

The top Real Estate Company in Daytona Beach, FL has been able to automate commissions and reports, saving time and resources with Profit Power



[Adams Cameron & Co. Realtors](#)

"The support team at Profit Power is amazing. Our previous software provider was very unreliable. We didn't have a number to call or an email to send requests to. With Profit Power we can always get in touch with someone and they make sure they understand our questions and always offer quick feedback." – Cora Thompson, Office Coordinator

[Executive Summary](#)

Adams Cameron went live with [Profit Power](#) in December of 2018. Prior to Profit Power, they were using a software solution that lacked in customer support, industry knowledge, and flexibility in helping with implementing reports and commissions. They were looking for a software solution that had a strong team that was responsive and software functionality that was flexible enough to automate their most difficult transactions and reports.

Challenges

The software provider Adams Cameron & Co. Realtors were using before Profit Power was based in Canada and getting someone to answer any support issue was a challenge. They would often have to wait days and weeks before they would receive a response. When they did get a hold of someone, terminology was a major issue. Trying to explain what their issues were usually amounted to more frustration because of the lack of industry knowledge and inflexibility of the software. After being told that they couldn't implement new commission plans they wanted to roll out, as well as new custom reports, the accounting staff at Adams Cameron decided it was time for a change.

Why Profit Power?

When Adams Cameron started to look for software alternatives, the two most important features they needed to make sure they offered were flexibility in both reports and commission plans. They wanted to make sure that the software handled their current plans and reporting needs, as well as had the options to customize and create new reports and commission plans if the need arose. Profit Power, which has over twenty-five years' experience working with the most sophisticated real estate brokers in the country, not only could handle their current plans and reports, but the staff was able to make suggestions on more efficient ways to automate their workflows.

Results, Return on Investment and Future Plans

Since implementing Profit Power, Adams Cameron & Co. has been able to eliminate the manual calculations they needed to do for a large amount of their commission plans. This has led to less errors when paying agents the proper amount, and less missed referrals. It also has allowed Adams Cameron & Co. to implement new commission plans for agents that have helped both with recruiting and retention of top sales agents.

The accounting team at Adams Cameron figures they are 25% to 30% more efficient every day in closing out transactions and paying their agents. This efficiency has allowed them to focus more of their attention on their data which help them make better business decisions as a company.

Along with the workflow efficiencies gained, the customer support received is probably the number one reason Adams Cameron would recommend Profit Power to other Brokers who face similar challenges with their current back office software provider. The ability to get someone from the Profit Power support team on the phone when an issue or question arises is a huge benefit. When asked about the Profit Power support team, Cora Thompson, Office Coordinator had this to say, "Whenever I have a question or issue the Profit Power team is quick to respond, they will take the time to walk me through step by step how to fix or properly use the software and I never have to worry about my issues being ignored"

Find out how Profit Power can help your Real Estate Brokerage:

Contact our sales team for a free demo at 716-929-0000 or email at sales@lantrax.com

[Or Click Here](#)