

== CLIENT ==

The leading real estate company in the Kansas City Metro area.

== PROBLEM ==

Finding one vendor that could handle all of their marketing needs from the corporate level to individual agents.

== SOLUTION ==

An online print portal and quality web-to-print production.

== RESULTS ==

A combined annual savings of nearly \$100,000 in addition to brand consistency.

Reece & Nichols is Kansas City's leading residential real estate company, and is involved with about half of all Kansas City home sales.

As a HomeServices of America, Inc. company and Berkshire Hathaway affiliate, Reece & Nichols has more than 2500 real estate professionals in the Kansas City Metro area.

A large and successful real estate company, Reece & Nichols found themselves with a fragmented direct marketing system due to the practice of using multiple vendors for various projects and printing. There were inefficiencies in cost control, uniform systems and processes, and inventory control.

Reece & Nichols needed to find one vendor that could standardize their marketing materials and consistently deliver quality materials to their real estate agents using a reliable web-to-print ordering system.

Mail Print was able to consolidate all of Reece & Nichols' print needs under one roof, standardizing branding, services and programs. An online print portal was established where agents could view products, upload lists and photos, and see completed and scheduled orders with ease.

With advanced web-to-print technology, agents view standardized products, write custom copy or choose from pre-written text, choose from corporate-approved templates, and manage all of their direct mail with hands-free options. Offices can also easily order and manage their stationery and other office-branded products.

Reece & Nichols has projected an annual savings of nearly \$100,000 in expense and resources from their partnership with Mail Print. They now have consistent branding across thousands of individual agents, and have saved revenue due to a streamlined ordering process, reduced accounting costs, and control of inventory.

