

CUSTOMER SUCCESS



Sage MAS 90 Keeps RE/MAX of New Jersey “Above the Crowd!®”

No one in the world sells more real estate than RE/MAX. Perhaps that’s because of its revolutionary business model. In exchange for paying a management fee and a share of the monthly office overhead, associates keep a maximum portion of their commissions. From humble beginnings in 1973 as “a pad of paper and a dream,” RE/MAX International, Inc. now sets industry milestones, being the first real estate company in the United States to top one million sales transactions in a single year. The company won Income Opportunities magazine’s coveted #1 Real Estate Franchise Award in 1996, and earned Worth magazine’s prestigious Reader’s Choice: Best of 1999 Award as well.

Old System “Maxed Out”

Although affiliated in an international network, each RE/MAX region is independently owned, selling franchises to qualified broker-owners and providing advertising and public relations support services to boost revenue. They’re also responsible for their own financial systems, although the parent company provides a proprietary management system called RMS, a database for tracking agents’ performance, maintaining invoicing, and performing accounts receivables.

RE/MAX of New Jersey had long relied on an off-the-shelf software package that ran in DOS for accounts payable and general ledger. Stacey Seligman, the newly appointed controller, couldn’t believe its inflexibility. The program wouldn’t let her manipulate data, didn’t provide accurate aging of accounts payable, and couldn’t display complete vendor payment history.

“I hated the thing,” she says. “You couldn’t add or delete anything, or pull out one account for an inquiry. Instead, it made you print out lots of useless pages. It couldn’t tell me whether an item had been paid by check or credit memo. We had to get something better—and fast.”

Taking It to the Max With Sage MAS 90

Now RE/MAX of New Jersey has a fully integrated system based on Sage MAS 90, with accounts receivable information automatically imported from the RMS database. Seligman can create custom agings, account inquiries, financial reports, and restructure invoices to provide offices with incredible accuracy and detail.

Customer:

RE/MAX of New Jersey, Inc.

Industry:

Franchisor of RE/MAX real estate offices

Location:

Moorestown, New Jersey

Number of Locations: 130

Number of Employees: 12

System:

Sage MAS 90

- General Ledger
- Accounts Payable
- Accounts Receivable
- Crystal Reports
- Bank Reconciliation
- Inventory Management
- Purchase Order
- Sales Order
- Business Alerts
- Fixed Assets

CHALLENGE

Replace manual and paper dependent system with an automated, integrated accounting system that provides advanced reporting and financial capabilities.

SOLUTION

Sage MAS 90 financial modules integrated with RMS, RE/MAX’s proprietary management system.

RESULTS

Sophisticated reporting at a touch of a button; balance sheets in about a minute; accurate accruals without days of prep work; streamlined data flow; automated processes save one week of man hours per month.

Seligman had been entering accounts receivable data manually every month-end. She called the process a “nightmare,” and dreaded the tedious compilations. Today, invoices are pulled directly from the RMS database into the general ledger, and Sage MAS 90 does all the accruals. “Just this one function saves me at least two days every month.”

The former system had been unable to generate accurate income statements or balance sheets, as it contained no accounts receivable data. Sage MAS 90, on the other hand, is designed for sophisticated reporting, and gives Seligman analyses at the touch of a button. This knocks an additional two days a month off her workload.

“Before, I needed a week to 10 days notice to prepare balance sheet information, and it became an official project. Now I can print reports within a couple of minutes,” she says.

Most transactions at RE/MAX of New Jersey are identified by a sales code. The reseller helped set up Crystal Reports® so that these codes were incorporated into the new system. Now Seligman can prepare a cash receipts report by sales code, and look at the current status of management fees and advertising costs. This gives her a bird’s-eye perspective on the company’s financial standing, with information available virtually anytime.

One Sage MAS 90 feature that Seligman especially likes is the built-in error detector. “The system will ask if you’re sure you want to make an entry. But it doesn’t stop and ask on every little thing, like some do,” she observes. “Instead, it gives you credit for being reasonably intelligent, and only alerts you if it sees the possibility for a really big problem.”

RE/MAX of New Jersey is now handling an astounding 30,000 transactions each year, unheard-of in most real estate franchises. Sage MAS 90 is keeping up with ease, making for an office that flows smoothly and efficiently regardless of the hectic pace of business.

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“Sage MAS 90 is the best thing since the computer,” Seligman remarks. “After all, this is the new millennium. We’re not supposed to be doing things manually anymore. And the more I use Sage MAS 90, the easier it gets.”

ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

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