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ERA Woodmont Realty Group

Keeping Agents Informed
Using the Power of Intranets



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ERA Woodmont Realty Group Nashville and Brentwood, TN

ERA Woodmont Realty Group, a franchise of the worldwide ERA real estate network, has two offices, one in Nashville, and the other in Brentwood, Tenn. Mike Nichols is the managing broker for the Nashville office. Like many of his colleagues, Mike is technically savvy. He has his own Web site that's an offshoot of the company Web site. Mike's site provides his clients with a wealth of information about buying and selling homes in the area.

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- Mike Nichols
Managing Broker for
ERA Woodmont Realty
Group

But what the company's various Web sites don't provide is a way for the brokers and agents to stay in touch with each other. "The multiple listing service that most realtors use is Web-based, so our agents are already comfortable using the Web in their work. What we lacked, however, was a way to keep our people informed about meetings and other scheduled events and a place to keep frequently used documents," he said.

ERA Woodmont Realty has filled that void with an intranet from Intranets.com, the world's largest provider of Web-based intranets.

Nichols says he first saw the Intranets.com service at a trade show and then at another ERA office. He introduced it to his offices in February 2001.

"Our two offices are only about 10 miles apart, but the gap between us seems a lot bigger than that when it comes to sharing information among all the agents, many of whom work out of their homes," Nichols said. "Our agents are essentially self-employed. They call the shots about how they manage their business. Intranets.com has helped increase participation at office meetings and other company events. The intranet gives us an easy way to keep everyone on the same page. One of the features the agents like best is that they can access the intranet from their home PCs or even from a client's home or office. That's a great convenience for all of us."

In addition to enabling the agents to keep track of calendars and documents, Woodmont Realty Group uses the Intranets.com polling feature to get more people involved in decisions that affect the entire company.

"We conducted a poll to see what our agents wanted on the agenda at a retreat we were planning. It turned out to be a real learning experience for us," said Nichols. "The event organizers had some ideas about what the agents would want us to cover, but the results of the poll surprised us. This technology enabled us to create a much more interesting and interactive conference for our people, which made the experience much more worthwhile for all of us. I see us using our intranet a lot more as we move forward, especially as we transition to a paperless office."



Nichols says he shows potential employees the Intranets.com site and it helps the agency attract good people.

“We’ve always been on the cutting edge of technology at ERA Woodmont, and the intranet is one of our key tools,” he said. “We wouldn’t want to work without it.”

