

# Real Estate Solutions from Brother

Cost-effective technology to help facilitate digital transformation.



# Technology is Changing Fast

Managing IT in the real estate and property management environments has never been easy. Technology is developing at a rapid pace. IT departments are challenged to control costs while shifting to digital processes and streamlining workflows. Brother understands. We offer cost-effective solutions to the printing and scanning functions common in real estate and property management environments. As a technology partner, we can work with you to create solutions to the workflow challenges throughout every area of your real estate operations to help ensure the environment is efficient, secure and cost-effective.



## Today's Real Estate Challenges

### Shifting to Digital

From real estate office to on-site showings, nearly everything is going digital in today's real estate environment. Brother offers products and solutions that can help capture documents and convert them into electronic images and files, including credit reports, drivers' licenses, lease agreements, applications, and more. Digitized documents can be scanned to email, folders or other applications for easy archiving, organization, and retrieval. Documents can then be shared between clients, lawyers, realtors, and management at the click of a button – keeping it secure and organized, enabling collaboration, and reducing errors.



### Controlling Costs

In real estate and property management environments, print volumes are often manually tracked and reported on, requiring the valuable time of agents, office managers and billing departments when monitoring usage. With an additional purchase, many of Brother's products can seamlessly integrate with third-party cost recovery and print management solutions like PaperCut so you can manage, account for, and report on print, copy, fax and scan output. This allows for improved productivity and greater workflow efficiency.



### Upholding Security

With the omnipresence of security breaches, real estate and property management groups require the tools to protect confidential and sensitive customer data from both internal and external security threats. Brother can help protect personally identifiable customer data and other confidential information from security threats with triple layer "in the box" security. Help safeguard your network, keep your printing and scanning devices secure, and protect documents in transit to and from print devices – while also helping to comply with security regulations and initiatives.



### Reliable Infrastructure

The success of many real estate functions is dependent on flexible and reliable information-management technology. Staff rely on printing and scanning technology for a number of daily operations – including customer interaction, corporate and remote office communications, and more. Having reliable technology with virtually little to no downtime is crucial to ensuring your real estate office runs more efficiently so that you can focus your time on what really matters – cultivating your customer base and growing your business.



# 5 Key Reasons to Choose Brother

## 1 Security and Compliance

To help protect against print security threats and maintain compliance, Brother business products offer three lines of defense - one at every critical level:

- **Network Security:** Eliminate outside threats while supporting the latest protocols and enabling device sharing
- **Device Security:** Limit device access at the group, individual and activity level
- **Document Security:** Enable users to protect sensitive or confidential data sent over networks

## 2 Advanced Connectivity Options

Brother offers a number of products and solutions with cutting-edge mobile device and web-based features that make it easy for users to connect, print and share important information virtually anytime, anywhere – quickly, easily and securely.

- Print / scan documents over the network
- Scan to Word / Excel / PowerPoint; scan to mobile
- Print directly to / from most mobile devices

## 3 Reliability

Brother markets a wide selection of products designed and built with a single goal in mind – to exceed customer expectations. Brother has won numerous awards for reliability including the PC Magazine coveted “Business Choice” Award for five years in a row and the Buyers Lab “Line of the Year” award in 2017.



## 4 Major Account Program

The Major Account Program offers a dedicated support team to provide customized service programs tailored to meet the needs of your organization. Benefits include:

- Priority call support
- Next day express exchange
- Customized call scripts
- Discounted parts ordering

## 5 Competitive Pricing and Total Cost of Ownership

Brother offers a Value Print Program (VPP) for customers who commit to using Brother products and their Genuine Brother Supplies for a three-year term. Under this program, organizations receive limited warranty extensions for up to three years and discounts on Genuine Brother Supplies.



See Brother solutions for every aspect  
of the Real Estate environment.



## Corporate Office

Brother will help you deliver the appropriate number of devices to your organization to ensure you are making the most cost-effective decision as it relates to document management.

### Workgroups

- Flexible pod deployment across workgroups that need them most
- Comprised of Brother printers, all-in-ones and scanners coupled with intelligent print management software



## Realtor / Employee Offices

Brother offers a multitude of print, copy, fax and scan solutions to help meet every day back office needs.

### Printing / Copying / Scanning

- Mortgage applications
- Credit reports
- Drivers' licenses
- Lease agreements
- Credit applications

### Labeling

- Address labels
- Filing



## Remote Environment

For remote and on-the-go employees, Brother has the products and solutions to help streamline document management processes.

### Printing/ Copying / Scanning

- IDs
- Price sheets
- Notices
- Violation letters

### Mobile Printing

- Customer communications
- Receipts



## Full Line of Real Estate Solutions



Printers/All-in-Ones



Fax



Labeling



Scanners

For more information, please call toll-free **1-866-455-7713**,  
or visit **[www.brother.com](http://www.brother.com)**.

**brother**  
at your side



Join BrotherOffice



© 2018 Brother International Corporation  
200 CROSSING BOULEVARD,  
BRIDGEWATER, NJ 08807

Brother is a registered trademark of Brother Industries, Ltd.  
All other brand names are registered trademarks or  
trademarks of their respective companies.

REALESTATESOLNOV18