

BRETT KEPPLER

HP technology unleashes entrepreneurial vision



“HP belongs to an elite class of solution providers. I trust my business in the hands of HP innovation and reliability.”

—Brett Keppler, managing broker/owner, TREO, Realtors, West Chester, Ohio

**HP customer case study:** HP mobile technology keeps real estate team competitive

**Industry:** Real estate

**Objective:**

Create mobile, efficient business that can react quickly to customer needs and real estate market trends

**Approach:**

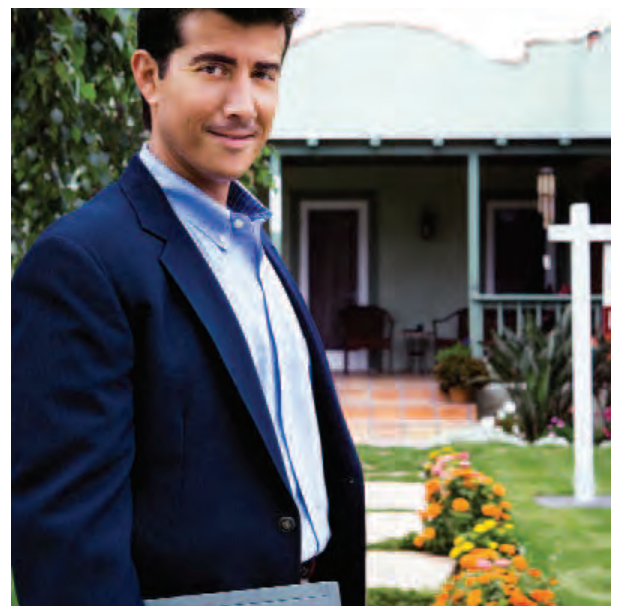
Deploy sophisticated technology infrastructure including HP PCs and HP Printers

**IT improvements:**

- Fast, mobile responsiveness<sup>1</sup>; submit offers in minutes, not days
- Paperless communication and transactions, including electronic signatures
- Efficient office operations with mobile and multifunction capabilities

**Business benefits:**

- Expand into growing market for short sales
- Gain business agility to respond quickly to market trends
- Keep close to customers with social networking



Using his HP Notebook PC, REALTOR® Brett Keppler can work on the road, out of state and even out of the country; once, he submitted an offer while on a Caribbean cruise. As managing broker and co-owner of TREO, Realtors of West Chester, Ohio, Keppler uses HP technology to unleash his entrepreneurial vision. In his office, two HP LaserJet All-in-One printers provide reliable multifunction fax, copy, scan and print. Three of his co-workers use HP Desktop PCs. HP solutions allow the eight-person TREO team to compete with large franchises for showings, marketing and overall brokerage management. HP technology also provides a strong foundation for Keppler’s newest marketing initiative: expanded use of social networking to establish TREO as a strong presence in the market for short sales.

## Customer solution at a glance

### Primary applications

Customer communications, office operations, real estate transactions, branding, marketing, social networking

### Primary hardware

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

"We're branding ourselves in a way that reflects both our professional expertise and our personal caring," Keppler says. "HP technology is key to the systems we've established for fast, efficient response to market trends and customer needs."

### Fast, mobile efficiency

Keppler 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. Age 28, he says he can't remember life without the Internet. "With my ability to write, sign, and email offers on location, buyers see the value I bring to the table. In real estate, time is money. Using my HP Notebook PC, I transact business within minutes, not days. Out-of-town clients and investors love the simplicity of signing paperwork online. It frees me, too. I've submitted offers from my car, my living room couch and most recently on my Caribbean cruise vacation."

Keppler's real estate career began at a traditional brokerage firm, but soon he used his technology and systems know-how to start TREO. The company employs an innovative business model; TREO does not take commissions from its agents, but rather charges them a low fixed monthly fee that covers the tools necessary to operate virtually.

Keppler is honing TREO's social networking strategy to reflect both the company's team expertise and each agent's customer-oriented personality. He's taking care

to ensure TREO's message is up to date and consistent across media, including the company's website, [www.TreoRealtors.com](http://www.TreoRealtors.com). "If someone finds me or TREO on a search engine, I want all the information they find to tell the same, coherent story."

The great advantage of HP technology, Keppler says, is reliable high-performance versatility that provides both operational efficiency and long-term strategic advantage. His wife recently bought him an HP Mobile Printer as a gift. The device, he says, already has saved him time and travel to complete paperwork, allowing him to expand his business reach and operate more efficiently.

---

*"HP technology is key to the systems we've established for fast, efficient response to market trends and customer needs."*

Brett Keppler, managing broker/owner, TREO, Realtors

---

"Entrepreneurial business owners want freedom to react quickly to the market; HP technology makes it easy to turn my ship. What's more, the dependability and portability of HP solutions assures me that I can work as efficiently on the road as in the office."

Contact the  
HP Reference2Win  
Program, 866-REF-3734  
for more information.

To learn more, visit [www.hp.com](http://www.hp.com)

© 2010 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

<sup>1</sup> 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.

4AA0-1913ENW, January 2010

