



## Client – Remax Classic

RE/MAX Classic has been built with Realtors needs in mind. No expense has been spared to provide their agents with the best of facilities, technology and other tools to help them make more money in less time than they have at their previous company. Also on the cutting edge of training, RE/MAX Classic leads the industry with Internet training, Technology training with Sales enhancement classes available.

RE/MAX Classic has experienced phenomenal growth in a short time. RE/Max Classic continues to grow with top facilities and great locations in Farmington Hills, West Bloomfield, Canton, Livonia, Milford, South Lyon and Wayne provides an increase in business potential that is huge to all of agents in all offices.



## Reason For Adopting OnLetterhead Branded Email

Bartley J Patterson, General manager stated that "As RE/MAX Classic has grown in the marketplace; we have continually tried to find ways to differentiate ourselves from our competition. We also wanted to convey the company mission of RE/MAX Classic to all of our Co-operative agents and let them know we had better systems, some of the best statistics and a phenomenal management team."

## Challenges

Remax Classic had worked for several years developing all types of email signatures but after experimentation and implementation, they still didn't deliver the **complete** message they were looking for.

## Solution

OnLetterhead was deployed in the Remax Classic Offices. They first addressed the agents' needs and looked to provide a consistent, highly professional email template that an agent had flexibility to customize.





## Design Elements

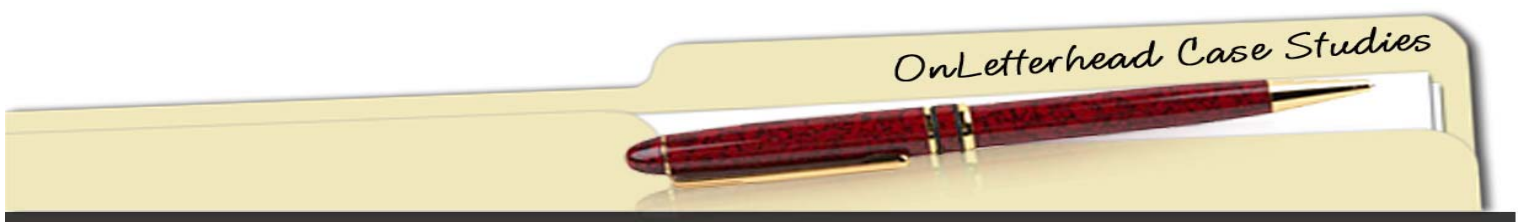
Working with the OnLetterhead design team, Remax Classic choose to maintain brand consistency and base the email templates on their existing website. They took advantage of the dynamic ability of the OnLetterhead system and incorporated the following action links into their designs:

Recruiting Design	Client Designs
Company History	Search Properties
Company Statistics	My Homepage
Commission Calculators	My Visual Tours
Meet The Management	Contact Info
Technology	
Agent Testimonials	
Training Programs	
Why Remax	
Schedule A Meeting	

## Results & Remax Classic Feedback

Bartley J Patterson, General Manager, has reported the following:

- o With the IEC (Internet Empowered Consumer) providing over 50% of our company leads in the past years we needed a system to respond to effectively respond and continue the online relationship. OnLetterheads design team put together some very attractive designs for each of the templates. The templates allow us to advertise feature homes with pictures and hyperlink to again drive traffic right to the home. The agent can also configure the 4 custom buttons to different search engines to review homes or get additional information directly from the agents personal website.
- o The management thought that using a professional consistent email template for cooping agents would also be a great benefit. Agents are constantly moving from one real estate company to another and our template allows us again to differentiate ourselves from all of the other Real estate companies. OnLetterhead allows us to create multiple profiles to be used, so we can have a recruiting profile, and agent profile and a personal profile. This flexibility makes these templates versatile to be used in all email communications. The templates have been responsible for several phone calls placed to us and interviews conducted after those calls.
- o Bottom line is that OnLetterhead provided a highly professional consistent corporate image that we were looking for at a minimal cost. Our agents are excited, our management is thrilled and our competition knows we are the best.



## Customer Case Studies



## Remax Classic Designs



OnLetterhead Case Studies

