty’s private-labeled program. Speaking directly



to today’s marketplace, HSA equips Edina Realty agents with marketing materials that can be applied to foreclosed properties and properties sold “as is.”

“These marketing pieces can be used to show consumers that the warranty is available in the event that they purchase one of these homes,” says Brandis. “Our clients appreciate the fact that we’re offering them a service that can help them deal with unexpected issues. National statistics indicate that, on average, each homeowner will face two problems within the first year of homeownership. Our private-labeled warranty covers those items, so

the consumers appreciate the fact that it saves them money and gets the problem solved quickly and efficiently.”

When it comes down to it, Brandis says Edina Realty’s partnership with HSA was something his company needed. “And we have been very pleased ever since,” he says. “We believe that this relationship will continue to evolve as we move forward, making the value proposition of Edina Realty home warranties known to the general public.”

For more information, please visit [www.onlinehsa.com](http://www.onlinehsa.com).

—Kayla O’Brien