

# The right technology drives the right results.



*“I want technology that’s ahead of the curve—that’s why we installed the Allworx® System.”*

*Dan Coffman, Owner, Alpha Real Estate*

Left: Brendan Gilligan of Alpha Real Estate using Allworx Communication Center.

THE SAN FRANCISCO GREATER BAY Area property market is hot and Alpha Real Estate, a specialist in Greater Bay Area urban homes, is on fire.

It’s not just that they help buyers and sellers find what they want in single-family homes, condos, and income properties, it’s that they want to do it in the most technologically advanced way possible.

“I want technology that is ahead of the curve—that’s why we installed the Allworx System,” said Dan Coffman, owner of Alpha Real Estate.

### **Meets future needs**

Before making the change to Allworx, Alpha Real Estate used a hodgepodge of components to

provide the services they needed. The phone system was from Panasonic, the server from Microsoft, with other components thrown in from other companies. Getting everything to work together was a challenge and not one that Dan wanted to undertake again.

He considered upgrading just the Panasonic system but knew he would face a nightmare of integration problems during the upgrades. The time was at hand to make the change to a complete system that could do it all.

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## **The Challenge**

Providing the appearance of cohesiveness to a scattered group of real estate agents was one of the challenges Alpha Real Estate faced as they looked to upgrade their communication system. They needed a solution that provided more reliable service than their present system, offered integration of components, and most importantly, a service that offered state-of-the-art technology.

## **The Solution**

- Allworx 10x system
- Digital and analog phones

## **The Benefits**

- Meets future needs
- A cohesive image
- Stay connected
- Ease of use
- A good investment

**Industry:** Real estate  
**Size:** 16 independent contractors  
**Locations:** 1  
**System:** Allworx 10x

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Dan investigated other systems, checking the installation and maintenance costs of each. He then compared it with an Allworx integrated system and it quickly became clear that Allworx was the only choice for his busy office. “Allworx is where the industry is going,” Dan stated. “Cell phones used to be a luxury, but now they’re commonplace. In a few years, that’s the way it will be with Voice over Internet and digital phones.”

The ability to merge other systems into Allworx was a true selling point. “We will use this system to build on for the future and we want to be ahead of the technology curve,” he explained.

### **A cohesive image**

It’s the nature of the real estate business: agents are busy and often out of the office showing properties or meeting with prospective clients. Dan needed a

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Alpha Real Estate*

system that created a singular presence for his office. “Our agents are scattered all over the area; Allworx brings them all together and gives us the appearance of being a cohesive group.”

Because many real estate agents have home offices, the ability to set up virtual offices was another deciding factor

in the decision to make the upgrade to Allworx. “We anticipate a cohesive image for the business now — we want our clients to think we are one company, not a group of independents,” Dan said.

### **Stay connected**

The merging of the phone into email is one of Dan’s favorite Allworx features. “We like that everyone in the office is connected together via the phones, email, voicemail and calendar, and we can even easily share files using Allworx as a file server,” he stated.

Because voicemail is transferred into email, it makes it easy to forward messages along with a note. Everyone can hear the same message and read supporting comments, which helps keep everyone informed.

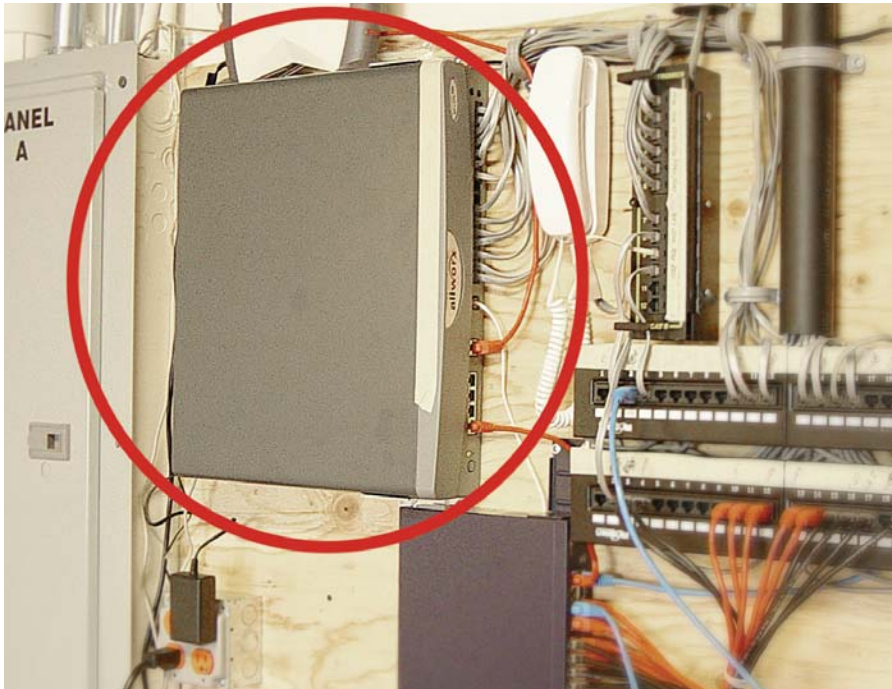
The ability to forward voicemail to a cell phone means that agents working for Alpha Real Estate now only have to give out one phone number instead of three. Depending on where agents will be, calls can find them, whether in the office or on the road.

“We no longer have to give out three numbers: office number, our cell phone numbers, and the number for the office in San Francisco. Now customers call our office number and can reach us wherever we are.”

The Allworx calendaring feature is also one that the Alpha Real Estate agents make good use of in their day-to-day routine. Before using the company-wide calendar, it was difficult to coordinate the activities of agents. “The Allworx calendar helps keep all of us in sync and we all know where each other are at all times,” he said.

## The Allworx 10x





Allworx is the hub of Alpha Real Estate's communication system. The Allworx 10x is shown above connecting the PBX phone system, Local Area Network and Internet. The Power Fail analog phone is above to the right.

### Ease of use

Even though Dan is very tech savvy, purchasing a system that offered ease of use for setup and maintenance was important. "Setting up new employees is very simple and straightforward," Dan said. "Because we are only learning the Allworx system instead of many different components, the learning curve was much easier."

Another consideration when purchasing a communication system is the expense of ongoing support. With Allworx,

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*Daniel Coffman, Owner, Alpha Real Estate*

that is a thing of the past because managing and making changes to the system settings is easy with the Allworx Communication Center software tool.

### A good investment

Allworx was a good business investment for Alpha Real Estate because they were able to install one system instead of two: network and phones.

"We were able to merge all our systems into one and it still cost less — about one-third of the setup costs of other systems," Dan said.

It also makes the office a more pleasant environment because there are fewer wires running throughout the office. Training costs were reduced as well,

because office personnel learned one system rather than two or more.

In addition to the Allworx server, Alpha Real Estate purchased a second drive, auto attendant, and two IP phones.

"We wanted the IP phones because this is where technology is going — we're not ready to go there completely yet, but I want to be prepared for the future," Dan stated. "We bought what we needed now and what we can grow into in the future." ■

### Company Profile

Alpha Real Estate is a full service real estate agency that also provides mortgage-lending services. Alpha Real Estate focuses on sales of urban homes in the greater Bay area — condos, single family homes, and one- to four-unit buildings. The company has earned a reputation for satisfying the needs of first time home buyers and sellers.

Alpha Real Estate provides high-end services to its clients. They have offered mortgage assistance for 12 years and real estate services for eight years.



### To learn more about Alpha Real Estate, contact:

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## Allworx in action

The Allworx system can be configured to meet the needs of any business. Our Authorized Allworx resellers work with you to create a configuration that suits your needs and prepares for

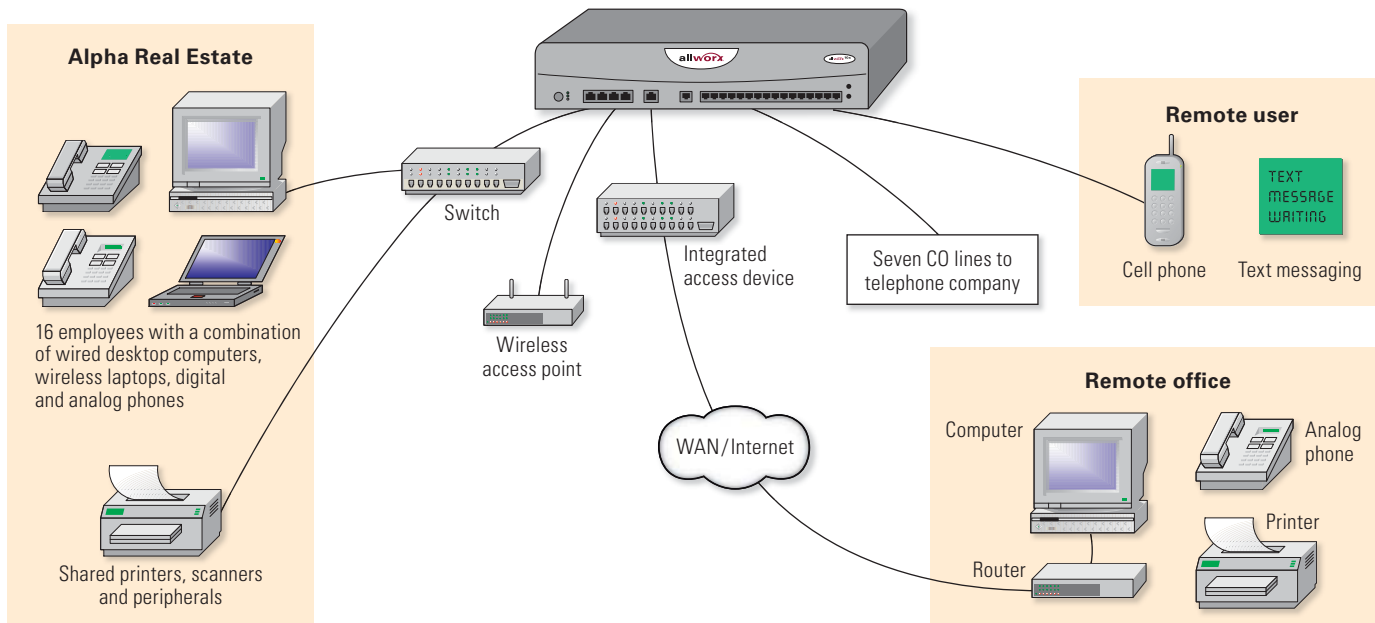
business growth. The configuration shown here was designed especially for Alpha Real Estate, satisfying their current needs and building a solid platform for tomorrow's expansion.

## Alpha Real Estate - system components

Phone system	Network server	Message center	Options
<input checked="" type="checkbox"/> Analog phones	<input type="checkbox"/> Automated backup	<input checked="" type="checkbox"/> Contact management	<input type="checkbox"/> Analog station gateways
<input checked="" type="checkbox"/> Auto attendants	<input type="checkbox"/> Email server	<input checked="" type="checkbox"/> Group calendars	<input type="checkbox"/> CO line expansion units
<input checked="" type="checkbox"/> VoIP Phones	<input type="checkbox"/> Fax support	<input checked="" type="checkbox"/> MS Outlook compatibility	<input checked="" type="checkbox"/> Mirrored disk
<input checked="" type="checkbox"/> PBX & Key phone system	<input checked="" type="checkbox"/> File server	<input checked="" type="checkbox"/> One InBox	<input type="checkbox"/> Music on hold
<input checked="" type="checkbox"/> Remote users	<input checked="" type="checkbox"/> Firewall*		<input checked="" type="checkbox"/> Switches
<input type="checkbox"/> Voice over Internet	<input checked="" type="checkbox"/> WAN/Internet access*		<input checked="" type="checkbox"/> Uninterruptible Power Source
<input checked="" type="checkbox"/> Voicemail	<input type="checkbox"/> Web server		<input checked="" type="checkbox"/> Virtual Private Network
<input type="checkbox"/> Multi-site calling	<input type="checkbox"/> LAN - PC Network router		<input type="checkbox"/> Allworx Call Queuing
<input type="checkbox"/> Unified messaging			<input type="checkbox"/> Allworx Call Assistant
<input type="checkbox"/> Customer call routing			<input type="checkbox"/> T1/PRI Gateway

\* Integrated from previous non-Allworx communication systems.

## Alpha Real Estate - Allworx 10x Configuration



Allworx is a state-of-the-art communication system that integrates a sophisticated phone system, a robust data network and software tools, all working together to increase employee productivity and business revenues. Designed for companies of up to 100 employees per site, Allworx improves communications while simultaneously reducing cost.

<div style="background-color: green; color: white; padding: 10px; font-size: 2em; font-weight: bold;">1</div> <p><b>Phone system</b></p> <ul style="list-style-type: none"> <li>• Full PBX &amp; Key System</li> <li>• Remote User</li> <li>• Site-to-Site Access</li> <li>• Unified Messaging</li> <li>• Voice Over Internet</li> </ul>	<div style="background-color: orange; color: white; padding: 10px; font-size: 2em; font-weight: bold;">2</div> <p><b>Network server</b></p> <ul style="list-style-type: none"> <li>• Automated Back-up</li> <li>• Email/Web Server</li> <li>• Internet Security</li> <li>• LAN Network</li> <li>• WAN Access</li> </ul>	<div style="background-color: blue; color: white; padding: 10px; font-size: 2em; font-weight: bold;">3</div> <p><b>Advanced features</b></p> <ul style="list-style-type: none"> <li>• Call Assistant™</li> <li>• Call Queuing™</li> <li>• Group Calendaring</li> <li>• Internet Call Access™</li> <li>• VPN</li> </ul>
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