



# REAL ESTATE

## MARKET OVERVIEW

You know how competitive the real estate business has become. Whether you are an independent realtor in a small town or part of a larger realtor network, a mortgage lender, or insurance provider, service is what sets you apart from the competition. It doesn't matter if it's a buyer's market or a seller's market. You realize that technology can make a huge difference in whether you get the listing, close the deal, refinance the mortgage, or file the title information correctly. Tight timelines and beating the competition are part of everyday life—and Lanier understands that “everyday” means 7 days a week, as weekends are the biggest days for open houses. When documents are ready for delivery, they have to get copied, faxed, or scanned immediately. That means the tools you use must be reliable, especially when you need to reprint 50 sell sheets on a Sunday morning. Top quality output is essential throughout the sales cycle from agents to brokers to clients, to show properties in their best light.

## HOW THE LANIER LD420c/LD425c/LD430c/LD435c/LD445c CAN HELP:

### Print Advantages

- Fast print speeds in both black & white and full-color mean even longer jobs like residential brochures and listings can be completed quickly to help your agents meet tight deadlines even when the documents contain both color and black & white pages.
- Printing at a resolution of 2400 x 600 dpi equivalent delivers outstanding print quality for residential property sell sheets, multi-page property booklets, or a builder's marketing materials for all the models and floorplans in their latest community. This means you won't have to outsource the copying of these materials and pay premium prices at the copy shop.

- Because agents can use a PictBridge-enabled digital still camera to capture and print pictures of properties in color without the need to connect to a PC, they will be able to return to the office and immediately print color pictures for distribution to clients.

### Scan & Send/Fax Advantages

- Because confidentiality is critical to the success of your business, inbound faxes such as offers and counteroffers can be forwarded to a broker's PC as a TIFF image, eliminating the possibility that faxes can wind up in the wrong hands.
- Instead of mailing full-color copies or faxing low resolution black & white images, residential marketing brochures can be scanned and e-mailed in full-color to prospective clients who live outside the market area for quicker decisions.
- The 80 GB Hard Disk Drive found on the LD435c/LD445c coupled with scanning functionality enables storage of up to 2,000 hard copy contracts

(up to 9,000 total pages) and transmission across the network for filing or distribution.

- Fax technology is critical to your business. Up to three lines of Super G3 Fax capability can be added to these LD420c/LD425c/LD430c/LD435c/LD445c devices to allow offices to send and receive large contracts unattended, eliminating operator involvement.

### Copy Advantages

- The higher capacity ARDF found on the Lanier LD435c/LD445c means that originals with up to 100 pages (such as contracts) can be copied with minimal operator involvement.
- These Lanier Color MFPs can handle heavy-weight stock up to 120 lb. Index via the main paper trays. They are perfect for the production of direct mail postcards, sell sheets, and other unique documents that can help differentiate your services.

- Superior image quality allows documents with small text such as Multiple Listing Service Pages to be reproduced with clarity for easy readability.

### System Security Advantages

- Because Lanier Color MFPs offer Secure Socket Layer (SSL) support, they can encrypt data prior to sending and decrypt files upon receipt, which is great for buyer/seller contracts and confidential financial data for mortgage applications.
- WPA support maintains confidentiality when brokers/agents are wirelessly surfing and printing Multiple Listing Service property profiles on behalf of their clients, and sending and receiving offers and counteroffers.