



*“Presence is critical, I love being able to see my agents and it gives them a sense of comfort to see me online and available – we’re able to stay in constant contact. BlueTie just makes life so much easier.”*

– **Jeanne Olson**  
Real Estate Broker and Owner  
of Destination Home Realty

## Success Story - Destination Home Realty

### A BLUETIE CUSTOMER CASE STUDY

#### Customer Profile

Destination Home Realty provides professional services to home buyers and sellers in New York. Founded in 2000, Destination Home Realty is based in Rochester, NY and employs over 30 real estate agents. With a philosophy of providing personalized service to consumers, Destination Home Realty has earned a reputation for being one of the best real estate agencies in Rochester.

#### Why Choose BlueTie?

*“So many of the real estate software packages we’ve used in the past, offer more features than we could ever use. Some can cost more than \$700 per user and are incredibly difficult to learn and use when all you want to do is manage your contacts,” says Jeanne Olsen, Real Estate Broker and Owner of Destination Home Realty. “I lost my database twice with other software programs, with BlueTie I can lose my entire computer and not worry about losing my data.”*

#### Why The BlueTie Solution Works For Their Employees

Like so many other businesses, Destination Home Realty needed to have the ability for their agents to stay in touch with customers and support staff, anytime, anywhere. BlueTie gives them this functionality - quickly and easily.

Destination Home Realty clearly recognized the benefit in having all of their employees on the same platform, using the same software and communication via a standard application. The sharing functionality within BlueTie facilitates better customer communication and greater productivity.

*“BlueTie is now mandatory for all of our new, incoming agents; they have to have it. I didn’t require our senior agents to use BlueTie at first, because many were comfortable with the systems they had been using for years. But, as they observe the way we use it, the time we save with the ability to share calendars and files, many of them have decided to switch over to BlueTie; they realized what they were missing.”*



www.DestinationHomeRealty.com

BlueTie Customer  
since 2003