

## Kuper Sotheby's International Realty chooses frevvo Live Forms to automate MLS listings

Kuper Sotheby's International Realty sells real estate. They want to get listings out as soon as possible and provide their customers with a great user experience.

Unfortunately, listing a property is a tedious process involving many paper forms, duplicate data entry, and multiple signatures. The company chose frevvo Live Forms to automate the process, eliminate paper, collect data electronically, sign on any device and route the forms instantly to multiple departments.



**Customer Profile:** Kuper Sotheby's International Realty (part of Sotheby's International) is a leading Central and South Texas real estate firm. The agency has about 250 associates with listings in 90 Texas counties.

**Business Situation:** In order to list a property for sale, a lot of information must be collected about the property and the sellers. It's used in the MLS systems, on legal documents that require signatures (e.g. disclosures), and back office processes e.g. marketing materials that must be reviewed by listing agents. Using paper forms means duplicate data entry, errors and omissions. It's also tedious and time-consuming. Kuper Sotheby's International Realty wanted to get listings out sooner, reduce costs, free up agents' time and create a better customer experience.

**Solution Summary:** Using frevvo Live Forms, the MLS listing process is now an electronic workflow. Agents or sellers can fill out the initial information collaboratively on any device. Since agents are often out in the field, the ability to collect data on a mobile device is imperative. Forms are routed automatically to the agent, the seller, sales and marketing departments according to the business requirements.

### Benefits:

- Customers get a fantastic user experience on all devices and no longer have to sign and initial a dozen or more documents.
- Extensive use of frevvo's built-in validation and business rules has dramatically reduced issues and the need for corrections.
- Eliminating errors and duplicate data entry dramatically improves efficiency.
- frevvo works automatically on mobile devices without costly development.
- Customers are notified at key points in the process and kept up-to-date.

"Agents and customers spend far too much time filling out and signing multiple paper documents and e-mailing them around.

With Live Forms, data is collected electronically on mobile devices and routed automatically. We get listings out sooner, free up time and reduce costs."

**J. Kuper,  
Broker / Owner**