

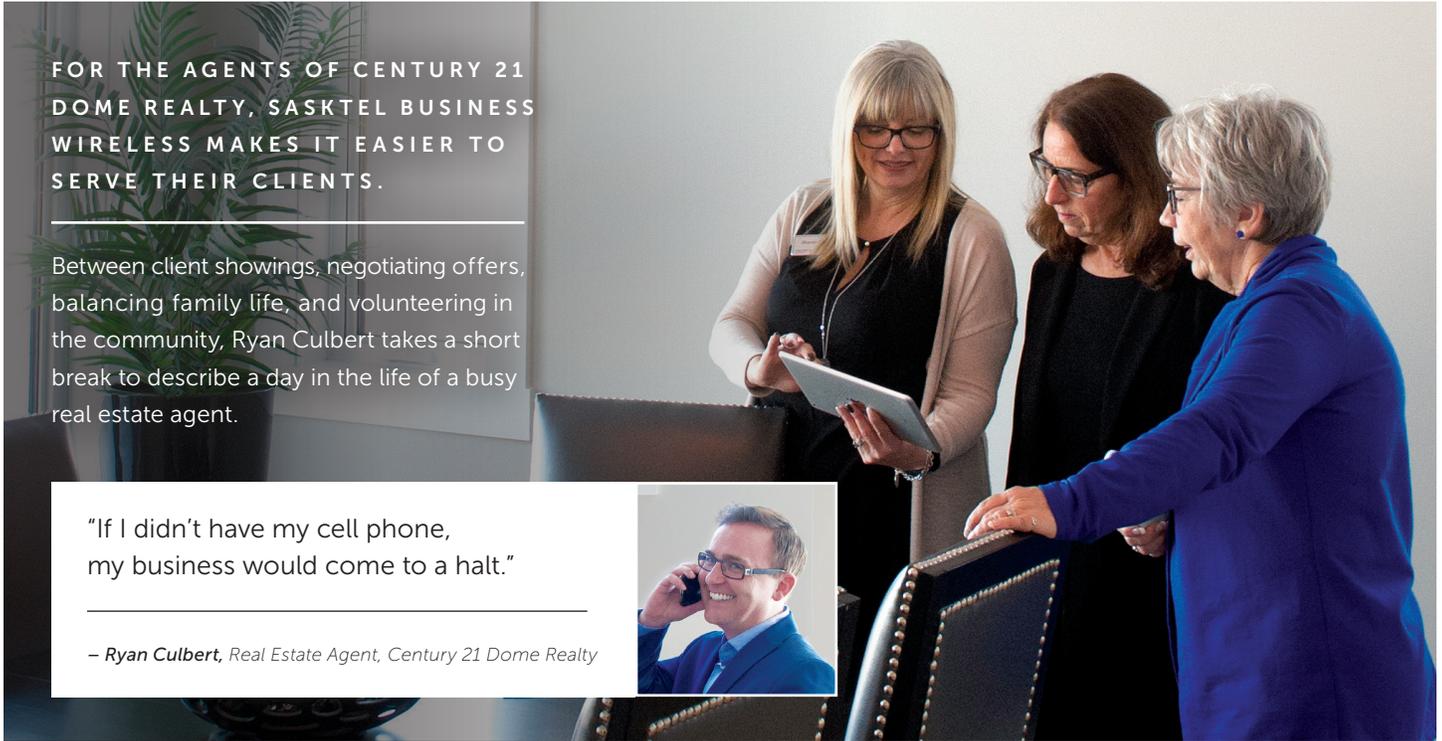
SASKTEL BUSINESS WIRELESS

FOR THE AGENTS OF CENTURY 21
DOME REALTY, SASKTEL BUSINESS
WIRELESS MAKES IT EASIER TO
SERVE THEIR CLIENTS.

Between client showings, negotiating offers, balancing family life, and volunteering in the community, Ryan Culbert takes a short break to describe a day in the life of a busy real estate agent.

"If I didn't have my cell phone,
my business would come to a halt."

— Ryan Culbert, Real Estate Agent, Century 21 Dome Realty



RYAN CULBERT ANSWERS QUESTIONS ABOUT SASKTEL BUSINESS WIRELESS SERVICE.

What is a day in the life of a Century 21 Dome Realty agent like?

Ryan: Well, it really depends on the day, but, you know, I could be out showing houses with clients, attending meetings at the office, and then running to write an offer on a house with another client. My phone's ringing constantly. I think Christmas is the one day a year that nobody phones me.

Has technology changed the real estate industry?

Ryan: Once upon a time, when someone wanted to find a home, they would call us at the beginning of the process. Now, the consumer feels empowered to locate their own homes online. They call us to say, "Please get us access and please help us with negotiations." Technology and communication have become that much more crucial as the consumer looks for a home, sitting on their couch at 11 o'clock on a Thursday night, and then sends us an email or a text message overnight. We have to be more available outside of business hours.

How does SaskTel Business Wireless help you manage being on call 24/7?

Ryan: I think work-life balance is really important for everybody. If I didn't have my cell phone, I wouldn't be able to do business. When my kids were younger and had dance performances, I was the one working backstage. When they would take a break, that's when I'd return phone calls. With the changes in technology, and the evolution of real estate, I can take my office on the road with me. I can be sending documents, talking to clients, talking to other real estate agents, negotiating offers from my phone – I can be in touch with the office.

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Have you noticed a change in your clients' needs and how has that impacted your business?

Ryan: To be honest, every client has different needs, and many tend to communicate differently. It's not just on the phone all the time, but it's text and it's email, it's sending listings and sending documents. It's accessing different technologies to find information on properties and communities. It's all information I need constant access to.

As part of the Century 21 Dome Realty group, do you share a SaskTel plan?

Ryan: Until a couple years ago, all the agents were on their own. When you're a listing agent, you bear 100% of the cost of marketing a property before it sells, so you're always reviewing your operating expenses. Century 21 Dome Realty was able to get the best rate with the Business VIP plan from SaskTel, compared to what we could get individually. And it gave us unlimited data, which was really good considering how much data and how many hours and how many text messages are sent. We are getting access to more data than most of the other plans that are available in the marketplace. I understand Century 21 Canada has a national agreement with another provider that was set aside in Saskatchewan because SaskTel made a better offer.

It sounds like you take your work very seriously.

Ryan: You know, buying or selling a home is one of the biggest decisions anybody can ever make. It's interesting because throughout the process, whether you're working with a buyer or a seller, it's a bit of a roller-coaster ride, and I'm there to make sure that it's a smooth transition for each and every client. There's lots of different working pieces when you're buying or selling a property. With SaskTel, I know I can take my office on the road with me and communicate with clients. At the end of the day, I really can focus on making the very best experience for my clients.

Let's start a conversation.

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