RE/MAX ADVANTAGE PLUS

AGENT-FIRST TECH DRIVES MASSIVE SUCCESS

"The way that business flows through the kvCORE platform is unlike any other software or CRM offering that we found. It was more intuitive, it was easier to use, it offered function, it offered a mobile platform that we hadn't seen out on the market, and it also gave us the ability to move into some markets we hadn't been in because of the functionality you offer."

ERIC MALMBERG - BROKER / OWNER

A case study by

inside real estate
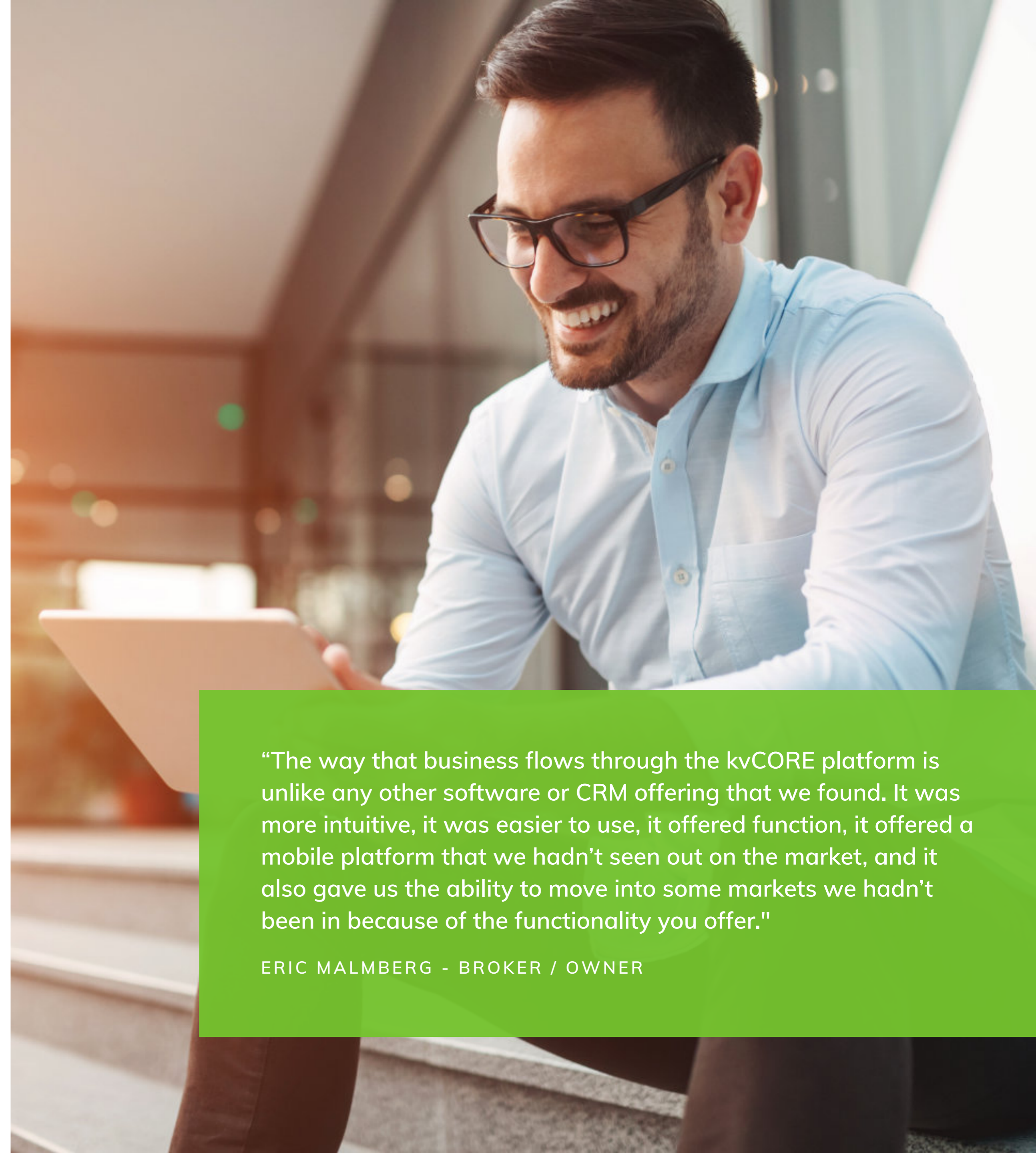
THE TEAM BEHIND
THE BROKERAGE

THE MAN WHO STARTED IT ALL

Eric Malmberg is the Broker / Owner of RE/MAX Advantage Plus. Eric founded the brokerage and opened his first office in Lakeville, Minnesota in 2002. Eric explains, *"I came out of the corporate world after spending ten years working for a variety of different companies. I had some personal changes in my life that led me to get into real estate."*

In 2000, Eric started working at a RE/MAX brokerage owned by a friend and found himself attracted to the broker portion of real estate. Two years later, a RE/MAX brokerage came up for sale and Eric had the chance to make a bold career move. *"That was in 2002, and since then, it's just been a whirlwind."*

Thanks to his forward-thinking leadership, Eric's realty group experienced explosive growth. His once lean 15 person team is now nearly 500 strong, and Eric's brokers and associates can be found thriving at one of 19 RE/MAX Advantage Plus offices in and around the Twin Cities. Eric casually sums it all up by saying, *"Once I started investigating real estate, I got deeper and deeper into it. Twenty years later, I find myself here!"*

ERIC MALMBERG
Broker / Owner

His once lean 15 person team is now nearly 500 strong, and Eric's brokers and associates can be found thriving at one of 19 RE/MAX Advantage Plus offices in and around the Twin Cities.

BUILDING A PRE-TECH BROKERAGE

When we asked Eric how he started to develop his brokerage from scratch, he was quick to give us some context. **"We're talking about 2001, 2002 - so before the MLS was on the internet. I think Blackberries were just coming into the equation, so it was a different world."** Thanks to a mentor and friend, Bill Saunders, who owned a (now competitive) RE/MAX brokerage, Eric was given the foundational building blocks he needed to architect a successful real estate office. **"Bill said I'll do everything I can to help you be successful. And so he opened up his books and his business plans, and really taught me what I needed to know to be a successful RE/MAX broker."** But that's far from the only thing that sets his team apart.

LAYING A COMMUNITY-FIRST FOUNDATION

Community, family, and faith. Those three words are the fundamental infrastructure that drives every RE/MAX Advantage Plus Associate's success. Eric explains, "We believe that we're principally in the business of people, not real estate." And that's not a role that Eric and his team take lightly. He continues, "We're in the business of affecting the human condition - and if we create the conditions for success, ultimately we'll achieve more for ourselves and our clients than people who are focused more on the transaction will."

The team's people-first approach to business plays a huge role in accelerating the ever-expanding brokerage's business growth. "We look at the communities that we serve and focus on how we can have a positive impact on those communities. We focus on the success of the family, and we know the homes we're selling have a large effect on people's lives and on what they do."

By focusing on client needs and the needs of their families above all else, Eric and his team provide a level of service that can't be matched. This type of care results in consistent word-of-mouth and referral marketing that no amount of money can replicate. Add the area's most driven and knowledgeable associates, and you've got a recipe for long-term success. But every service-oriented team needs service-oriented technology to back them up.

> **"We look at the communities that we serve and focus on how we can have a positive impact on those communities."**
>
> ERIC MALMBERG - BROKER / OWNER

SEARCHING FOR A
TRUSTED TECHNOLOGY PARTNER

PEOPLE-FIRST BROKERAGE SEEKS TECH PARTNER INVESTED IN CLIENT SUCCESS

"Throughout the years, RE/MAX Advantage Plus has remained one of Minnesota's revered and multiple award-winning real estate firms, primarily because of their commitment to cutting edge technology and redefining the real estate process."

Though this intro sounds a bit like a dating profile headline, Eric quickly realized that providing his team with top technology tools would be pivotal to their success. When we asked Eric about the importance of technology, he said, *"We've been talking a lot about technology and the role it plays in the success of a modern brokerage lately. And this is the conclusion we've come to: In a world that's driven by technology and by instant access to information, the technology platform you utilize is critical to your success. We kind of relayed it back to a value equation - in more of a comprehensive sense. What is it that we offer as a value proposition to our associates, and as a pass-through, to our consumer?"*

With that in mind, Eric went on the hunt for a comprehensive tech platform that would offer modern tools that streamline day-to-day operations. But that wasn't the only requirement his ideal tech platform needed to fulfill.

The group's website says, *"Throughout the years, RE/MAX Advantage Plus has remained one of Minnesota's revered and multiple award-winning real estate firms, primarily because of their commitment to cutting edge technology and redefining the real estate process."*

The entire organization supports associates by providing them with technology, training, and innovative tools and resources that are critical to their success. So how does a forward-thinking, merit-based brokerage find tech solutions that support this mission while keeping pace with the ever-changing needs and demands of today's real estate market and savvy consumers? Eric knew he had to find the right platform; one that's capable of keeping pace with constant changes and delivering cutting-edge tools on an ongoing basis.

FINDING THE PERFECT TECHNOLOGY PARTNER

Deciding which platform or platforms to invest in was not a quick decision for Eric and his team. He explains, *"We did an exhaustive search, we looked at every platform that was available on the market. We interviewed them and asked many questions. During this process, we found some are good, some leave things to be desired but almost all leave you wanting more in some capacity.*

For example, some packages have lead generation, but they don't have lead incubation, or they don't have the more traditional client management application. And others are really strong on the client management application side but they don't have any lead generation."

Enter Inside Real Estate and their kvCORE platform.

"When we looked at kvCORE, we found everything that we were looking for. Ultimately, we decided to go with kvCORE because of what you offer, because of your philosophies, because of the things you were working on, and because of your business approach. We liked what you could offer to our associates and as a pass-through, to our consumers."

> "When we looked at kvCORE, we found everything that we were looking for."
>
> ERIC MALMBERG - BROKER / OWNER

MODERN TECHNOLOGY
BUILT TO RUN A MODERN BROKERAGE

PEOPLE WHO CARE BUILDING AND SUPPORTING PRODUCTS THAT WORK

The team at Inside Real Estate firmly believes that if our clients aren't successful, we're not successful. Much like the RE/MAX Advantage Plus team, we have a people-first attitude that allows us to serve not only as a technology platform but as a trusted partner invested in helping our clients meet their goals. This key alignment attracted Eric and his team to Inside Real Estate, and they've been thrilled with the support, technology, and results they've seen since adopting our technology. His team has worked closely with contacts on kvCORE's product development team to build a custom solution that does everything they need it to (and then some).

> "The way that business flows through the kvCORE platform is unlike any other software or CRM offering that we found. It was more intuitive, it was easier to use, it offered function, it offered a mobile platform that we hadn't seen out on the market, and it also gave us the ability to move into some markets we hadn't been in because of the functionality you offer."
>
> ERIC MALMBERG - BROKER / OWNER

TECHNOLOGY'S ROLE IN RECRUITING AND RETAINING TOP TALENT

On their careers page, the RE/MAX Advantage Plus team appeals to potential new agents by touting their dedication to community, leadership, technology, and development. Katie Conrad, the team's Executive Recruiter, promotes all of the above as selling points when she speaks with potential RE/MAX associates.

By providing a collaborative, supportive environment for associates, Eric gives his team the same level of support he got from his friend Bill when he started his own brokerage back in 2002. By being wholly dedicated to helping his associates grow and thrive in business by providing meaningful training and development opportunities throughout the year, the brokerage sees themselves as a leadership development company that just

happens to sell real estate. And as a modern brokerage, RE/MAX Advantage Plus also puts a heavy emphasis on providing all their associates with the opportunity to use a thoughtfully curated selection of resources and technology tools.

Eric elaborates, *"The kvCORE platform is one of the staple elements of our recruiting message. It's a well-known package, and it's a well-known technology. Many of our recruits come from bigger, more traditional brokerages, where they have their own in-house system, and many of them are unaware of software solutions like kvCORE and all the things that they can do with it. So when we're recruiting, we're talking about all the wonderful things kvCORE can do for their business."*

> ## "The kvCORE platform is one of the staple elements of our recruiting message. It's a well-known package, and it's a well-known technology."
>
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TECH CONSOLIDATION

COST SAVINGS

INCREASED EFFICIENCY

UNIQUE ECOSYSTEM

HAPPY PEOPLE

DESIGNED TO HELP BROKERS CONSOLIDATE AND SAVE

Many brokerages use different platforms for lead generation, marketing automation, contact management, listing management, transaction management - the list goes on and on. It can be extremely frustrating to try and get a half a dozen or more systems to work together, let alone provide a seamless user experience. Luckily, now you don't have to. Inside Real Estate created kvCORE to provide brokers and their teams with an enterprise-level solution that brings all the tools you need to manage, build, market, and grow your business to one seamless system.

Eric Malmberg, the broker / owner for RE/MAX Advantage Plus said, "We were using several different companies, several different types of software or technologies to build the different solutions that we had. So by eliminating some and aggregating them all into the kvCORE - we've created a unique ecosystem. Being able to control and build synergies within that ecosystem is where we found the real genius."

Jeff Tollefson and Ryan Tollefson, the power agents behind one of RE/MAX Advantage Plus' top teams, have also been able to consolidate the number of tools they're using. This has given them the financial ability to experiment with their marketing. Ryan explains, "We've seen real cost savings, and we've been able to put more money into different avenues of advertising." Power Agent Joe Mack has also seen significant savings. Joe said since Eric provides kvCORE for the RE/MAX Advantage Plus team, "...that's a huge savings right there!" In addition, he said, "I had a couple of auto-responders I was using, one was $200 a month, but I canceled it, and now I primarily use kvCORE."

Broker / Owner Eric adds, "Even if we hadn't saved money, we increased the efficiency of our associates. We made them a lot happier because they own their own platform, their own ecosystem - which is unlike anything else any other competitor was offering to us and to our associates. In the end, we have a lot happier people around us."

> **Don't tell the billing people this, but kvCORE was worth much more than we're actually paying.**
>
> *Eric Malmberg, Broker / Owner*

WHAT SETS
KVCORE APART

FASTER GROWTH WITH COST-EFFECTIVE LEAD GENERATION

"Agents are saving hundreds if not thousands of dollars per month and are doing more business because of the kvCORE platform."

FRANK WENTZ - SYSTEMS DIRECTOR

We asked Eric what some of the standout features of our product are that are well-liked across his team. He said, *"I consistently hear that kvCORE's lead generation applications are the strongest part of the offering from team leaders. The almost limitless options you have in terms of building that platform and taking it to market are well-liked across our organization."*

Frank Wentz elaborates, *"There are companies that are out there that are in the business of lead generation. Some can drive leads for $6 to $10 per lead. Some of the bigger ones are in excess of $100 per lead, and the quality of the lead was sometimes better but many times not. With the kvCORE product, when agents look at it in terms of an ecosystem and use it as a platform to build their business and build their communities, some have driven their cost per lead down to .70 cents. Those agents are saving hundreds if not thousands of dollars per month and are doing more business because of the kvCORE platform."*

You know a platform is doing good things for your business when veteran associates and brokers, the ones who are often resistant to change, are singing its praises. This has been the case for RE/MAX Advantage Plus team and kvCORE. Frank said, *"A couple of our guys who have been around for a while are saying kvCORE is one of the best things Eric has provided to the brokerage. Some people may not see the value right away, but the people who are using it and the people who are embracing it - it's making an impact on their business."*

BUILT-IN TEAM TOOLS SUPPORT YOUR WHOLE BROKERAGE

One of the major differentiators with kvCORE is how it truly supports brokerages, end-to-end. The platform runs your entire business and includes tools that allow everyone within your organization, from the brand, to local branch offices, to associates and teams, and even office leaders, to succeed.

Unfortunately, teams are often forgotten by technology providers when it comes to building optimal support into a technology platform, and associates in multi-agent groups find themselves scrambling. Teams start spending their own money and using multiple platforms in an (often fruitless) effort to collaborate effectively. kvCORE's comprehensive team tools eliminate this pain point entirely.

Eric explains how kvCORE's affordable team features help empower his top teams. *"We were an early adopter of the team philosophy. I actually work with the number one team in the world for RE/MAX. Other platforms these teams need to support their growth are usually $1200 to $1500 a month, and kvCORE is much less."*

"We were an early adopter of the team philosophy. I actually work with the number one team in the world for RE/MAX."

ERIC MALMBERG - BROKER / OWNER

| kvCORE's team collaboration tools and marketing automation drive Team Tollefson's success.

Jeff has been in the industry since 1983 and joined REMAX Advantage Plus when Eric bought his brokerage in 2013. Jeff said, *"I used to own a RE/MAX branch in Blaine, Minnesota, and Eric bought us out. I couldn't be happier with the tools he offers and so forth. It's working out great!"*

In 2002, Ryan Tollefson got into the business, joined forces with Jeff, and Team Tollefson was born. When we asked him about the benefits of being a team, Jeff said, *"One, we split everything. Two, if a client needs us to be at their beck and call, one of us is usually available. If one of us goes out of town, the other one can cover. As far as doing what we have to do to get business, we both have separate jobs, and it works out great. Ryan pretty much runs the conversion end of it."*

Ryan has been delighted with kvCORE and its ability to simplify prospecting and automate lead nurturing. He especially likes that it significantly reduces the amount of time-consuming manual follow-up he has to do on a daily basis. *"I love whatever algorithm you guys use to automatically send text and email messages to clients when they look at a property. My old system didn't have that feature, so I'd have to do it myself."*

Ryan continued to explain how they leverage kvCORE's powerful lead generation tools to build their team business. *"We use market reports to capture leads. I create market report landing page links and put ad dollars behind those links to generate leads, and we add those same links in our weekly newsletter. Any leads that come through these promoted pages end up in kvCORE, and once new leads are in there, we set them up to receive market reports on an ongoing basis. I only have to do it once; then we just let the system do what it does. We don't have to worry about it again."*

BOOST AGENT ADOPTION WITH CUSTOM PLATFORMS

RE/MAX has a unique value proposition when it comes to supporting their associates. Eric explains, **"Most traditional brokerages have one broker platform, that's what their agents use, and that's the way it is. It's tougher for us to gain adoption at RE/MAX because we don't force our associates to use our technology solutions. Our agents are here because they want to own their own business, they want to be unique, and they want to have some sort of unique platform offering."** Luckily, one of kvCORE's key differentiators is that it allows every member of a real estate team the complete freedom to build a tech stack that does what they want it to do.

Frank Wentz, the brokerage tech lead explains how one of the team's agents, Joe Mack, put his custom platform to good use. **"Over the course of 12 months, Joe generated over 550 of his own leads using squeeze pages. kvCORE empowers him to run his own business and not rely as much on the team."** Since RE/MAX prides itself on empowering agents by giving them the ability to own and build their own business, kvCORE is the perfect tool for RE/MAX Advantage Plus. Frank continues, "**It's great that agents can go in there, use their own system, generate their own leads, and really do their own thing. These agents are able to say 'I'm generating my own side business, but I'm still doing what made me successful by working the team system.'"**

Eric chimes in with more details on how RE/MAX operates. He said, **"Every day is a tryout for kvCORE, and every day is a tryout for us as a brokerage because we're merit-based." Eric said, "Every day we're seeing more and more teams and associates coming onto the kvCORE platform, so it's all good news for us."**

RE/MAX ADVANTAGE PLUS DOUBLED THEIR ADOPTION RATE IN 90 DAYS.

10K+

NEW LEADS SINCE LAUNCH

1,000

AVERAGE AGENT SITE LEADS PER MONTH

450K+

PROPERTY SEARCHES SINCE LAUNCH

INCREASE PRODUCTIVITY WITH BEHIND-THE-SCENES MARKETING AUTOMATION

Real estate brokers, agents, and their support staff lead a busy lifestyle. It seems like there are always a million things to do, and associates are essentially on-call all the time. For those reasons, anytime effective automation tools can be put in place, they're usually well received.

kvCORE comes fully loaded with all kinds of built-in lead scoring and lead nurturing programs that go to work immediately when a new lead comes into the system. Frank gives a little context on why this particular feature is so pivotal to members of the RE/MAX Advantage Plus team.

"We went from not generating any leads to not only generating them but being able to incubate them. Now we're able to develop and nurture new contacts to the point that a lead becomes a sale. In fact, I had an agent reach out a couple of weeks ago, and it was 911. Knocking at the door, I have to get inside my system right now. I asked him what's going on? The agent had received a notification about this hot lead inside his system. I did a password reset, pulled up his account, and I saw a little fire icon next to one of their leads. Turns out the lead - who completely lit up the system - was ready to hop in a car and take a look at a property that day. So instantly, a buyer."

That's just one great example of how having a smart system that monitors lead activity can help your associates earn more business without adding any extra work.

Frank also shared another success story with us; this time about long-time Broker Jeff Tolleson, who's based out of Blaine, Minnesota. *"He told me that he had this person enter the system, Jeff never talked to this person at all, and the system sent out enough information that the lead raised their hand and said I'm interested in buying a property. Jeff was surprised that the system was helping him make money and helping him get business. He's out there keeping those coveted face-to-face interactions going, this system is running in the background."*

600K+

AUTOMATED NURTURE EMAILS
SENT IN 90 DAYS

9K+

HOT LEAD BEHAVIOR ALERTS
IN 90 DAYS

SMART TECHNOLOGY ALLOWS BROKERAGES TO SCALE SEAMLESSLY

In a busy office like Eric's, there are structural changes taking place on an almost constant basis. Whether they're opening a new office, promoting an associate to a broker position, or onboarding new associates and teams, kvCORE makes it easy to keep their business operating smoothly throughout the transition.

kvCORE also gives managing brokers the power to provide office-wide tools to some or all of their associates. Our built-in CORE Cloud marketplace provides all kvCORE users with access to a number of powerful add-on tools. This includes PropertyBoost, our new automated social media marketing program for your listings. Brokers can offer PropertyBoost ad funds to associates for a set amount of time, then can pass billing off to agents, who can renew if they see value in the results.

CORE Cloud marketplace includes powerful add-ons like CORE Social, an automated social media management tool, as well as deep integrations with partner platforms, including popular tech tools like DotLoop, DocuSign, SmarterAgent, Facebook, RealScout, and many more. Our platform also offers built-in accountability tools that help keep teams on track, custom dashboards that give users visibility into their most important data, fully personalizable websites, squeeze pages, and nurture campaigns that give associates the tools they need to generate, incubate, and convert more business.

"kvCORE is leaps and bounds ahead of some technologies."

JOE MACK - RE/MAX ADVANTAGE PLUS ASSOCIATE

OUR FUTURE-PROOF SOLUTION EVOLVES IN REAL TIME

Future-proofing your brokerage can take on many forms, but in Eric's case, it's all about making sure his technology can evolve as his needs change. Eric said, *"Inside Real Estate is forward thinking, and strategically, looking at where the kvCORE platform is going, we're excited to be a part of it. I was looking into a new tech solution, and I called your team to ask about it. I was told to hold that thought because the dev team 'may or may not' already be talking to the same company about bringing them on as an integration partner. With that speed and level of innovation, you're not only saving us money on future expenditures; you're positioning us to have a strategic advantage over brokerages that are not on the kvCORE platform."*

All of our clients get access to new tools and partner integrations as we develop them - and that's truly the secret sauce to future-proofing your brokerage.

"You're positioning us to have a strategic advantage over brokerages that are not on the kvCORE platform."

ERIC MALMBERG - BROKER / OWNER

KVCORE
IN ACTION

# MEET JOE MACK, MORTGAGE OFFICER TURNED REAL ESTATE RAINMAKER

Joe joined RE/MAX Advantage Plus in 2014. *"Prior to that, I was doing a bit of dabbling in the mortgage agency and banking world. RE/MAX Advantage Plus and The Minnesota Real Estate Team were my first choices, and I haven't considered anything different."*

When asked what attracted him to his brokerage, Joe said, *"The main thing that stood out was team leader Ryan O' Neill's responsiveness. I tried to contact a couple of other brokerages, and I just didn't hear back. This industry is a service industry; you have to move quickly and be responsive. With Ryan, I'd send him an email and boom; he'd get right back to me within minutes."*

Joe nailed it. Though often overlooked, it's critical to remember that real estate is a service business, and being competitive against other brokers and their agents is pivotal to long-term success. Joe said, *"I saw a lot of other agents fail throughout their tenure, so I said if I'm going to get into this business, I need a broker who's going to respond really quickly and answer my questions. It's who can get there first - cutthroat that way."*

Add top software and lead generation tools and Joe quickly became excited to join Ryan and the The Minnesota Real Estate Team. *"Coming from the mortgage side of the business, I knew the key to success, for the most part, was having access to leads. And Ryan just had an unlimited amount of leads."* And so his journey with The Minnesota Real Estate Team began.

KVCORE ENABLED JOE MACK TO HIT THE GROUND RUNNING
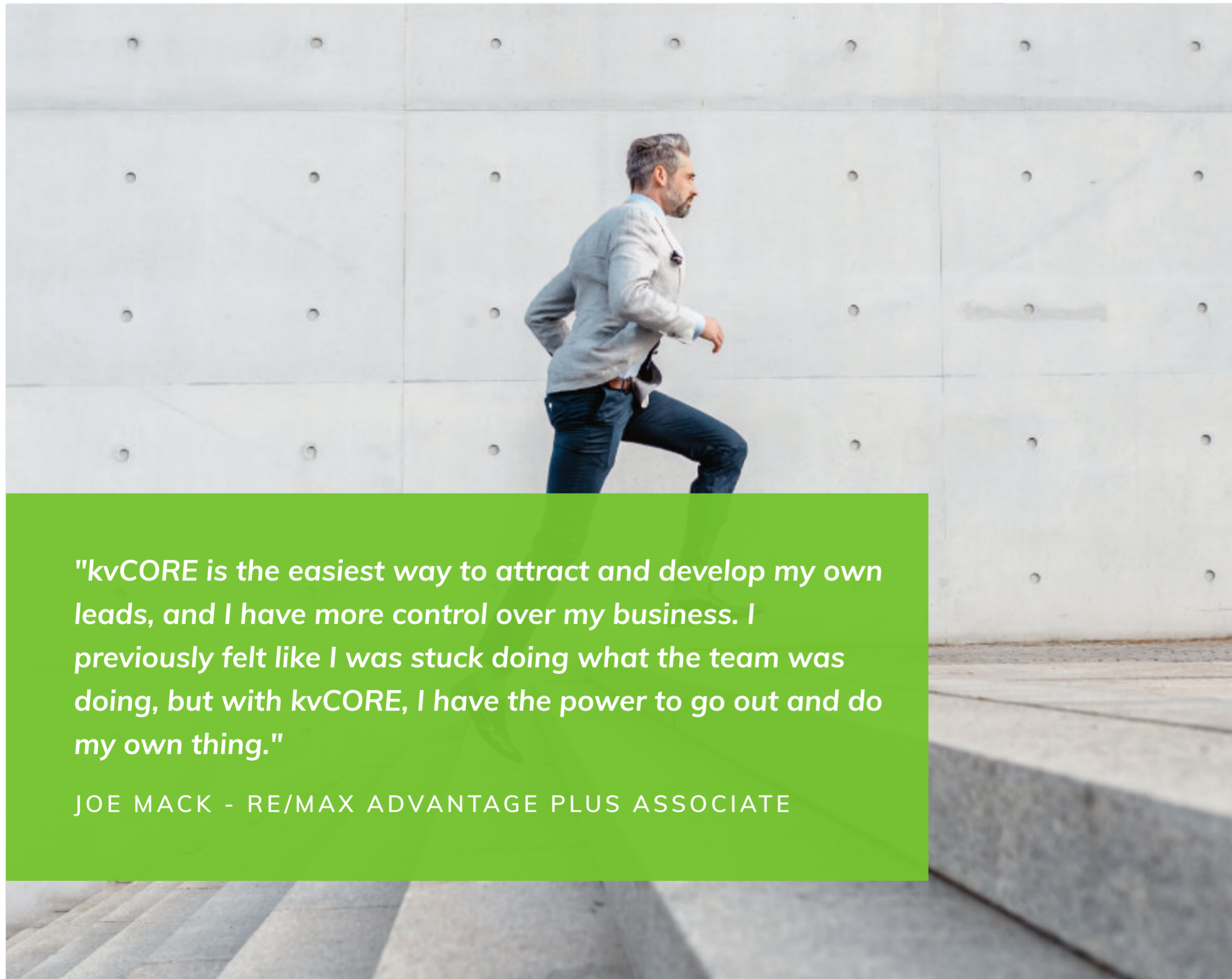
"kvCORE is the easiest way to attract and develop my own leads, and I have more control over my business. I previously felt like I was stuck doing what the team was doing, but with kvCORE, I have the power to go out and do my own thing."

JOE MACK - RE/MAX ADVANTAGE PLUS ASSOCIATE

Joe isn't afraid to hustle, so in addition to working leads that were already queued up in the pipeline, Joe started setting up his own marketing campaigns and taking ownership of his slice of the business. When we asked how he generates leads, Joe said, *"Once I switched over to kvCORE, it opened up a lot of potential; especially with the lead generation system and how it can capture data. I was big into creating squeeze pages where I'd generate a link on my listing and I'd post it on Facebook. It was so amazing how many leads I could generate off of that. And people logged into it!"*

And better yet, having automated follow-up saved Joe tons of time that he used to spend on manual processes. He said, *"My Zillow, Realtor.com, and Homes.com inquiries all funnel into kvCORE. Before, I felt like I was constantly at my desk, following-up with leads -- which is what you need to do, don't get me wrong. But with kvCORE, you can let off the gas a little bit because you know you have a backup in place that's constantly on it for you. The leads who are still a couple of years out stay there, the system drips for you, and it keeps the wheels spinning."*

Joe also loves being able to take advantage of more face-to-face time with clients. *"kvCORE helps make things more efficient. The auto-responder helps me get back to people quickly. People want an immediate response, but if I'm in a showing and I can't respond right away because I'm helping someone else, the system does it for me and buys me an extra hour."*

So how does Joe feel kvCORE's lead generation and follow-up tools stack up to competitor tools he used in the past? *"It's a night and day difference. I used another platform and it was archaic. It's like, come on guys. kvCORE is leaps and bounds ahead of some technologies."*

THE PLATFORM THAT KEEPS ON GIVING

Before we wrapped our interview with Joe, we asked for his honest and critical feedback. More specifically, we asked what was missing from kvCORE. Joe said, **"I haven't been thinking gosh I wish I had this or wish I had that. kvCORE hits all the buttons that are needed for where the industry is at. In fact, it exceeds what's needed."**

During our conversation, Joe discovered several tools and add-ons in the system that he wasn't taking full advantage of yet. For example, when he saw our open house app, Joe said, **"That app is money! I represented a builder for a while and I had to create my own system. This app is exactly what I wanted and is basically what I designed. Open house visitors come in, sign in, and bam - you've got them in the system and they get follow-up. That is so cool!"** He also added, **"The millions heatmap is pretty kick-ass too, in my opinion. I like it, I like it a lot."**

"kvCORE hits all the buttons that are needed for where the industry is at."

JOE MACK - RE/MAX ADVANTAGE PLUS ASSOCIATE
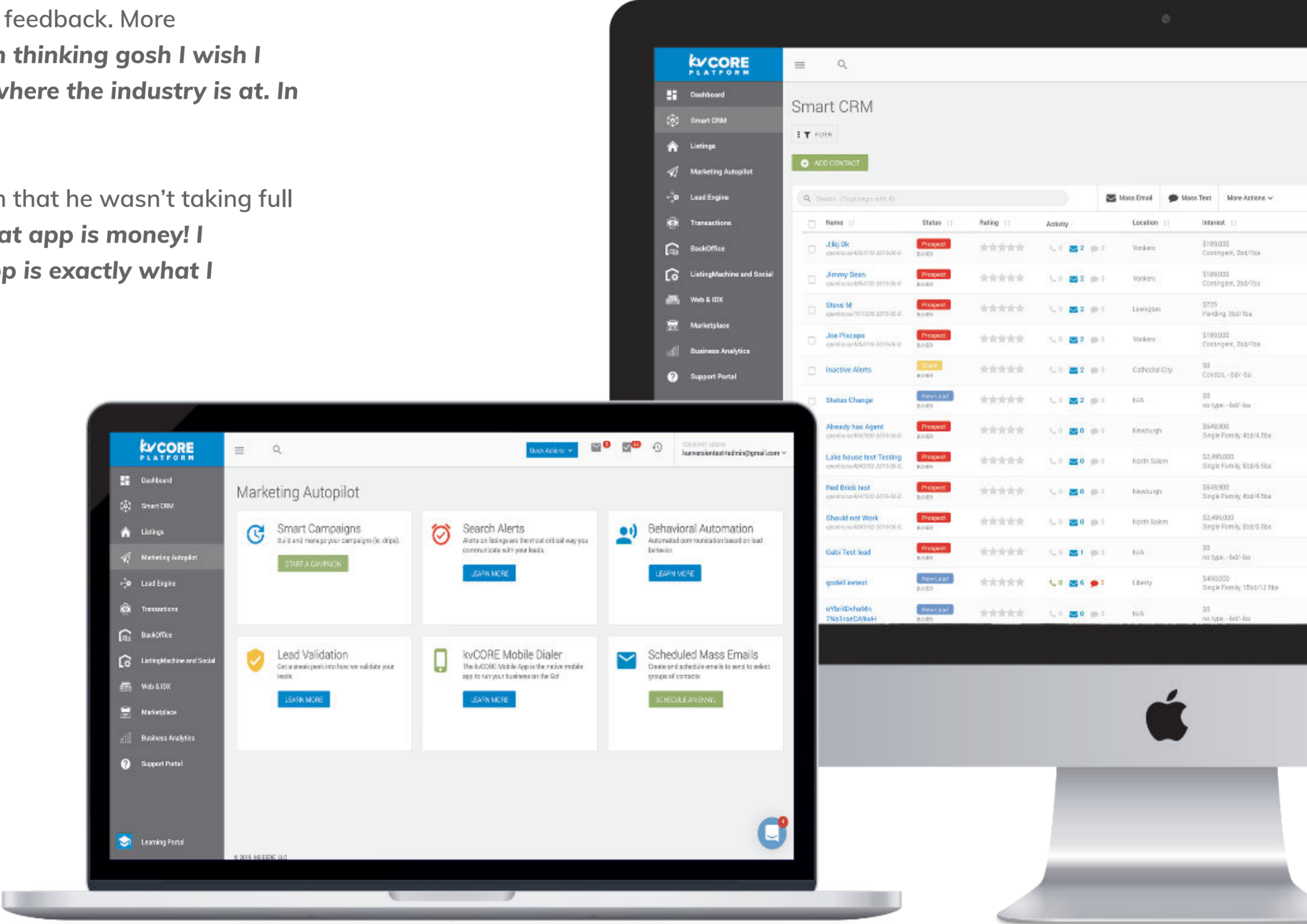
THE LAST WORD WITH ERIC MALMBERG

What's Next for RE/MAX Advantage Plus? *"We'll continue to focus on positively affecting the human condition. We believe that transacting real estate involves so much more than just the financial and administrative aspects of the deal, and we're focusing on building comprehensive brick-and-mortar and technology ecosystems that win the day for our associates and for their clients.*

That's where we're going, that's what we're doing, and that's what we're focusing on. And kvCORE is a big part of that."

INCREASED PRODUCTION

INCREASED AGENT PRODUCTIVITY

INCREASED EFFICIENCY

"Our agents have become more effective, efficient and productive with kvCORE"

FRANK WENTZ - SYSTEMS DIRECTOR

"We're focusing on building comprehensive brick-and-mortar and technology ecosystems that win the day for our associates and for their clients."

ERIC MALMBERG - BROKER / OWNER