

ERIN ATTARDI

Tech-savvy REALTOR® relies on HP Notebook, mobile printer for virtual office



“Before I got into real estate, I sold technical products. I love and understand technology. HP consistently delivers outstanding quality, service and bang for the buck.”

—Erin Attardi, senior executive associate, Lyon Real Estate, Sacramento, Calif.

HP customer case study: Tech-savvy REALTOR® Erin Attardi hones in on HP mobile tools
Industry: Real estate

Objective:

Differentiate self in competitive real estate market

Approach:

Deploy Internet-savvy marketing strategy using HP technologies

IT improvements:

- Gain mobility to operate in more places¹
- Print documents on the road

Business benefits:

- Produce superior results: #2 in transactions closed, #7 in dollar volume in 130-agent office
- Leverage power of Internet to segment markets and reach consumers
- Constantly evolve strategies in response to consumer trends
- Establish reputation as technology expert, teacher



When newly licensed REALTOR® Erin Attardi joined Lyon Real Estate four years ago, she was the least experienced of some 130 agents, most with decades of expertise. Today, she ranks among the Top Seven in both dollar volume and transactions closed. She’s also the Grand Prize Winner of the 2009 HP Real Estate Technology contest, which recognizes real estate professionals who have gained a competitive advantage by using technology in and out of the office.

What is Attardi’s secret? She’s a tireless worker and a savvy user of technology. Attardi spends hours a day on her HP Notebook PC—blogging, maintaining websites and communicating with customers. Her two HP Printers provide mobile functionality and all-in-one office versatility. As a former salesperson of technology products, Attardi knows how to choose her tools. She relies on HP for outstanding quality, reliability, support and cost-efficiency.

Customer solution at a glance

Primary applications

Real estate marketing and transactions

Primary hardware

- HP Notebook PC
- HP Mobile Printer
- HP All-in-One printer

"Before I got into real estate, I sold technical products for a value-added reseller," says Attardi, senior executive associate with the Lyon Real Estate, Sierra Oaks office. "I learned then that HP delivers great bang for the buck."

HP is the world's #1 provider of notebook PCs for a reason, Attardi says. The devices are feature-rich and rugged. Solution options range from ultra-powerful workstations to ultralight HP Minis, including PCs with tablet functionality for capturing handwritten content. HP Printers, meanwhile, run the gamut from nimble mobile devices to multifunction network printers.

On the road with HP mobile tools

Attardi doesn't leave home without her HP Notebook PC. She works in cafes, at listing sites and elsewhere. She owns an HP Mobile Printer on which she can print contracts and property lists. An HP All-in-One printer provides office print, copy, scan and fax functionality.

When Attardi obtained her real estate license in 2005, she saw that as a newbie in a market already teeming with agents, she would have to stand out. Believing that consumers would increasingly turn to the Internet, Attardi purchased more than 100 domain names. She uses them to create neighborhood-oriented lead-capture websites, such as SacHomeList.com. Attardi also maintains a blog, SacREBlog.com, from which she lands several thousand organic page views per month. All that traffic comes from unpaid listings, thanks to her reciprocal linking and keyword strategy.

"I look every day at the search tools people are using to find my sites," she says. "I generate interest by writing about hot topics of the day, such as short sales and tax credits."

Attardi also is active in social networking sites and has closed several transactions as a result. "I spend hours per day online virtually interacting with consumers," she says. "Last year, I sold the home of a woman with whom I never once spoke! All of our communication was via email and text message, using my HP Notebook PC."

"If you took my HP Notebook PC away I wouldn't be able to function."

Erin Attardi, senior executive associate, Lyon Real Estate

So successful are these strategies that Attardi teaches technology classes to colleagues at the Sacramento Association of REALTORS®. She keeps a close eye on consumer trends. Attardi believes the next wave of home buyers, today's high school and college students, will rely more and more on smartphone and PDA technologies.

"My strategy is constantly evolving," Attardi says. "The great thing about HP is that its tools also are constantly evolving, to stay ahead of the market."

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¹ Wireless access point and Internet access required. Availability of public wireless access points limited. Broadband requires separately purchased service contract. Check with provider for availability and coverage in your area.

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