



Real Estate Company Feels at Home with PAETEC

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Eileen Brookover

*Telecommunications Manager
Coldwell Banker Residential Real Estate*

Coldwell Banker Residential Real Estate, with its Web site FloridaMoves.com, is Florida’s largest residential real estate brokerage company, serving the communities of Broward County, Central Florida, Miami-Dade, Palm Beach, Sarasota Bay, Southwest Florida, and Tampa Bay. On a combined basis, Coldwell Banker Residential Real Estate Florida generated over \$7.95 billion in closed sales volume and 38,075 total units sold in 2009.

According to Eileen Brookover, telecommunications manager at Coldwell Banker Residential Real Estate, Coldwell Banker’s telecommunications expenses were growing out of control. “We were seeing our monthly recurring charges for local and long distance services continuously spiral,” said Brookover. “As an analyst, I was working on ways to bring those costs down and reduce our overhead but, at the same time, increase our level of service.”

This seems like a difficult task, but one that was essential to the company’s business. “Communications are critical to our business,” said Brookover. “We were experiencing problems with the big carriers, the large ILECs. They charge us tariff rates, which we would try negotiating as contract rates with them, but they still weren’t competitive, so we began looking for a carrier that would support us with a more customized solution. I wanted a carrier that would be creative and offer customized network solutions for local as well as long distance service, and one that would enhance our business needs.”

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When the search was over, the company that best fit Brookover's criteria was PAETEC – which may have come as a bit of a surprise to her. "A lot of us who have worked with the larger carriers never even considered switching to one of the CLECs because we had this notion that they might not be able to support such a large company," said Brookover. "The representatives from PAETEC helped us to see that there were other choices out there besides the big three carriers, other companies that could provide quality service and support."

Brookover and her team at Coldwell Banker found the PAETEC personnel so compelling during the presales process that they actually became one of the company's foremost reasons for choosing PAETEC. "Ultimately, it was the man who is now my account manager that sealed the deal for us," said Brookover. "He worked very hard to meet our requirements."

Another major selling point for Brookover was the reliability of PAETEC's networks. "Obviously, if we don't have dial tone, then we can't talk to our customers," said Brookover. "It was critical to find a carrier that could offer a reliable service to ensure that we have dial tone. I saw PAETEC's infrastructure and it made me comfortable that PAETEC would be able to deliver the services we needed."

Since switching services to PAETEC, Brookover has realized the goal that prompted her to want to switch in the first place – reducing Coldwell Banker's costs while increasing their service levels. "PAETEC was able to reduce our overhead by up to 50% in some cases," said Brookover. "In most cases, we saw a 40% reduction in monthly recurring charges. At the same time, I've been able to offer more features to my end users."

PAETEC has also helped Brookover obtain the creative, customized solution she sought. "The first thing PAETEC allowed us to do creatively was to offer a bundled

package, where we could have one carrier for our voice services and be able to open up the old-fashioned LATAs and not experience usage charges in these LATAs, or get considerable discounts in the local calling areas," said Brookover. "That was one of the things we couldn't get from some of the larger carriers."

"We have major disaster issues in Florida," added Brookover. "We constantly experience power failures as a result of storms. With the Direct Trunk Overflow service from PAETEC, if we lose dial tone due to power failure, our service overflows to another office, so we're always getting calls and thus not losing business."

Not only was Coldwell Banker's dedicated account management team from PAETEC one of the primary reasons the company chose PAETEC, it has proven to be one of the primary reasons for staying with PAETEC. "I've been in this business for 20 years, and what I've found both unique and refreshing about PAETEC is that it's a company that actually listens," said Brookover. "If you do have a problem, they will work their hardest to fix it. We've been delighted with their commitment to customer service and their account team's professionalism from day one."

About PAETEC

PAETEC (NASDAQ GS: PAET) is personalizing communications for business-class customers across the United States. We offer a comprehensive suite of data, voice, and IP services, as well as enterprise communications management software, network security solutions, CPE, and managed services.

Contact Us

877.472.3832 • www.paetec.com • info@paetec.com