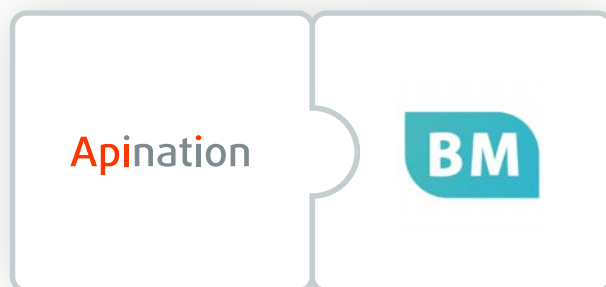
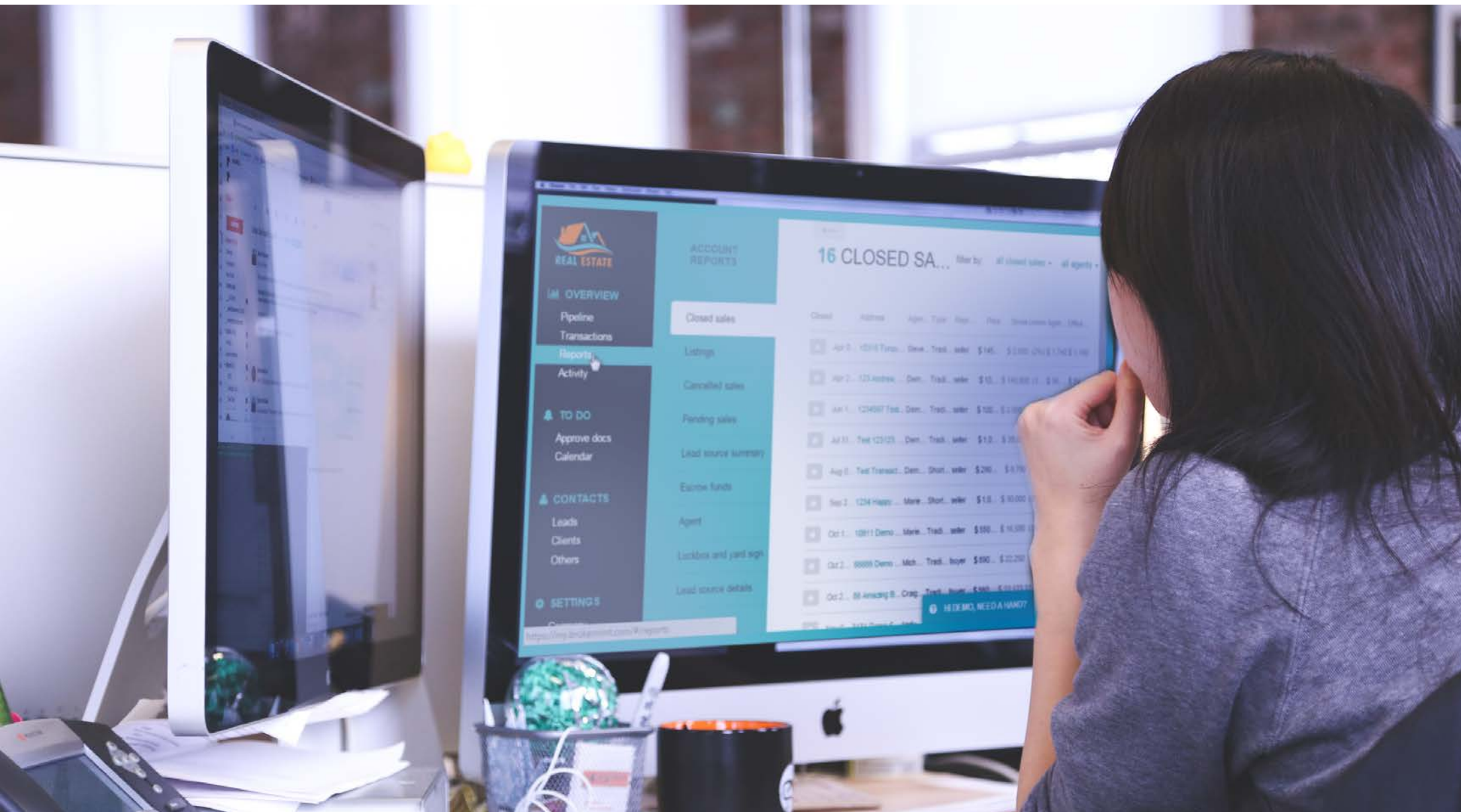


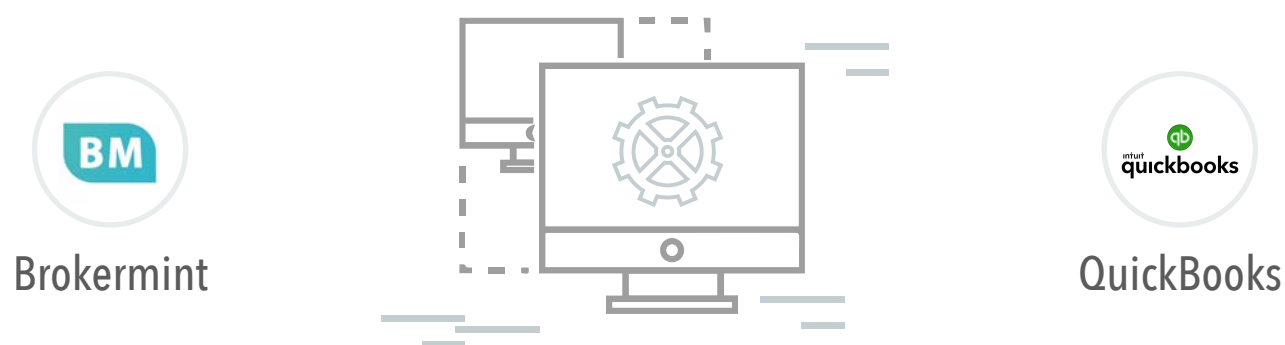
CASE STUDY

Brokermint uses Apination Integration Expertise to Grow Its Business

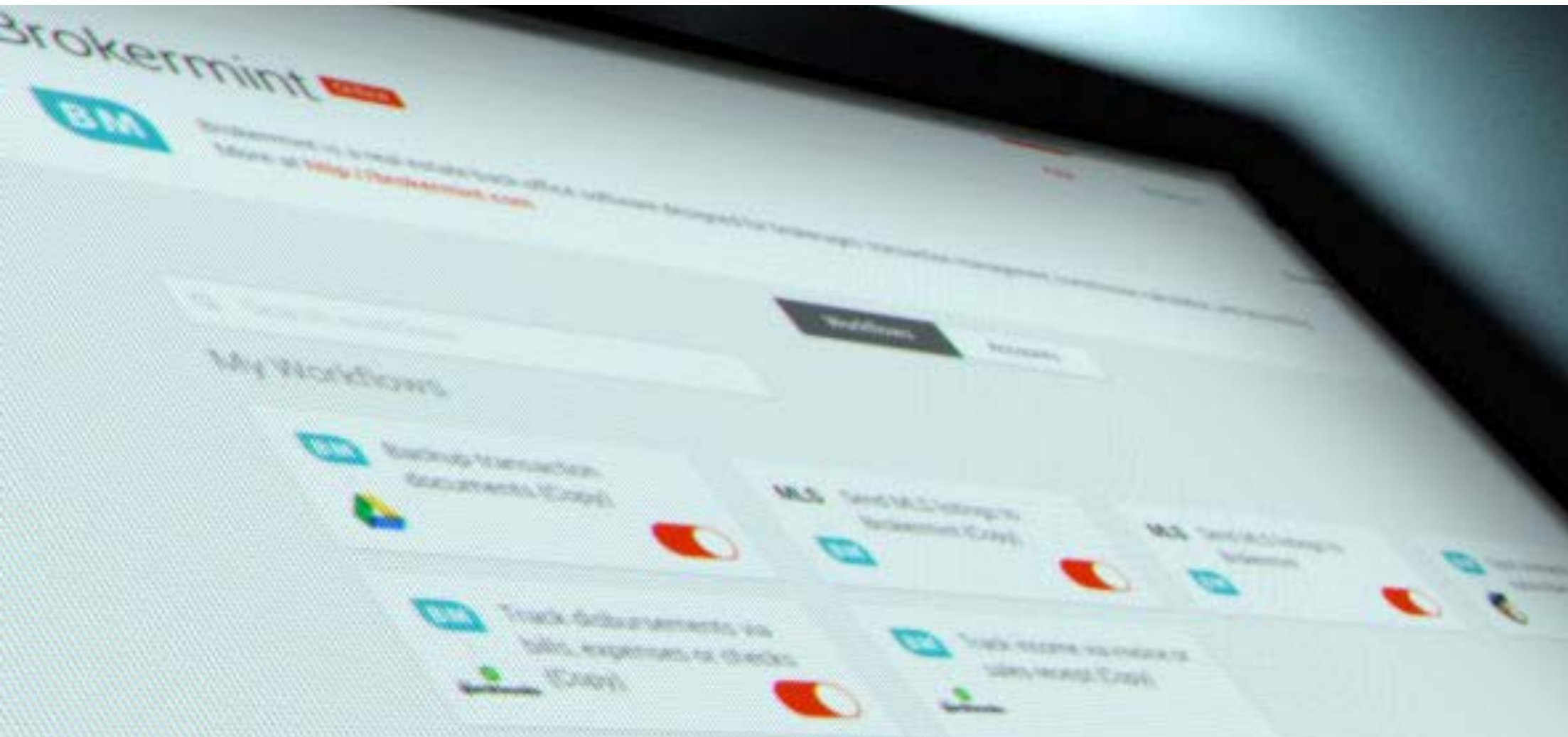




Andrew Chishchevoy, CEO of Brokermint, was deeply concerned about one of his customers. The client, an east coast real estate brokerage, was overdue and over-budget in preparing tax reporting information for its sales team.



Managing Broker Steve Larson was finding it very difficult to pass information from Brokermint’s real estate transaction software to his agency’s bookkeeping program, QuickBooks. Andrew knew the lack of transparent interoperability between the two programs could lose him a customer.



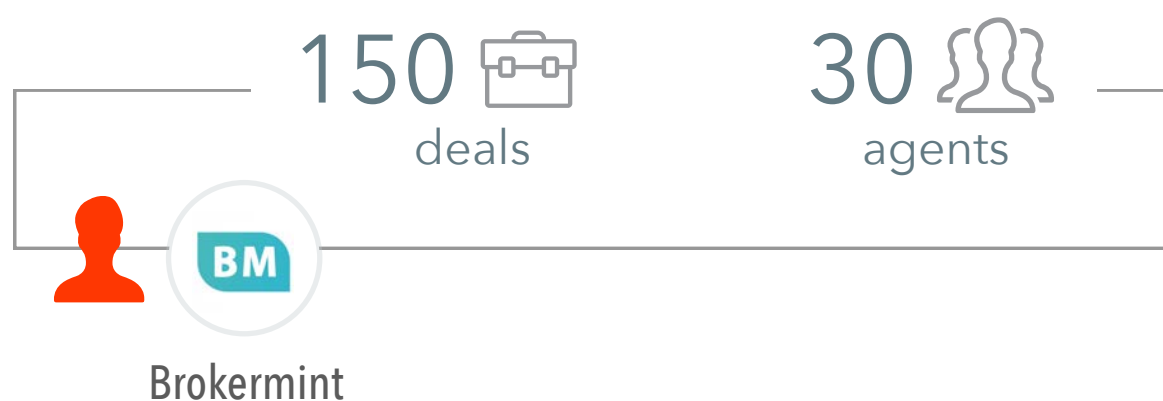
Andrew also suspected that he had more customers in Steve Larson's situation. Working hand-in-hand with Larson would lead the partnership down a long path of research, feasibility studies and vendor interviews for solutions.



Ultimately, they would choose to partner with Apination, a relationship that would provide incalculable benefits to Brokermint, its current customer base, and future growth.

Business Bottlenecks

Larson (not his real name) was a top notch sales guy, shrewd, a go-getter. His business was closing 150 deals per year with 30 agents on the team. Brokermint was instrumental in tracking the transactions.



But Larson needed more from Brokermint. He needed Brokermint to seamlessly integrate with the rest of the applications his business was using. However, the lack of integration between Brokermint and QuickBooks was throttling business operations.



The most critical issues for Larson included



The inability to run financial reports because of inconsistent data entered into QuickBooks



Delays in paying agents quickly



A lack of data or wrong data interfering with end-of-year tax reporting and (Form) 1099 generation.



Larson
commented

“Because of a lack of ongoing financial tracking, errors in copy-paste, and manual data entry, it was impossible to get accurate financial reports.”

Getting prepared for the end-of-year tax reporting alone cost the brokerage more than **\$1,200** in administrative fees and an additional one-to-two weeks of work.

Most significant, however, was the necessity of retaining its top agents. The cornerstone of retention was calculating commissions correctly and paying agents immediately. Top producers would move to competitors if the business could not compensate the agents quickly.



Larson
commented

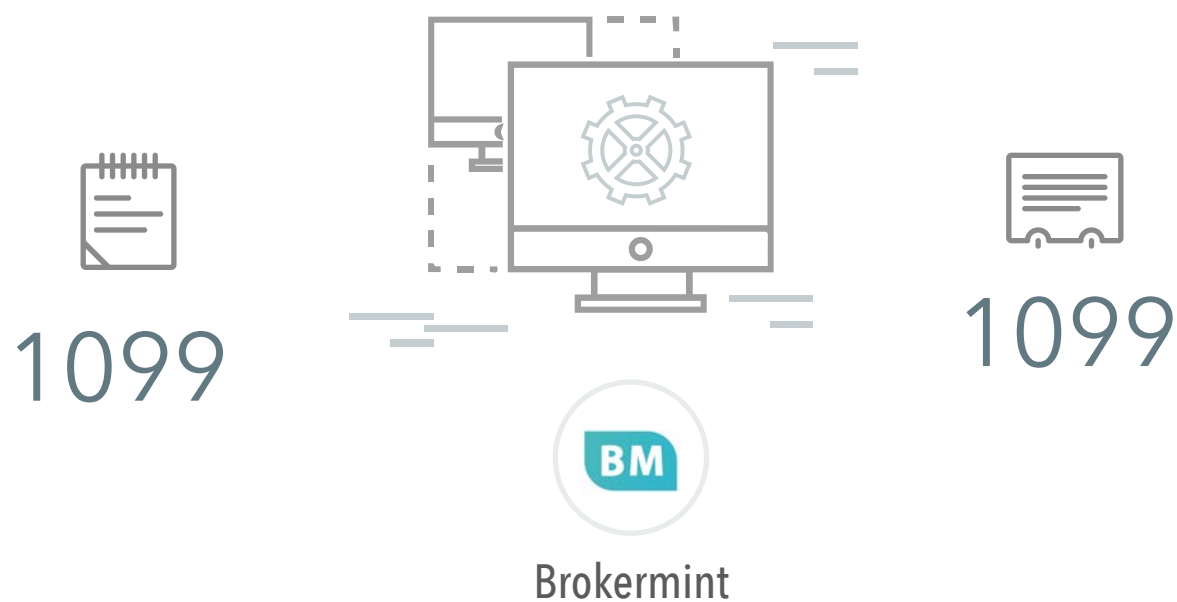
“As soon as I close the deal, I want my agent to get paid immediately. I want to shake their hand and congratulate them, to keep them happy and motivated for the next deal!”

Tipping Point

The integration issue between Brokermint and QuickBooks came to a head one January, when Larson's brokerage had to produce 1099 statements for its agents.

"Steve realized they didn't have accurate information. It was going to take them a few weeks to get the financials reconciled and get the accurate amounts for the tax forms,"

Brokermint's Andrew said after his conversation with his customer.



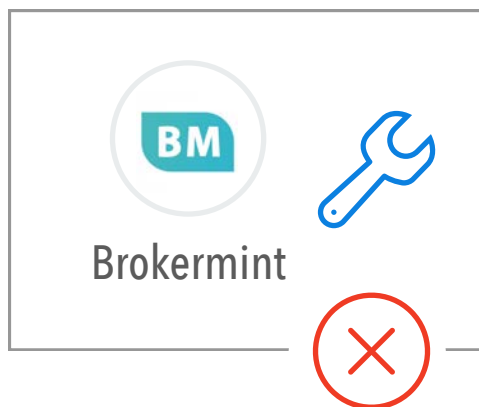
After the 1099 incident, Andrew understood he needed an integrated systems approach to solving Brokermint's problem. Brokermint wanted a seamless solution that would fit the way their software worked.



They required a transparent automation approach in which there was

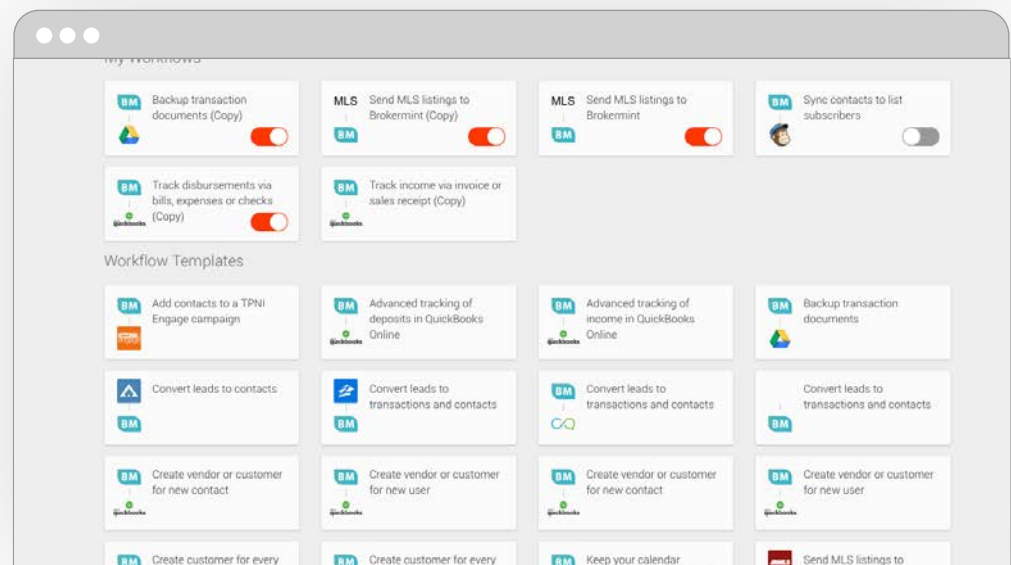
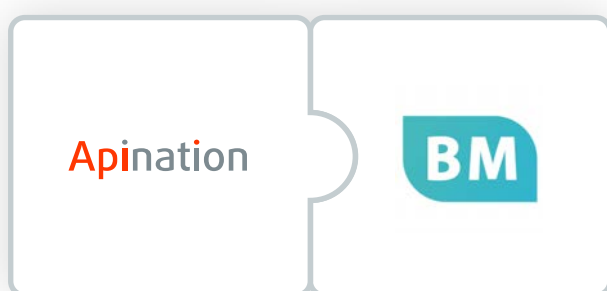
- no loss of data
- no bottlenecks
- no broken processes

Many of the vendors Andrew investigated, however, told Brokermint how to comply with the vendor’s software, instead of offering solutions that fitted into Brokermint’s needs and processes.



Brokermint found that so-called “turn-key” solutions “**didn’t work and didn’t fit unique and specific business processes**”.

Brokermint also knew that building solutions in-house was expensive and distracting from their core focus. And because Brokermint lacked the expertise for bespoke projects, Andrew knew custom development would not work as well as hiring an integration expert.



Brokermint eventually decided to work with Apination to create a seamless software integration solution. Apination offered an approach that worked with its clients’ business processes, instead of changing them.

Apination’s collection of business processes was also able to evolve as Brokermint application grew in size, features, and sophistication.



Apination

BM

Smiles All Around

Andrew knew he had found a winning formula with Apination when Larson, his long-suffering brokerage customer, told him,

“My bookkeeper is finally smiling!”

Andrew also had something to smile about in partnering with Apination. According to Andrew, their relationship brought immediate benefits to Brokermint, including:

1. A reduction in customer churn *by half*;
2. Increased sales *by 25%*;
3. *Thousands of dollars in savings* by avoiding custom solution development;
4. Liberating resources to enhance their product *functionality and customer care*;
5. And the wherewithal *to reach for larger* accounts.

Apination

Apination’s integration expertise and easy-to-use collection of business processes not only saved a customer account but has grown a business, too.