

Busy real estate firm uses Lexmark color laser printers to boost business, reduce costs and improve its image.

Real estate firm cuts costs and refines its image with Lexmark C534n

The Organization

Located in The Villages, Fla., Realty Executives Tri-County serves the fast-growing central Florida real-estate market, concentrating on the greater Ocala area.

With more than 30 years of experience in real estate, Debbie Okruhlica and her husband have built their Realty Executives franchise into a major force in central Florida. With 18 full-time agents and an administrative support staff, the company relies on marketing, both online and in print, to drive sales of residential properties.

The Challenge

With prospective buyers often viewing up to two dozen properties before making a choice, keeping individual properties fresh in their minds becomes a challenge. "Like any real estate agency, we print hundreds of full-color, illustrated brochures every week," said Okruhlica. "Making ours stand out from the crowd is essential to achieving success."

To meet the needs of the company's agents, most of whom work from home offices, Okruhlica first installed a fleet of color inkjet printers. The results proved disappointing.

"We purchased these because they had a low acquisition cost, but we were spending more than \$100 on ink every week," Okruhlica said. "The photos in the brochures lacked punch." Printing on plain paper resulted in dull colors and poor images as the paper absorbed ink. Switching to specialized inkjet paper was beyond the budget.

In an effort to cut costs, Okruhlica first turned to an outside printing service. Not only was it expensive, but her jobs had to wait their turn. Next, Okruhlica tried refilling empty inkjet cartridges. "It wasn't pretty," she said. "There was ink everywhere." Okruhlica knew this was hardly the right way to run a business.

"Once we saw a brochure with brilliant colors in the photographs, all of our agents were sold on the technology."



—Debbie Okruhlica
Owner, Realty Executives
The Villages, Fla.
www.villagesrentalsfl.com

The agents of Realty Executives Tri-County concluded that inkjet was not the answer. It turned out to be deceptively expensive and produced unprofessional results. They needed an affordable solution to print hundreds of profile sheets on demand with bright colors and high image quality on plain paper to differentiate their brochures and presentations from others that buyers were collecting.

The Solution

Realty Executives Tri-County made the step up to the world of color laser printing and selected Lexmark devices. Surprisingly affordable,



the technology delivers brilliant photorealistic output and razor-sharp text on plain paper. Toner cartridges last for thousands of pages, forever eliminating the inconvenience and expense of weekly inkjet cartridge replacement.

“Our brochures and presentations are far more professional looking, and that translates into additional business.”

—Debbie Okruhlica

“Once we saw a brochure with brilliant colors in the photographs, all of our agents were sold on the technology,” said Okruhlica. Initially wary of an unfamiliar technology, the agents quickly learned that the color lasers were affordable, easy to operate and reliable.

Realty Executives Tri-County installed a desktop color laser printer in agents’ home offices and a pair of high-volume color printers in its central office.

Unlike an inkjet, whose wet ink bleeds, causing absorbent standard paper to buckle and images to smear, a Lexmark color laser’s dry micro-powdered toner allows Okruhlica’s agents to print brochures in vivid, full photorealistic color.

“We placed copies of a presentation next to one from another real estate company,” said Okruhlica. “Ours was much better in terms of quality and presentation.”

For Realty Executives Tri-County, like thousands of other small companies that do not have an in-house IT department, ease of use and reliability are essential. Lexmark color lasers deliver. With a full graphical LCD operator panel, the printer displays images that guide users through toner cartridge replacement, loading paper or clearing a rare misfeed. For larger businesses, the same display can provide IT administrators with detailed status and usage information. Routine maintenance is simplified with toner cartridges and paper that load from the front.

The Results

By replacing its inkjet printers with Lexmark color lasers, Realty Executives Tri-County has reduced its costs by 66 percent, eliminated delays and set itself apart from the competition.

Printing thousands of pages every week, the company has found its investment is paying off. “Our brochures and presentations are far more professional looking, and that translates into additional business,” Okruhlica said.

Few industries are as competitive as real estate where most offices are locally owned and operated. Getting noticed directly affects the bottom line. With affordable and reliable color laser printer technology from Lexmark, Realty Executives Tri-County, found the perfect solution.