

anytimeMLS lets realtors take their office on the road



Overview

■ **The Challenge**

Residential real estate agents need a tool that allows them to work on closing new business while mobile, without returning to the office

■ **The Solution**

Based on IBM WebSphere® Voice Server technology, anytimeMLS uses a voice interface to request/retrieve information via mobile phone

■ **The Benefits**

Can deliver time sensitive market information when out in the field with a client; can ultimately increase annual property sales

Information on the fly

Newport Wireless, based in Irvine, California, develops, markets and hosts mobile information solutions for both real estate enterprises and telecommunication carriers. The company's flagship product line, called NewportWorks, includes integrated, wireless solutions for residential real estate agents designed to increase the productivity and the revenue of mobile workforces.

A highly competitive industry

Residential real estate agents are always looking for new ways to differentiate their services, increase sales and boost the bottom line. From printed flyers to the Internet, a variety of tools have been tried with different results.

None of these conventional methods have been able to provide realtime, up-to-date information and the ability to respond to a client without returning to the office. anytimeMLS is a technology-transparent, voice-enabled tool that allows agents to continue working on closing new business while mobile. It has already proven its ability to increase sales, shorten the selling cycle and still be easy to use.

“All of our architecture, including hardware, is IBM. We feel that our business will grow with IBM voice technology.”

*Ken Stockman
CEO
Newport Wireless*



Utilizing a communications channel that agents are already comfortable with—the mobile phone—anytimeMLS requires no phone modifications or upgrades, since IBM voice technology is enabled over a conventional telephone line.

Newport chooses the IBM platform

Ken Stockman, the CEO of Newport Wireless, feels that the real estate industry is ready for anytimeMLS. “This product extends the real estate office into the field,” he says. “We remove pain and add value for real estate professionals by closing the communication gap with their customers. Now that relationship is extended to virtually anytime, anyplace.”

But Newport Wireless didn’t get to this point overnight. Stockman recalls, “Our previous application, Mobile Exchange, was built on another platform, but we migrated to IBM to take advantage of the voice recognition and telephony functionality.”

“We’re really excited about the next step—WebSphere Voice Server 2.0 with its concatenative text-to-speech engine, which will sound even more natural. By making the interaction more comfortable for the customer, we can increase the usage and retention rates.”

Field testing is successful

anytimeMLS has already proven itself by delivering enhanced customer service, resulting in additional property sales for the agent and broker. During a market trial, the group estimated that they could sell an additional three to five properties per year if they had wireless access to MLS listings.

anytimeMLS: virtually anywhere, anytime

The core feature of anytimeMLS is the concept of “Mobile Realty”—virtually anywhere, anytime, direct wireless access to information. This allows agents to access their MLS database when they need it most—while in the field. More proactive features, such as short text messages or voice call alert to mobile phones, provide the ability to forward MLS information to customers by e-mail directly from their phone. In the near future, personal contact management tools (address book and calendar), will become available—one of many advantages of anytimeMLS.

An example of how it works

A new property might be entered into the MLS database, matching the criteria of an agent’s customer. Immediately, a realtime alert is sent to the agent about that property. The agent can then access and listen to a description of the listing to learn more. If there is a match, the agent can instantly forward the information by e-mail to the potential client.

Proactive features such as this one provide the agent with the advantage of a ‘virtual assistant’ while out in the field. This allows the agent to perform tasks that would otherwise be impossible to complete, significantly enhancing productivity and peace of mind.

**Solution based on Java,
Voice XML technology**

anytimeMLS is Java-based and leverages AIX® and the Linux® operating systems. The IBM WebSphere Voice Server voice recognition engine is driven by dynamically generated VoiceXML. IBM DTXA voice and telephony boards are installed in the IBM WebSphere Voice Response for AIX system, which provides the Interactive Voice Response (IVR) capability. As CEO Ken Stockman explains, “IBM has been very dependable. All of our architecture, including hardware, is IBM. IBM is committed to this product line and it will continue to improve. We can be part of that improvement, which is very exciting to us. The core architecture is scalable, so we can talk to big carriers or small businesses.”

In addition to software applications, Newport Wireless' professional services team offers custom applications and specific communications hardware.

About Newport Wireless

For more information on anytimeMLS, visit the Newport Wireless Web site at www.newportworks.com, e-mail info@newportworks.com, or call 1 949 654-4909.

“A Tale of Two Realtors”

8:00 AM—Both agents have clients interested in purchasing a three-bedroom home in ZIP code 12345 and both have an open house that they must be at all day. Before leaving home for the day, Agent A interfaces with anytimeMLS via the Internet and instructs it to alert her via her mobile telephone if any new three-bedroom properties are listed in ZIP code 12345. Agent B does not.

11:00 AM—Agent A gets an alert that a new three-bedroom property has been listed in ZIP code 12345. Agent A then calls anytimeMLS voice service, selects the MLS description for that listing via a voice menu and then listens to a detailed description of the property. Agent A decides that the property is exactly what her clients are looking for and the price seems right. She then instructs anytimeMLS to forward the property description to her client's e-mail account then calls their phone number utilizing her voice-enabled rolodex. Agent B is still in the dark.

1:00 PM—Agent A's clients see the house and decide to make an offer. Agent B still doesn't know that the new listing exists.

2:00 PM—Agent A gets a call from her clients and learns they want to make an offer.

3:00 PM—Agent A's clients sign the offer paperwork and then deliver it to the seller's agent. The sellers accept the offer. Agent B never had a shot at the sale.

About IBM

With more than 40 years of delivering voice solutions and more than 150 voice technology patents, IBM is a global leader in providing access to data through voice integrated solutions that enable organizational effectiveness for e-business development.

To learn more

For more information about how IBM can help your business take advantage of conversational e-business, call your local IBM Sales Representative, contact an IBM Business Partner specializing in voice at ibm.com/software/voice/partners/list or visit ibm.com/software/voice, call us in North America at 1 800 Talk-2Me or outside North America, e-mail Talk2Me@us.ibm.com.



© Copyright IBM Corporation 2002

IBM Corporation
Department LG9A
8051 Congress Avenue
Boca Raton, Florida 33487

Printed in the United States of America
03-02
All Rights Reserved

IBM, the IBM Logo, e-business, AIX and WebSphere are trademarks of International Business Machines Corporation in the United States, other countries or both.

Java is a registered trademark of Sun Microsystems, Inc. in the United States, other countries, or both.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.



Printed in the United States on recycled paper containing 10% recovered post-consumer fiber.



G210-1410-00