

With LumApps and Google Workspace, Bluefield Realty supports current staff and powers future growth



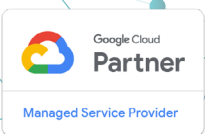
CEO leads deployment efforts with hands-on guidance from Pythian

Michael Smith, CEO of Bluefield Realty Group, has big plans for his young organization.

“We’re a full service real estate brokerage. Our vision is to be a one-stop shop for people’s real estate needs,” Smith said.

With 38 brokers, 14 support staff and services that range from buying and selling homes to property management and homeowners insurance, the company is well on its way. They work with a variety of individuals in Greenville, South Carolina, and upstate.

To support their growth, Smith knew they needed a solid infrastructure. First, they deployed Google Workspace. Next, Smith teamed up with Pythian to fast-track the launch of the organization’s first intranet site. The LumApps platform made it easy to develop a custom site—even without internal IT resources—and to integrate the full range of Google tools.



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Pythian

Challenges: A need for organization and efficiency

As they grew, Bluefield Realty needed to:

- **Centralize their resources.** Files, training videos and even contact information resided in a variety of shared drives and formats. Staff wasted time searching for information.
- **Deploy new tools—without IT support.** Bluefield needed a framework flexible enough to meet their current and future needs, but also simple enough that they could launch and maintain it without a dedicated IT resource.

Like many small businesses, Bluefield Realty grew quickly. Brokers, office staff and especially Smith work hard and wear many hats. As a result, processes and systems grew organically. They were not as efficient as they could be.

“As we were bringing on more people, it was getting more difficult. We really needed a centralized place to keep everything.”

Michael Smith
CEO
Bluefield Realty Group

“As we were scaling and bringing on more people, it was getting really difficult,” Smith recalled. “We had a shared Google doc here and a spreadsheet there. We really needed a centralized place to keep everything.”

A company-wide intranet site was the answer.

“I wanted to get organized, to streamline and systematize a lot of things,” he said.

Integrating their Google Workspace tools was a key criteria in the new platform. So was a solution that was powerful enough to support their needs—yet simple enough that they could maintain it without ongoing IT resources.

“The big thing was Google Workspace integration,” Smith said. “We use Google Workspace pretty extensively, so we needed to be able to pull those documents in and honor the permissions.”

Solutions: Teaming up to implement quickly

Bluefield Realty teamed up with Pythian to:

- **Learn the LumApps platform.** Pythian’s unique model paired experienced consultants with Bluefield Realty staff for a combination of teaching, coaching and best practices tailored to the LumApps platform.
- **Leverage single sign-on.** LumApps seamlessly integrated with the company’s Google Workspace applications as well as their CRM system and electronic signature technology, giving staff single sign-on access across the business.

After reviewing numerous options, Smith selected the LumApps platform. It offered the perfect combination of intuitive features for users and robust functionality for developers.

“LumApps is very user-friendly and easy to implement,” he said.

Next, Smith teamed up with Pythian for a guided deployment of the company’s new intranet site. This unique and cost-effective model meant the CEO himself could build out the site, with step-by-step coaching and guidance from Pythian experts.

“The Change Management Consultants from Pythian were great teachers,” Smith said. “They were very accessible. They answered all our questions.”

He added, “They were very good at explaining the functionality and walking us through how to do it. It was a good balance of teaching and letting us step in and experiment.”

One of the biggest benefits of selecting LumApps was its single sign-on capabilities. The Bluefield Realty team can access any Google Workspace application directly from the intranet site, without having to log in or out of other applications.

“I like single sign on. We use Google Workspace pretty extensively, so being able to pull those documents in and have the permissions honored was important.”

Michael Smith
CEO
Bluefield Realty Group

A powerful hub for information and collaboration

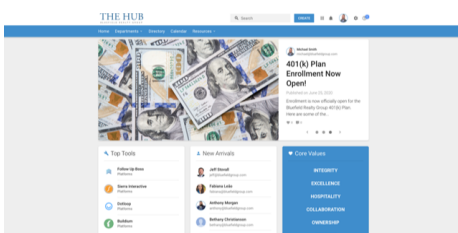
With their new intranet site, Bluefield Realty achieved:

- **Fast implementation.** In a matter of weeks, the organization launched “the Hub,” their new intranet site. Employees now have a single point of access and a common collaboration point to support their work.
- **Positive employee response.** Realtors in the field and office staff at headquarters appreciate the time saved and the investment made toward their success.

The new “Hub” site gives brokers in the field and office staff at headquarters a single access point for all the tools and files they need in their day-to-day work.

The site includes a company directory of contact information, a calendar of events and training classes, widgets to reserve conference space, pages for individual departments and access to Google Workspace tools. Some of the most popular items are training videos.

Staff reaction was immediate and positive.



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CEO
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"People appreciated that we were investing in resources for them and providing a centralized place to get answers to their questions," Smith said.

The new site enables employees to work more productively. It keeps the entire company organized, and provides a foundation for growth. Smith knows the effort now will pay dividends far into the future.

"It's an investment of time and money up front, but it will actually save time later," he explained.

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