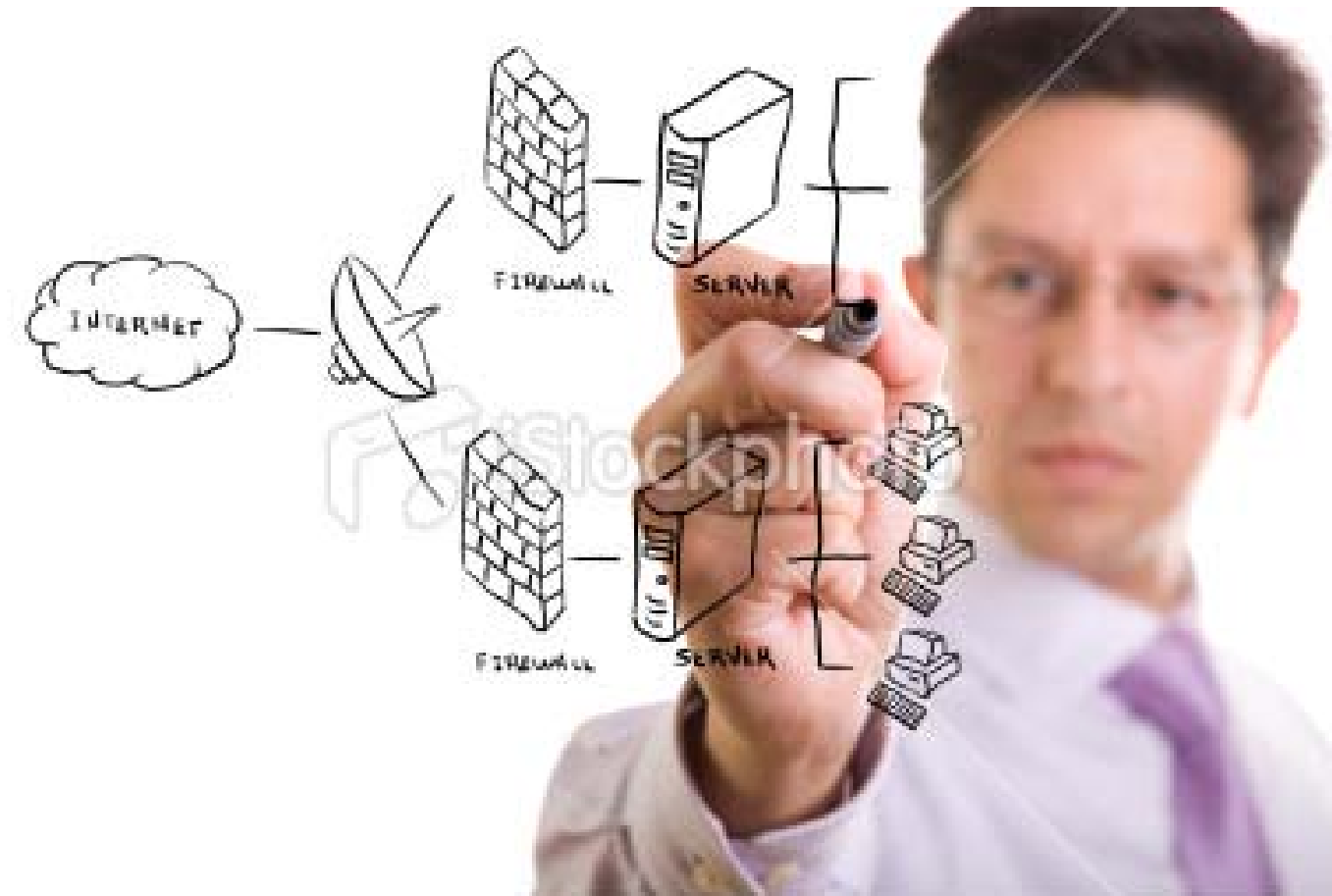


# In House or Out Source?



OB Jacobi – Windermere Real Estate Co.

# Brief History of Windermere Technology

- launched our public website in 1996 and our intranet site in 1997
- We created all of the tools that we use today.
- We hired the people that had the right skill set and brought them along.
- We understood that our core value was to provide tools to our agents and franchisees.

## Key Questions you need to ask?

- What is your company's core values?
- How much have you already invested in technology?
- Can you let go of your current investment and out source?
- Do you currently have the in house technical competency to build specific tools ?
- What is your tolerance for risk?

# Successful Outsourcing

- Listing Syndication is a great example.
- Print media experts and e-mail marketing

Windermere REAL ESTATE

Dream Home

**\$510,000** MLS #13145678

918 39th St.  
Seattle WA 98103

Bedrooms 3  
Bathrooms 2.5  
Sq. Ft. 1400  
Lot Size 8000

[More Info & Photos](#)

**Description:**  
New construction townhouse with sophisticated urban living at its best! Located in the heart of Wallingford you can be at Lake Union, Woodland Park Zoo or Greenlake in minutes. Quality finishes throughout with wood floors, high ceilings, and stainless appliances. Come see this home as it gets its final touches. It's wonderful!

**Jane Agent**  
Associate Broker  
Office Phone: 206.527.3801  
Direct Phone: 206.527.3801  
japan@windermere.com

The screenshot shows a real estate listing for a townhouse. It includes the Windermere logo, the title 'Dream Home', the price '\$510,000', the address '918 39th St. Seattle WA 98103', and property details: 3 bedrooms, 2.5 bathrooms, 1400 sq. ft., and an 8000 sq. ft. lot. There is a 'More Info & Photos' button and a description of the property as a new construction townhouse in Wallingford. A contact card for Jane Agent is also present.

Windermere REAL ESTATE

Wallingford

13000 1st Avenue Park Boulevard  
Seattle, WA 98148

The screenshot shows a real estate listing for a property in Wallingford. It features a large photo of a rustic-style house with a stone fireplace. The listing includes the Windermere logo, the title 'Wallingford', and the address '13000 1st Avenue Park Boulevard, Seattle, WA 98148'. There is also a photo of the listing agent, Jane Agent.

## The Pitfalls

- Must have a strong evaluation of the tools being offered from the vender
- Field test and get agent input.
- How well does it meet the needs of your agents
- What is the UI like?
- Easy to use and integrated into the work flow?

# Thank You

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