



Broker Unlimited/QuickBooks Duo Saves Real Estate Firms Thousands a Year

The Broker Unlimited/QuickBooks team has saved real estate companies hundreds of admin hours and thousand of dollars a year by streamlining and automating the real estate transaction process.

"There simply is no way our company could have reached its present level of efficiency and profitability without the organization, discipline and reporting capabilities of the Broker Unlimited software. We have depended on it for over 15 years."

Vince Smeraldo
Senior Accountant
Prudential Preferred
Properties CRE



Prudential

Preferred
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SUCCESS STORY

Prudential Preferred Chicago

AT A GLANCE:

Customer:

Prudential Preferred Chicago CRE
Corporate Offices:
16 W. Hinsdale Avenue
Hinsdale, IL 60521

Industry:

Real Estate

Business Challenge:

Conquer inefficient administrative redundancy between our marketing information database and our accounting system.

Solution:

A programmatic interface between Broker Unlimited and QuickBooks.

Results:

We can focus on customer service and selling real estate with the assurance that we are backed by an industry-proven, integrated marketing and accounting system that is tailor-made to suit our needs

Customer Profile

Prudential Preferred Properties of Chicago is a major force in real estate in the Chicago area with annual sales reaching nearly a billion dollars.

Business Challenge

When we first started out, we had Broker Unlimited, and we had QuickBooks, but we had no way to connect the two. The double entry work was slow, painful, and expensive.

The integration of Broker Unlimited and QuickBooks was like a breath of fresh air. With a couple of mouse clicks we can now completely process a Real Estate deal (including commission splits), write the checks, and do the accounting -- all in one seamless event that takes less than 5 seconds to do.

Solution Overview

The authors of Broker Unlimited worked at length with Intuit to build the bridge between the two applications. The task was to allow Broker Unlimited to do all the work on the brokerage side, and QuickBooks to do all of the work on the accounting side. Information flows both ways. The deal information created by Broker Unlimited is parsed into journal entries and passed directly into QuickBooks. List management is controlled by Broker Unlimited which has the ability to duplicate list entries in both applications with a single entry.

Business Benefits

The savings in time and money cannot be overstated; the reduction of errors and security resulting from professional organization of our sensitive data is priceless. As a footnote, Vince says: "Good software should run backwards as well as forward. If we make a mistake, with a mouse click we can "un-pay" a complete Real Estate transaction - and it happens in both applications at the same time."



Key Results

In the world of real estate, the most time-consuming of administrative functions is the process of distributing gross commission revenues among participating agents and functions. Our crowning achievement in software engineering has been the parsing of the transaction process into elements that can be journalized which can then be posted directly into QuickBooks. Not only have we streamlined the process, the legions of spreadsheets our software replaces are history.

Accounting Made Easy

There is a traditional disconnect between the elements of a real estate transaction and the subsequent execution of proper accounting procedures. In the extreme, these functions are handled by different admin individuals who may even reside in different departments within the corporate structure. The QuickBooks/Broker Unlimited interface integrates both the transaction and accounting functions into one seamless process that eliminates the confusion, repetitive data entry and expense of doing things the old way.

Detailed Reporting and Analysis

Relational database technology is the engine that drives Broker Unlimited. As a result, the processing of transaction data becomes the source for an almost limitless construct of reporting formats that will satisfy the needs of even the most discriminating user. In truth, it is the transaction related data analysis that drives the RE ship on a daily basis. Add to this the completely detailed and thorough reporting capability of QuickBooks for period analysis, and no information need will ever go unaddressed.

Online Success

Broker Unlimited is a terminal services application which utilizes the internet to create 24/7/365 secured access to the application software. This unparalleled availability from virtually anywhere on the planet opens the door to a variety of administrative conveniences. Run the store from one location – print checks to printers in another. Run reports and do analysis from laptops anywhere. Provide agents with WEB based access to their own productivity data from anywhere – any time – and much more.

“It is like a match made in heaven. The integration between QuickBooks and Broker Unlimited is amazing.”

*Vince Smeraldo
Senior Accountant
Prudential Preferred Properties, CRE*

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Broker Unlimited
www.brokerunlimited.com

Quick Books
www.quickbooks.com

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