

# Real Estate Brokerage RE/MAX Saves More Than \$80,000 By Switching To 3CX



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The RE/MAX Eastside Brokers Inc. and RE/MAX Metro Realty Inc. brokerages have just switched their telephony provider to [3CX](#) and are reaping the benefits of a streamlined [phone system for Windows](#) which was inexpensive and easy to install.



RE/MAX provides training and technology to real estate agents via two offices and hundreds of staff spread across the Pacific North West. As these award-winning brokerages deal with up to 50 simultaneous calls from clients as well as 400 DID's, they needed a sophisticated yet easy-to-use VoIP PBX system which would deliver value for money in a recession stricken economy.

After searching for quotes from many different companies and software providers, RE/MAX IT manager Dustin T. Adam found that using 3CX could make the company a massive annual saving of \$20,000. This was on top of the even greater one-off installation saving conservatively estimated at \$80,000.

Dustin said: "I started looking for a replacement to our aging telecommunications infrastructure and, like all good managers doing research, received quotes from a number of different companies and vendors.

"The average price for a replacement infrastructure, including all the desk phones, was nearly \$100,000 or more. Doing most of the design and implementation myself

along with Summit Services, a 3CX Premium partner, that cost was somewhere around \$20,000. It didn't take a rocket scientist to work out which was the better option."

3CX is an excellent choice for SMB clients in these difficult economic times because it provides a number of different cost savings. For instance, RE/MAX was able to cut costs by unifying the phone systems for its two offices in Bellevue and Seattle. Another advantage of 3CX was increased mobility as the system allows RE/MAX staff to do business at all hours of the day and in any location.

3CX also saves on administration time as only one system needs to be administered and no third party is required for programming purposes. Neither will it be expensive to further expand the system in future by adding extra phones lines. With 3CX the process is much easier than traditional or proprietary PBX.

### **About RE/MAX**

RE/MAX Eastside Brokers Inc. and RE/MAX Metro Realty Inc. use outstanding real estate agents to produce outstanding results. With more than 20 years working in areas such as Seattle, Tacoma and the San Juan Islands, RE/MAX offers longevity and experience. The company specialises in a wide range of real estate needs including single family homes, luxury homes and short sale and foreclosure properties.

### **About 3CX**

3CX is the market leader in Windows VoIP PBX software. Its product, [3CX Phone System for Windows](#), has earned Windows Server Certification and has received numerous awards, including The Windowsnetworking.com Gold Award, the Windows IT Pro magazine 2008 Editor's Best Award and a Best Buy Award by Computer Shopper Magazine. 3CX has offices in the UK, USA, Germany, Cyprus, Malta, Australia and Hong Kong. For more information visit [www.3cx.com](http://www.3cx.com).

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