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

The company sells real estate. They want to get listings out as soon as possible and provide their associates with a great user experience. Unfortunately, listing a property is a time-consuming process involving many paper forms, lots of data, and multiple signatures. The company chose to automate the process with frevvo Live Forms to eliminate paper, collect data electronically, sign on any device and expedite listings.

Customer Profile: Jameson Sotheby's International Realty is the exclusive Chicago and North Shore affiliate of the Sotheby's International Realty global network. Jameson's has a 30-year-old reputation for integrity, honesty and results in the Greater Chicagoland area.

Business Situation: To create a listing, a lot of information must be collected about the property and the sellers. It's used in the MLS systems, on legal disclosures with signatures, 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. Jameson Sotheby's International Realty wanted to get listings out sooner, reduce costs, and free up agents' time.

Solution Summary: Using frevvo Live Forms, the MLS listing process is now an electronic workflow. Agents can fill out the information on any device. Since agents are often out in the field, frevvo's built-in support for mobile devices is critical. Live Forms is flexible and provides a natural, user-friendly interface for agents that increases adoption. At the same time, validation ensures business requirements are met and information is collected accurately.

Benefits:
- Associates get a fantastic user experience on all devices and no longer have to enter the same information on multiple documents.
- frevvo works automatically on mobile devices without costly development.
- Extensive use of built-in validation and business rules has dramatically reduced issues and the need for corrections.
- Eliminating errors and duplicate data entry improves efficiency.
- Listings get created sooner at lower cost.

> *"*Our associates and employees were spending far too much time filling out and signing multiple paper documents.
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> With Live Forms, we can securely collect information online, eliminate errors and reduce data entry. We get listings out sooner, free up time and lower our costs.*"*
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> **Meghan Connelly,
> Director, Information Technology**