

# JONATHAN KAUFFMANN

HP solutions support customer-centric REALTOR® vision



“Nest Realty is a new breed of broker. We're changing the face of real estate by empowering and educating our clients. HP technologies help make this vision a reality.”

—Jonathan Kauffmann, principal broker/owner, Nest Realty, Charlottesville, Va.

**HP customer case study:** Jonathan Kauffmann leverages HP technologies to create new breed of broker

**Industry:** Real estate

## Objective:

Leverage technology to create customer-centric business model

## Approach:

Deploy HP computer and display solutions to inform, engage potential real estate customers

## IT improvements:

- Reliable HP Notebook PC supports agents
- Enable innovative uses of website, social media, company website
- Neighborhood video tours inform, engage customers

## Business benefits:

- Create “new breed of broker” leveraging technology to empower customers
- Attract tech-savvy customers such as relocation buyers
- Establish reputation for customer-centric innovation



Few REALTORS® are likely to remember 2009 as the best of times. Yet that is the year Jonathan Kauffmann chose to launch Nest Realty of Charlottesville, Va. Customers are looking for a new type of real estate firm, he says—one that empowers them to make informed decisions. Kauffmann relies on his trusty HP Notebook PC to enable innovative uses of social media, video tours and Nest Realty’s own website. Customers respond with enthusiasm, and the business world has taken note. Kauffmann is a First 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.

“Five years ago, REALTORS® had all the information and fed it to customers,” says Kauffmann, Nest’s principal broker and owner. “Today, the client wants

## Customer solution at a glance

### Primary applications

Social networking, video tours, business communications, office functions

### Primary hardware

- HP Notebook PC

to be in control. HP technology allows us to deploy winning, customer-centric business strategies."

### Changing the face of the real estate industry

Nest Realty specializes in residential and luxury properties in Central Virginia. Kauffmann's HP Notebook PC has become an office mainstay. The eight agents who work with Kauffmann also use the device to conduct research and create marketing material. "I chose HP based on fit and value," he says. "My HP Notebook PC provides the functionality I need at a tremendous value."

Nest Realty leverages technology to help change the face of the real estate industry. In February 2009, the firm launched NestRealtyGroup.com, a website rich with local content including 175 neighborhood descriptions, more than 50 high-definition neighborhood tours, and school information. The site provides multiple ways to search for homes, the ability to save listings to a custom portfolio, and means for home buyers and sellers to connect with agents.

"The Nest Realty site enables home buyers to tour the area, learn about neighborhoods, and see all the homes for sale in Charlottesville," Kauffmann says "We don't think that people want to spend weeks driving around to open houses when they can view a video tour and do research online."

Each Nest Realty agent maintains a profile page with links to social media pages on social networking sites, as well as Twitter feeds. Nest Realty also uses a company Wiki to track office information, disperse data and host documents. Because of its strong web presence, the firm attracts many relocation buyers. "These people are tech-savvy," Kauffmann notes. "They love that we provide custom home tours when they are overseas or in other states."

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*"Customers are looking for something different. They want to be empowered. We leverage HP technologies to change how the real estate industry does business."*  
Jonathan Kauffmann, principal broker/owner, Nest Realty

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Kauffmann already has launched several technology initiatives for the coming year. He aims to establish a new web-based file management system and to become the first real estate company in his area to offer mobile real estate search. He also is eager to deploy an HP Widescreen LCD Interactive Digital Signage Display in the firm's office, to magnify the impact of video presentations. "It's the perfect storefront tool," he says, "to dazzle customers with lifelike neighborhood and property tours."

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