

PROFILE

Name: Climb Real Estate

Location: San Francisco, CA

CHALLENGE

Bringing a powerful online real estate shopping experience offline, and in-office, to deliver an equally influential opportunity.

SOLUTION

Epson's BrightLink[®] Pro delivers large-scale, touch-sensitive projection of vibrant imagery for interactivity and collaboration with clients.

Making the Most of the Moment

Epson Technology Helps San Francisco Realtor Work More Effectively

"Time today is everything," says Chris Lim, founder and president of Climb Real Estate in San Francisco. "If our clients come into our office for an hour, we'd better give them something that's worth that hour. Our Epson technology helps make that possible."

In designing a new headquarters for his company last year, Lim took cues from the technology firms that employ many of his clients. "The minute you step through our doors, you can see you're going to have a very different experience than you would at other real estate offices," he says.

The centerpiece of the facility is a new BrightLink Pro 1430wi interactive presentation system, used for a wide variety of meetings. "Technology like the BrightLink Pro makes a world of difference—It makes our agents more productive and provides a collaborative solution that aligns with our brand of innovation."

Marketing Powerhouse

Climb Real Estate is a full-service residential brokerage known for its innovative approach and personable, professional staff. With almost 150 agents and five offices in the Bay Area, Climb did almost a billion dollars in sales last year. It's enough of a force that Bravo Television features one of its realtors, Justin Fichelson, on its popular Million Dollar Listing San Francisco.



Lim believes strongly that the success of the agency starts with its in-house marketing agency, but marketing alone is not enough to win business. Deploying relevant marketing tactics with technologies that resonate with customers has given Climb a consistent winning edge, catapulting the brand to global recognition and regional success.

For example, Lim cites a National Association of Realtors study reporting that 93 percent of home buyers use the Internet to start their search. "It's crucial that you have a world class website," Lim says, and so he has built a site that provides detailed information about his listings, including remarkably beautiful photography and, for many properties, 360-degree walk-throughs. "Yet while the relationship starts online, you have to be able to deliver a comprehensive, integrated marketing and sales program in person," he explains.

"Part of the appeal of the BrightLink is simply the quality of the image it produces."

– CHRIS LIM, FOUNDER AND PRESIDENT OF CLIMB REAL ESTATE

A BrightLink Pro installation in the new headquarters, which Lim calls the Climb Campus, helps his agents do just that.

Because he has long been a heavy user of Epson products, Lim sat down with representative Brian Foote during the design process. “Brian said he had an amazing new product,” he recalls. The BrightLink Pro, used with a standard 100” diagonal whiteboard, provides a huge, touch-sensitive projection surface ideal for collaborative meetings. Lim’s agents would be able to connect their computers, phones and tablets wirelessly and control them right from the whiteboard, the system acting like a huge tablet computer. Better still, they would be able to mark up images from their devices at the whiteboard using “electronic pens” or just their fingers. Interacting with the images this way, they would be able to make much more dynamic presentations, and they’d be able to save the notes created this way for use later.

“I was a little reticent at first, because I didn’t know how the agents would accept it,” Lim says. “I also knew that every square foot of the new facility would count, so to dedicate a large area to a new technology was a bit of a risk. Still, based on our relationship with Epson, we carved out what became the centerpiece of our meeting space.”

Rather than put the BrightLink Pro in one of the conference rooms, Lim had it installed in an open space at one end of the common office area. Now agents and staff can just walk up and begin using it. Since it connects wirelessly, they don’t even have to find the right cable or put their device in a specific place. It just works.

“It’s easy to use, and they use it constantly, for meetings with buyers, sellers, developers – but that’s not all. We use it for staff meetings and trainings. We use it for community events. We turn our space over to charities to host parties. Our agents host personal events – one showed pictures and videos on the BrightLink for a baby shower, sorority reunion, and engagement party. Since the past year’s SuperBowl was played in San Francisco, we invited all of our agents to watch the game on the BrightLink. It’s been a huge hit, a really positive technology that has brought the office together.

Quick and Easy Presentations

Part of the appeal of the BrightLink, Lim says, is simply the quality of the image it produces. But it’s a lot more than that. “People don’t work in isolation,” he explains. “They collaborate. To be able to walk up to the screen, touch it and start working – and have your client walk up, ask questions and write notes on it as well, is just great. It’s so versatile, so extremely powerful, such a natural fit with the needs of our agents and staff. It helps us show people that we’re doing something really amazing here.”

In meetings with sellers, Climb agents will use the BrightLink Pro to overview the buying process and what to expect; to talk about San Francisco and its neighborhoods; to look at photos, floor plans and videos of properties. For sellers and developers, agents will focus more on the agency and how it works, on the advantages of signing with Climb.

Technology, Lim says, is very important, “but it doesn’t replace the service that our agents provide. What it does do is make agents and the time they spend with clients much more efficient. Instead of driving out to a property before they know they’re interested, they can see it here in great detail. Instead of spending days exploring neighborhoods on their own, we can point out the most crucial features of each. In helping us to do that, the Epson technology is high value, high touch, in an environment that is welcoming.”

For all of those reasons the BrightLink Pro has become an integral part of the agents’ work. “It’s one of the most popular features of the Climb Campus,” Lim says.

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