

## Successful sale of RealtyAssist is a result of a superior technology delivered Procace

### RealtyAssist

Client since December 2000

Location: San Diego, California, United States

Industry: Marketing/Retail/Real Estate



### Client Overview

For nearly 10 years, RealtyAssist has been providing printing and software services to the real estate industry. RealtyAssist's print services division, called PrintDepartment.com®, is the leading provider of web-empowered print & mail services to the residential real estate industry.

### Client Objectives

RealtyAssist recognized the emerging real estate model of centralized web-based transaction coordination. Procace Consulting was commissioned to analyze, design and develop the new generation of software, which integrates the real estate purchasing process with a self-service ordering process. Agents would be able to manage their properties and order printing and other services from a single integrated application.

### Procace Contribution

After four months of comprehensive analysis involving RealtyAssist CEO, CTO and other senior staff, Procace delivered a comprehensive data model and functional decomposition that captured the new business model and identified two major development phases, transaction coordination and order processing. The first solution was released in Beta on April, 2001. Procace provided a 100% shrink rap solution which included hosting. By the end of 2001, RealtyAssist was in a strong position in the industry and well entrenched within key clients. This allowed RealtyAssist to take advantage of industry consolidation and integrate one of their competitors into their platform.

The success of this initiative culminated in the sale of RealtyAssist to their main customer at the end of 2003. The valuation of company was predominately based on the technology platform and its business processes, which allowed the new owners to make it a cornerstone of growing this part of their business.

### Technology

The technology employed includes Microsoft ASP pages, COM objects and an Oracle 8i database. The environment is Sun Solaris.

### Results

Procace quickly became RealtyAssist's technology partner. Procace was integral in helping RealtyAssist to define a new business model. Procace then had the skills to translate this model into a product, which was leveraged by RealtyAssist management to successfully sell their company.