

## A Chain Reaction

Broker/owner ensures the utmost customer service by ensuring the gratification of agents

**W**hen Jose Fleming opened Five Star Realty earlier this year, his previous experience with bigger real estate companies motivated him to create his business model and motto all in one—"100% of the service, 100% of the time." To accomplish this, he fine-tuned his toolbox, not allowing the idea of being smaller or the market slump to take away from the potential of his business. His main focus? Agent recruiting and retention, and company branding—all of which ultimately lead to satisfied customers.

Five Star Realty sprouted up from zero to 28 agents in a matter of three months. To achieve this, Fleming designated one individual solely to recruiting agents. Among their tactics, they e-mail electronic flyers to agents and create billboards strategically placed throughout the area. But to Fleming, even once confident professionals are found, the job is nowhere near finished.

"It is important to keep our agents happy and provide a great service that goes above and beyond. As long as they're happy and all their needs are met, then you don't have to worry about an agent string or a negative outlook on business," explains Fleming.

That said, to meet the needs of his agents, and stand out from local competitive offerings, Fleming created a unique program, presenting his agents the opportunity to receive every penny of their commission.

A step further, realizing that without satisfied agents, you can't have satisfied clients, Fleming sought out the assistance of PsPrint, LLC, to implement a time-saving and user-friendly tool to help the agents reach out to clients. PsPrint, LLC is a full-service direct marketing and printing company that delivers online color printing products and services, including brochures, business cards, postcards, calendars, envelopes, flyers, greeting cards, letterhead, newsletters, door hangers, and more.

After discovering the convenience of PsPrint, Fleming connected with PsPrint's dedicated Real Estate Business Development Director, Chris Hendricks, and set up a static template, where only certain fields can

be changed by the agent. To uphold the company's branding and identity, the logo and color scheme stay the same, along with the positioning of pertinent information.

What's more, as his company grows, PsPrint will continue to provide solutions in maintaining his company's look and branding. Agents "will also be able to order post cards and brochures on a template that has already been approved," he says.

At the end of the day, Fleming says his contentment cycle is simple. "If I provide awesome service to the Realtors, they can in turn provide it to their customers and we're all happy."

—Kayla O'Brien

For more information, please visit [www.psprint.com/realestate](http://www.psprint.com/realestate).

