

CLIENT: RealNet Solutions	SERVICES: <ul style="list-style-type: none"> <li>Information Architecture</li> <li>Interface Design</li> <li>User Validation</li> </ul>
PROJECT: Client Extranet Design	
DIVISION: Enterprise	
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## Helping Real Estate Brokerages Streamline Their Workflow

RealNet Solutions provides the muscle behind HREO.com - the most comprehensive multi-brokerage listing of properties on Long Island. Beyond listing properties on HREO.com, brokerages access the RealNet database in the course of their day-to-day workflow.

### CUSTOMIZABLE BRANDING FOR INDIVIDUAL REALTORS



>> In compiling a list of properties for a prospective buyer, an agent needs to be able to sort through listings using as many as a dozen filters. Because many of RealNet's customers are new to the Internet - new to computers, even - this process has to be intuitive.

>> Since agents are likely to have the RealNet Extranet on their monitor all day, it was important that agencies be able to customize the portal's design, so it's an advertisement for the agency, not RealNet.

√ The interface Mutant Media designed is flexible, customizable, and uniquely modeled to integrate into an agent's workflow.

### CUSTOMIZABLE ADMINISTRATIVE CONTROLS



## ROI

REALNET has benefited by Mutant Media's strategic design in many ways:

- Agents now have time to ...golf
- Comingled information saves desktop space
- As a value add tool, HREO can now offer this as a package to new realtors
- Individual realtors can present a more professional face to new clients



### SUMMARY STATEMENT:

Adding Value by Decreasing Workload