



# SUCCESS STORY

Real Estate  
Edition

## Solid Source Realty

### The Customer:



Solid Source Realty

Principal Owner/Broker Michele Shoda

Solid Source Realty started with 30 brokers and one location in 2003 and has grown to 1200 Realtors in six locations in 2006. Along the way, Solid Source experienced explosive growth, increasing revenue 385 percent by year-end 2005, and claimed the title for the largest residential real estate brokerage office in Georgia<sup>1</sup>.

From inception, Solid Source Realty sought a telecom provider who could offer mission-critical communication services, plus scale with them as their business grew. They also wanted a flexible service plan that was both reliable and affordable.

After learning about CbeyondOnline™, an online account management tool that simplifies bill payment and gives customers complete control of their account, they selected Cbeyond's BeyondVoice™ service, an integrated package of voice, mobile and broadband Internet services.

### The Cbeyond Solution:

For a real estate owner/broker, a real-time, self-administration portal is a necessity. For Solid Source Realty, being able to manage the account online, add and cancel services, add and delete users, plus view and pay bills, has had a material impact on their business, saving time and delivering efficiencies.

"CbeyondOnline allows me to block long distance calling from one line in one location and turn it on in another location in real-time, which I typically can only get to at 2 a.m. given my busy schedule," said Michele Shoda, principal owner and broker for Solid Source Realty. "When a new employee is hired, I can activate Internet access, voicemail and technology privileges in less than 10 minutes. That's powerful."

According to Shoda, Cbeyond has removed the worry and headache of managing technology, while minimizing both support costs and staffing resources.

"As a business owner, I choose to invest in technology and hire fewer support personnel, which results in at least \$65,000 in annual savings. Cbeyond makes managing technology and systems networking so easy that for a company our size, we still don't have a full-time, dedicated network person working on-site."

<sup>1</sup> Source: Atlanta Business Chronicle, Pacesetters – Atlanta's 50 Fastest Growing Private Companies, April 7-13, 2006 issue. Solid Source Realty ranked the #1 fastest growing company in Atlanta.

"Time and again Cbeyond has delivered on its promise of reliability, performance and ease of use. I recommend Cbeyond to other entrepreneurs who value their mission-critical communications services."

– Michele Shoda  
Principal Owner/Broker



### The Other Value Add:

Many of Cbeyond's productivity applications can be accessed outside the office, which can be useful in the event of an outage or emergency. According to Shoda, "When lightning struck one of my branch locations and we lost power, agents were still able to access their email from home using Cbeyond's Webmail service. This proved invaluable as we were still able to respond to our customers, keeping our business up and running."

Solid Source also uses Cbeyond's paperless Fax to Email to ensure accurate fax delivery, ability to view fax transmissions on mobile devices like BlackBerry® and ability to electronically file, store and back-up important faxes like signed contracts.

Michele Shoda also uses Cbeyond's BeyondOffice™, which delivers a T-1 to her home so that she can connect reliably and securely from her home office to her real estate office. "Time and again Cbeyond has delivered on its promise of reliability, performance and ease of use. I recommend Cbeyond to other entrepreneurs who value their mission-critical communications services."



The last communications company your small business will ever need.™



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