

“Informing Staff, Entertaining Clients” SaskTel *Max* for Business

BACKGROUND

As Swift Current’s largest real estate brokerage, Century 21 Professional Realty Ltd. specializes in a full range of real estate services: from residential and commercial, to farms, ranches, investment properties and new developments. Along with seven other real estate agents, Trevor Koot, owner of the independent Century 21 Swift Current office, takes pride in offering an exceptional customer experience that goes beyond simple client-agent relations.

CHALLENGE

Being in the business of finding places for people to call home means fostering a trusting, comfortable relationship. At Century 21, part of forging great relationships with their clients starts with creating an atmosphere in which both clients and staff can feel at home. “As much as it’s the digital age, in the real estate industry, people still appreciate the opportunity to sit down face-to-face with agents,” explains Trevor Koot. “As a result, one thing we’ve really focused on as a company is to create a very welcoming environment for our clients and staff.” A key challenge to creating such a setting was to find a way to keep clients comfortable and entertained while waiting in reception.

SOLUTION

When Century 21 Professional Realty relocated to a new office, Trevor Koot knew immediately that he wanted to incorporate SaskTel *Max*™. Installation of *Max* was quick and simple, and SaskTel’s expert technicians were even able to offer some useful advice. “Having them onsite to provide us with consultation on where to put the televisions and how to run the wiring was very useful,” says Trevor.

The programming options Century 21 chose were easily tailored to a diverse audience. “We generally try to choose generic programming, like the news and sports networks,” Trevor explains, “or while clients are sitting down with an agent, their kids can enjoy some cartoons. *Max* has been able to cater to a bunch of different demographics.”

In addition to the benefit to clients, SaskTel *Max* is also useful for staff. Keeping agents up to date on market trends and world events often helps to break the ice during meetings, and for those working late, *Max* provides a welcome distraction. “There are a lot of nights that I’m here in the evening and it’s nice to have the business news or the Riders game on,” says Trevor.

Century 21 clients appreciate the service being offered. “People are very happy to see that the programming is provided,” says Trevor. “It gives them the opportunity to be a bit distracted and feel more at home in the office. Rather than just sitting and waiting, they have something they can pay attention to.”

From a business perspective, Trevor feels there is real value in having the *Max* service, and the savings they receive from bundling with other SaskTel services adds to that value. “The return that we get by keeping our staff up to date, and by providing clients with a comfortable environment makes it very worthwhile for us.”

Century 21’s clients, agents and staff have all benefited from being entertained, engaged and informed by SaskTel *Max* service.



“SaskTel *Max* has been very beneficial for providing a comfortable environment for our clients.”

**Trevor Koot
Owner/Broker
Century 21 Professional Realty Ltd.**