



Flexible. Smart. Unique. The Echo Lane Solution.

Business today seems to change at a dizzying rate. Your business applications need to be able to keep pace. Within this dynamic climate access to real time data becomes critical to your success.

At Echo Lane, we believe leveraging software as a service (SaaS) is the gateway to realizing this need. SaaS enables limitless modifications and custom integrations without the burden of software deployment, maintenance, and availability.

Echo Lane, an on-demand consulting firm, embraces the tenets of software as a service. As a certified partner of salesforce.com, our nimble consulting team allows us to stitch our clients' business processes into the salesforce.com application for maximum optimization, at lightning speed. We will have your solution live with total user adoption; creating efficiencies that make early Friday departures a reality.

Solutions for the Real Estate Market

We make it our business to understand the intricacy of the real estate market. Echo Lane has developed a highly customized solution leveraging salesforce.com to address the needs of real estate across various areas of focus: commercial, residential, leasing, investment, development, and more.

We understand that real estate requires specific tracking and filtering based on the interactions of various parties involved in a "deal". Echo Lane's customized salesforce.com solutions provide real time access to key metrics for buyers and sellers, landlords and tenants, properties and vacancies, development opportunities and investors, alike.

The flexibility of the salesforce.com platform provides a springboard for real estate organizations to track their business. Echo Lane then provides tailored solutions to help you manage broker contacts, track multiple investors, provide web tab access to the MLS, integrate with Co-Star and other lead databases, run comparison reports, track tasks during sell cycle and more. We map the complexity of your business processes into a simple, streamlined, easy-to-use instance of salesforce.com, so you can focus on closing deals.

Here are just a few ways that we have helped our real estate clients succeed with the salesforce.com system:

Problem: How do we match available properties to existing investors?

Solution: Echo Lane leverages salesforce.com's custom objects to enable you to tie multiple investors to available opportunities and properties, breaking down each individual investment and rolling them up to a total property/development value.



Real Value from Echo Lane

Echo Lane helps ensure that the salesforce.com platform drives immediate ROI for the customer. As salesforce.com experts, we are focused on helping our customers identify key areas of their business where this platform can create real efficiencies. We provide individualized services, quickly and cost effectively because we recognize each customer has unique needs.



Unmatched Experience

Echo Lane delivers the insights and the lessons learned from hundreds of salesforce.com implementations. Our team consists of salesforce.com alumni, Engagement & Project Managers, Senior Business Analysts, Technical & Data Architects, Trainers and Developers (SControls, Apex, Flex, Java, .Net, PHP...)



Proven Methodology

Echo Lane realizes that salesforce.com, across all business areas of usage, is only as good as the people that use it. We provide a stair step adoption model, focusing first on understanding your business. The model consists of business process review, configuration/integration, data migration, user acceptance testing, training and post implementation support.



Leveraged Partnerships

Our salesforce.com experts have a vast knowledge of the application's abilities and limitations and the ecosystem of technology partners that can "fill the gaps" when additional functionality is required. Echo Lane is intimately familiar with AppExchange technologies available and can build custom solutions to extend the salesforce.com platform.



Problem: How can we track the sales progress of each investor?

Solution: Echo Lane's solution can provide a detailed investment history and track all stages of the "paperwork trail" through close of the deal.

Problem: How can we track "deals in the market", brokers, architects, construction companies involved etc...?

Solution: Echo Lane's solution enables tracking and comparing active deals and parties involved to see what brokers are the most active.

Problem: How can we easily view vacancies and compare with companies searching for space and the space requirements they have?

Solution: Echo Lane's solution allows the ability to report on vacancies at the building site or floor of a building level, outlines tenants in that building and can enable comparison of potential lessees with matching criteria.

Problem: How can we get away from having to manually enter office space billing information, including rental and utility charges?

Solution: Echo Lane's solution creates fields on the account object for fixed rental charges to be populated automatically.

Problem: How can we automate the entry of charges into our billing software, so we don't have to do it manually?

Solution: Echo Lane can leverage the salesforce.com API and relevant custom objects to export information directly into your accounting software in real time



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