



REAL ESTATE BROKER'S INSIDER

Management and sales tools for the residential real estate broker

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Transaction management system yields efficiencies for brokerage

For years, Bill Jones had considered installing a transaction management system at Heritage Properties, a Houston company with 350 agents and 13 offices.

And for years, Jones had found the options to be too cumbersome and costly. But when the Houston Association of Realtors (HAR) announced late last year that it had teamed with **Stewart Title's PropertyInfo** to create an electronic transaction system, Jones found a solution that made financial sense.

HAR negotiated an initiation rate of \$350 to \$500 per firm (not per agent) based on the number of agents in the company and the level of customization. Typically, the initial cost is \$1,995.

HAR's software gives users anytime access to

transaction documents. Agents, brokers and consumers can see documents online or through Apple and Android devices. Jones says the transaction management system is more efficient than storing hard copies of files.

"You can find a file when you want to," says Jones. "It's a much more organized way to manage documents."

Heritage Texas Properties' agents began filing all documents digitally as of Feb. 1, and Jones says there were few hiccups.

Buoyed by its early success with agents, Heritage plans to begin using the software with title companies, inspectors, buyers, and sellers.

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