

Agency Gets More Than Fair Market Value From Authority

After moving its email from a local provider to Google, oldCape Sotheby's International Realty decided that Postini—whose users were being forced to migrate to Vault as an add-on to Google Apps—wasn't going to serve its needs. Soon after, Kathy Schrock, who at the time was the Director of Technology at nearby Nauset Public Schools, suggested to oldCape that it look at Authority, a division of Gaggle, which provides archiving and other cloud-based solutions to school districts.

"It's our agency's policy that all email messages get archived," explained Diane Miller, oldCape's marketing coordinator. "The listing agreements are between the sellers and the company, not the sellers and the agents, so ultimately the company is responsible for anything that happens with listings."

While Diane has only had to go into the archive on rare occasions, just those few times has made the company's investment in a third-party archiving solution well worth it. "I needed to retrieve email that pertained to certain property

With close to 40 agents in six offices, oldCape Sotheby's International Realty is not unlike other real estate agencies around the country that use email more and more to discuss, negotiate and close real estate transactions with eager buyers. The company also recognizes the importance of archiving those email messages in case of litigation regarding a property transaction.

transactions because the agents were being brought up on code of ethics violations," said Diane. "With just a few keystrokes in a search field, we were able to get a paper trail of the correspondence between the agents and the clients."

An additional benefit of using Authority is the ability to easily "warehouse" accounts of employees who leave the agency. "Legal action could occur even after a house is purchased," said Diane, "and in our business, agents come and go so there's an opportunity for something to linger long after an agent leaves."

In addition to a strong recommendation from a trusted technologist, oldCape researched competitive products and soon realized that Authority provided the security and simplicity it needed at a cost it could afford.

"I explain to every agent that comes to work for us that all email should be sent using the oldcape.com domain," said Diane. "Although they likely have their own personal email accounts, the risk of litigation alone makes it really clear that this protects their careers along with our company." •

