

KELLER WILLIAMS REALTY

TimeDriver eliminates tedious scheduling time for driven real estate coach

“As a career development coach, I have to focus on coaching and educating our agents, not scheduling appointments. Using TimeDriver has added 3 days to my month, helping to maximize the potential of our agents which in turn will help bring in more profits for all of us in the company.

*Betsy Scheffe
Career Development Coach
Keller Williams Realty*



Before TimeDriver, scheduling and phone tag consumed three days per month of coaching time



Betsy Scheffe is a career development coach for Keller Williams Realty in its Austin, Texas office. The Austin office is the largest office in the Keller Williams system and boasts approximately 650 agents selling homes in the area. Scheffe works with as many as 125 new agents on a one-on-one basis every month to improve their selling skills.

For Scheffe, contacting each of the 125 agents by phone each month to schedule their training sessions was extremely time-consuming. It took an average of three back-and-forth phone calls with each agent to

coordinate a convenient time to meet and usually took 3 days per month to coordinate all of the appointments. “Real estate agents are at the mercy of their clients’ schedules. If an agent’s client scheduled a last minute or unexpected appointment, the agent quickly forgot their training session with me and it wasn’t easy to reschedule the session,” recalls Scheffe. “This not only caused disruptions in my schedule but also frequently resulted in missed training sessions with our agents.”

Keller Williams Realty

Founded in 1983, Keller Williams Realty Inc. is an international real estate company with 650 offices located across the U.S. and Canada.

- Who?** Betsy Scheffe
Career Development Coach
Keller Williams Realty
- How?** Sends email invitations embedded with a “Schedule Now” link to real estate agents to schedule training sessions
- Usage?** ~1500 appointments/year
- Calendar?** Syncs with Outlook
- Benefits?** Eliminates 36 days per year of administrative overhead
Spends more time coaching, less time scheduling
Has fewer missed appointments
Experiences less hassle when agents need to reschedule

TimeDriver shifts focus to education and delivering profits

“Fortunately, I learned about TimeDriver from a Keller Williams agent who uses it to manage his client appointments. He recommended TimeDriver as a solution to the time consuming scheduling process that I faced every month,” continues Scheffe. “I immediately recognized the benefits TimeDriver would give me, and quickly implemented it. Now, at the beginning of each month, I use TimeDriver to send an email with a ‘Schedule Now’ link embedded in it to all the agents with whom I am working. When they click on the link, they see my welcome screen and an invitation to select an available timeslot. Once they select a time, the appointment automatically flows into my Outlook calendar. It couldn’t be easier for me and the agents love it.”

In addition, TimeDriver sends out confirmations and reminders to both Scheffe and the agents. “The reminders make it very easy for agents who need to do so to reschedule time with me,” adds Scheffe. “When they receive the reminder in their inbox, they can quickly access TimeDriver and select a replacement time for our meeting. I am notified via email and my Outlook calendar is automatically updated. Also TimeDriver provides a dashboard that lets me see which agents have forgotten to make an appointment with me, so two weeks into every month, I can quickly send out another email reminding them to schedule. I very rarely have to make phone calls to schedule appointments now – it’s terrific!”

No longer having to make all of those phone calls has saved Scheffe 36 days per year, allowing her to take on added responsibility in the office. “I am now in charge of all the education in our office and have more time to focus on recruiting,” concludes Scheffe. “Being able to focus my time on making our agents more successful at selling homes has been a win-win for all in the Keller Williams system.”

About TimeTrade Systems

TimeTrade Systems is the leader in customer self-service appointment scheduling solutions for enterprises and individuals. More than 250 million appointments have been scheduled through TimeTrade. TimeTrade’s Web-based solutions enable customers to streamline operations, improve workflow and increase marketing and sales outreach. The company’s customers include some of the largest government agencies, retailers, healthcare and financial services organizations as well as small-to-medium sized businesses.

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