Smart Backoffice Integrations
SAVES BROKERS TIME & MONEY

CONTENTS

INTEGRATION

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"Integration" in the real estate industry has evolved over the years. There was a time when brokers would ask a vendor, "Do you have an integration with XYZ company?" And of course, the vendor's response was, "Sure Do."

That was when the broker yanked out their pen and produced a big swooping sound over a small checkbox on a feature list. So, a question was asked, and a question was answered. The list was complete. What was the reality? The vendor's integration was a simple single sign-on that would perform a one-time transfer of information from one system to another using a CSV file. The broker selected the integration checkbox as 'Yes', but due to the lack of understanding and communication, the integration was destined to fail.

Today, the transfer of information from one system to another must be SMART. Information may be needed multiple times, in various places, and must be accurate and up-to-date. With modern technology and experienced people, companies must invest in creating integrations that seamlessly pass information accurately and purposely from one product to another.

By and large, the same truth holds true when it comes to broker Back-office systems. Managing real estate deals, paying agent commissions, and keeping track of a brokerage's finances and accounting is expensive and complicated. However, Loft47 Technologies' creative integrations are a model which makes it easy for brokers to stroll through a transaction from contract to close.

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Loft47 Case Study: Broker BackOffice Smart Integrations

Product integrations should always be intelligent and flexible. Additionally, products should be user-friendly and effortlessly improve workflow by optimizing the amount of time to process tasks and is effortless to use. With that in mind, Loft47 is an exemplary model of progressive integrations that offer brokerages optimal flexibility in choosing their Backoffice suite of tools.

Loft47's Founder, Sasha Hryiuck, and partner, Tracy Simmons, have created a modern real estate commission management system. Their experience in real estate operations was vital in developing a product and service that removed the pitfalls of processing transactions. They did their homework in understanding what users wanted, modeled a product, and knew their data. As a result, they learned it also taught them that no two brokerages manage their business the same way or use the same products.

These high-quality integrations with bountifully functional APIs drive a seamless brokerage back-office transaction from contract to close.

Loft47 Purpose

The objectives for Loft47 were simple but critical to its success. First, was to enhance the staff experience and interface for managing agent commissions.

In effect, this drives staff efficiency with an easy-to-use way to process commissions, manage commission models, and view the progress of deals in real-time, a deviation from what most other products in the commission management space delivers to brokerages. This is a modern technology methodology that allows Loft47 to quickly adapt to trends occurring in the marketplace, such as the changes in agent profit sharing, implementing a brokerage revenue sharing, or agent recruiting incentives.

Secondly, remove any concerns brokers may have about integrations and allow brokers to select 'best in class' products to operate with Loft47. Essentially, Loft47 has completed the heavy-lifting necessary to ensure the correct information is pulled from various transaction management (TM) systems and can pass data between popular accounting systems. These high-quality integrations with bountifully functional APIs drive a seamless brokerage back-office transaction from contract to close.

Lastly, Loft47 makes its product available to brokerages across Canada and the United States as a strategy that showcases the product's flexibility and adaptability to the different brokerage and commission models.

The Pinch Points

The plan was to simplify the brokers' and their staffs' lives as a deal is processed. Some of the central pinch points addressed by Loft47 were to:

- Remove the double-entry of deal information in different products
- Improve the quality of data.
- Streamline the processing of agent commissions.
- Supply agents with a view into their deals, earnings, pay stubs, and including self-serve 1099 / T4A's.
- Support the capability that a brokerage may have agents using multiple transaction management products.
- Support tTeam models
- Deliver extensive training and support programs.
- Create SMART Integrations with other "Best in Class" products.
- Smart Integration Partners

> **Loft47 is a commission management product and the center piece of the transaction pipeline.**

Smart Integration Partners

Loft47 is a commission management product and the center piece of the transaction pipeline. With this in mind, the Loft47 team knew they required access to the information found in transaction management systems and that they must interact with different accounting solutions. As a result, their integration partners cover the most popular solutions used in the real estate industry.

Transaction Management Partners

Loft47 has savvy integrations with three of the most popular transaction management platforms; SkySlope, DotLoop, and DocuSign Rooms. All three of the partners provide form management and e-signature capabilities to their customers. As a result, it allows Loft47's integration is able to flow deal information

and the executed forms of a deal into its platform.

Another smart integration move by Loft47 is the simplicity for a broker, or their staff, to initiate the integration. Once coupled with a bit of information and a few clicks, the synchronization of the data begins to flow, joyfully eliminating frustrating phone calls, set-up time, or waiting for someone else to activate the integration. Another advantage of using Loft47 integrations is that it is that it includes support. Professionals can quickly assist you with the integration configuration if you are uncomfortable or need help.

Important Note: If you are a broker who likes to provide agents a choice of which product to use in managing transactions, Loft47 is a perfect fit. A broker may have all three transaction management products configured simultaneously. Thus, allowing their agents to use any one of them.

Accounting Partners

Creating software for accounting is intricate and time-consuming. There are many parts and pieces, from GL, A/R, A/P, invoicing, receipts, and banking integrations;, and all must deliver on the financial reporting. Loft47's approach was to find the best accounting partners to integrate with its software. The criteria for these partners were modern products, easy to use platforms, with extensive integration points, and availability to brokerages of all sizes.

Loft47's decision was to choose Xero and QuickBooks Online (QBO) as their first integration partners. Both products are favored by a considerable number of accountants. Over 80% of the 29 million small businesses in the United States use one or the

other. So, there are plenty of experienced people who can manage the accounting activities.
Loft47 also furnishes the capability to data map the existing chart of accounts as part of the integration. When linking Loft47 to either software, there is no need to change the chart of accounts. All that is needed is to create the chart of accounts map in Loft47, and financial information flows right into the accounting software.

Along with the mapping of the chart of accounts, Loft47 delivers the ultimate flexibility to manage workflow with custom bank rules. These rules allow the broker to define how each of their bank accounts

are used and how funds flow through the brokerage. In effect, this allowing Loft47 to automatically generate accounting entries that track deposits, receivables, and bank transfers.

Loft47 connection is also bi-directional with Xero and QBO. Depending on the task, updating the data occurs in either software or Loft47. For example, imagine that 15 days after paying an agent their commission, the broker realizes there was a missing referral fee. This scenario happens more often than not. Loft47 has a method that allows you to fix the transaction painlessly and impressively.

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Another area where Loft47's integrations with Xero or QBO streamlines financial activities for a broker is through subscribing to solutions like Veem, Routable, Earnnest, and others. The broker can approve the agent commission payment in Loft47, then Xero or QBO records the amount and sends the payment information to Veem. Veem then pays the agent within two business days with either instant deposit or ACH. Yes, agents get to choose the method through which they would like to get paid.

All-In-One Platform versus Best of Class

The age-old debate of partnering with an "All-in-one" platform versus combining a "Best of Class" application stack is ongoing. Each has benefits and drawbacks, but the biggest drawback over the years of employing a "Best of Class" solution was the complexity or lack of integrations.

Because of its integrations, Loft47 can be a one-to-one replacement of an All-in-One solution. For instance, by combining a TM + Loft47 + (Xero or QBO), Loft47 can deliver a fully integrated product stack that comes out of the box. This integration enables a brokerage to put their eggs into different baskets instead of one.

Loft47's seamless integrations with the TM and accounting simplify all accounting entries and syncing of deals. It is a fully automated solution when it comes to closing and paying out real estate deals. This solution delivers complete financial statements with no manual journal entries, a 75% savings in time to the brokerage's workload.

Benefits of Loft47 over Legacy Systems

When assessing other systems, integrations must provide benefits outside of just sharing information. After all, integrations should encourage other product enhancements to achieve savings in time and effort for brokers to manage their businesses. The following are a few examples where Loft47 integrations enhance its offerings to brokerages.

Mobile Friendly

The Loft47 team is highly aware that brokers and managers are always on the go. Brokers are rarely in their offices sitting in front of a computer. So, they designed Loft47 with modern technology that works on mobile devices. Because of this, brokers and staff can use their Android or Apple devices to enter, review, approve, and payout deals anytime and from anywhere.
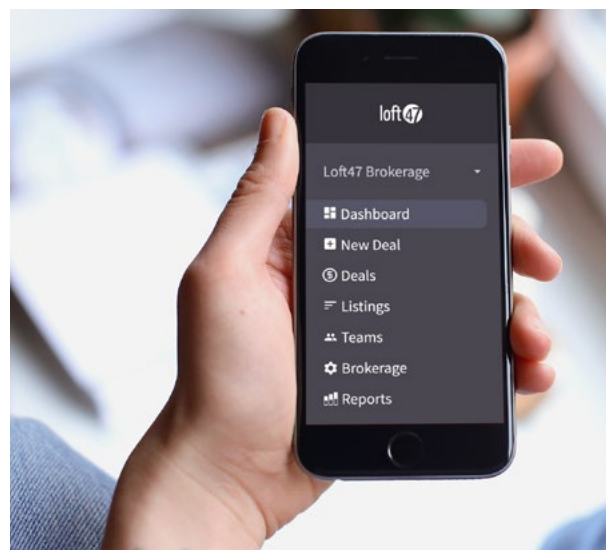
Training and Support

Training and support are one of Loft47's centers of excellence. The knowledge of the entire transaction process based on its integrations qualifies Loft47 professionals to closely work with and support brokers. end-to-end. To demonstrate, Loft47 offers online chat support to the broker and their staff. Impressively, Loft47 is able to maintain an average response time of fewer than 2 minutes using modern technology and processes. In addition, they provide phone, and email support, Monday through Friday, from 9:00 am to 9:00 pm EST.

Regarding training, Loft47 offers new users some of the most specific educational training programs in PropTech. For example, their Level Up With Loft47 training offers free modules. In addition, the LoftTV channel is full of content ready to familiarize the brokerage's team with how to use the software and integrations. Loft47 also provides detailed training during the onboarding of a broker.

Pricing

Loft47 pricing does not increase with administrators or users and does not increase with additional office count. The Loft47 monthly fee includes logins for every brokerage member, including agents. When evaluating solutions, look at this cost comparison, as well as how Loft47's integrated product stack makes it as competitive as other solutions.

Let Loft Do It

Without great integrations, a vendor cannot't support a broker's business by processing a transaction for them. Loft47's "Let Loft Do It" program allows brokerages to delegate the processing of agent commissions to them. Ultimately, brokerages can outsource one or all transactions to Loft47's team. This is a testament to how well their product plays nicely with others.

Migration from a Legacy Platform

A large deterrent preventing brokers from changing systems is the ability to transfer their data from one system to another. It is a very legitimate concern, as transfers do have the potential of failing. However, Loft47's integrations handle this very well, as its team manages and primarily performs the most complicated work to migrate a broker. This work includes: assisting in the exports from the legacy system, reconfiguring the exports for set up in Loft47, and then pulling the YTD information for accurate end of the year 1099/T4A reports.

Why are Loft47's Integrations Seamless?

Loft47's approach to discovering the integration requirements is very methodical and follows modern product development. There are three components that everyone can follow to enhance the success of any technology product or project.

Understanding the Users

Many failed projects result from not understanding the users, which is a vital step, especially for brokerages. Users will gladly advise you of what is and what is not working when performing their daily tasks. In essence, they will provide valuable insights into the pinch points that drive them insane, as well as functions they love and do not want to change.

Furthermore, the focus of these questions is about the steps followed to complete a task. A big mistake is to focus questions on the product versus the process. The product is only a means to complete the job. It is the process that is important. When emphasizing the attention on the activities to complete a task, what ultimately surfaces are the integration points needed to optimize productivity and output.

Overview of Transaction Process
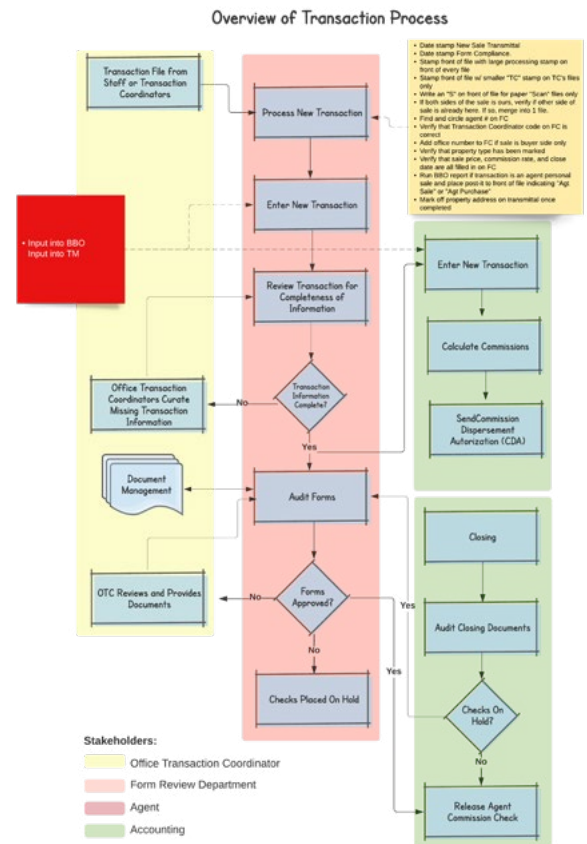
Advantage for Loft47's Development

Its founding team members were users of numerous real estate finance and accounting systems. Their experience enabled them to "solve the pains'' brokerages had with their back-office solutions. For this reason, they continue to engage their clients to guarantee that Loft47 is current with market trends and committed to finding new integration partners.

Document the Workflow

After exploring the user's input, Loft47 immediately documents and diagrams the results. These documents are beneficial to reference when evaluating products and streamlining workflow. As a result, this information improves the ability to articulate the details of the type of integrations the business needs.

For example, the red sticky note identifies a real problem in the diagram. The same transaction information is manually entered into two systems by different departments, with no validation that the information was adequately keyed.

In this situation, now is the time to put on the detective hat and search for the why. There are more reasons why double-entry occurs than a limitation on technology. Such as: trust that the information is correct in one system bad practices in entering data into multiple systems maintaining the 'status-quo' of legacy procedures mistrust between departments timing needs are different.

These reasons are primarily people challenges and solvable with better integrations and procedures.
Loft47 team's practice of interrogating the business process for an integration follows the same pattern. As an outcome, they expose areas where significant efficiencies positively affect the brokerage's bottom line.

Comprehend the Underlying Data

Awareness of what the data means between systems is essential but sometimes unnecessary for brokers. However, vendors need to know what data supports a process. Another challenge is that vendors tend to assume that all brokers operate the same; they rarely comprehend the business process. As a result, their integrations fail or don't live up to expectations. As a broker, performing this step will ensure that you can make the vendor aware of your expectation.

This task involves learning about the data of each product. The first step is to copy an existing product's input and output information digitally. Then, highlight the information needed for the integration. A good data integration would allow a product to ingest the data from these fields and keep it updated as necessary.
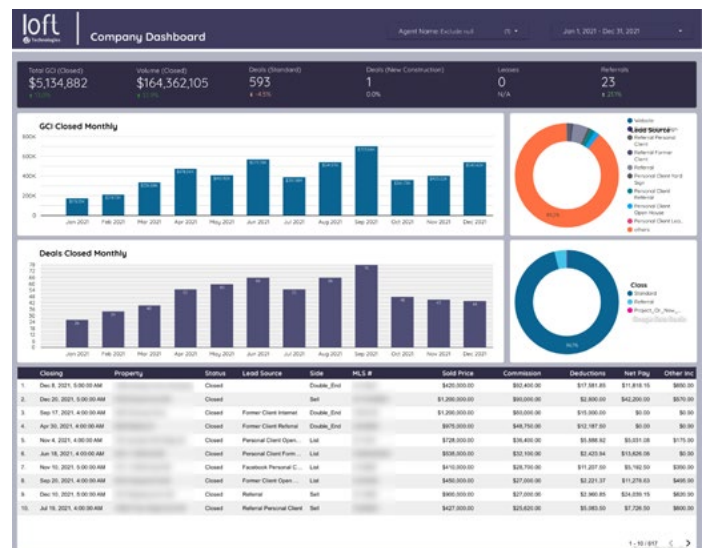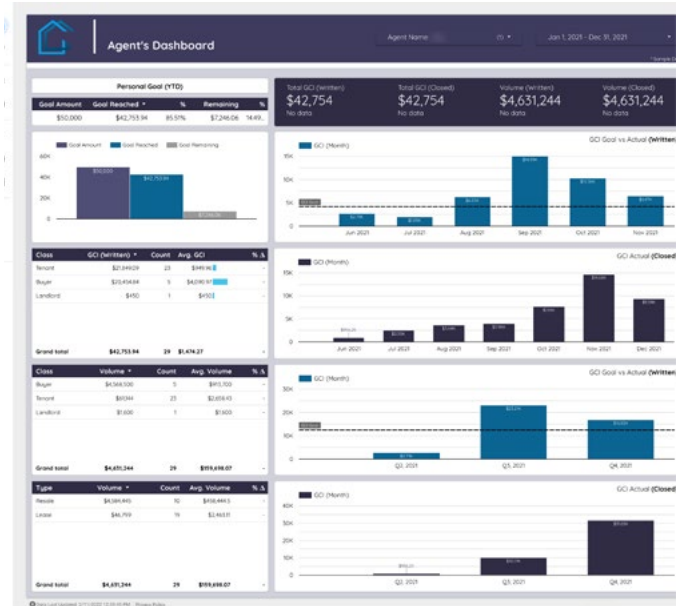
Loft47's design and layout are modern, with the information demanded by the brokerage. Coupled with the integration team handling the data mapping with their partners, Loft47 assures the business process is logical and smooth. Given these points, Loft47's strategy delivers a more modern experience to the transaction pipeline for the brokerage and its agents and staff.

Summary

SMART integrations save brokers time and money. These SMART integrations allow data entered in one system to pass quickly to another platform. Additionally, it enables the updates to the data in one system, to carry forward to the others. Time savings and improved information quality come from simplifying tasks and the ability to correct transactions. Resolving an incorrect deal takes many journal entries. Without the shrewd performance of these SMART integrations, potential increase in errors is ten-fold.

The high quality of Loft47's integrations effectively supports an end-to-end transaction platform with its partners. Loft47's testament is a customer base of more than 300 brokerages with over 100 brands that serve more than 6,000 agents in the United States and Canada, a customer base that ranks Loft47 third behind Lone Wolf Technologies and Lantrax's Profit Power.

In closing, when evaluating products and features, the importance of integrations cannot be overstated. The knowledge gained from questioning users and

understanding the pinch-points ensures that selected products are successful. Use Loft47 as a model for integration to achieve business success and increased profitability.

About Loft47 Technologies

Loft47 is an accounting- first, commission-management platform. Our software works seamlessly with Dotloop, DocuSign Rooms, and SkySlope to automate commission payouts, accounting functions, and audit requirements. Our founding team has over 45 years of experience in Real Estate. We've seen it from every angle, as an agent, broker / wwner, franchisor, administrator, finance manager and software developer. We bring this expertise to our products and services to set our clients up for success. We believe that saving people time is the ultimate show of respect, and we continually work to relieve the pain and complexity in Real Estate transactions. We're committed to evolving real estate finance to make your numbers work for you by delivering simple, clear and meaningful data.

About WAV Group

WAV Group is the largest real estate technology research firm in residential real estate. This research and consulting firm offers an unmatched depth of experience in technology, strategic planning, research, business development, public relations, marketing, sales, mergers and acquisitions, and product development in the real estate industry. For more information click here:

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"WE WERE EARLY ADOPTERS OF DOTLOOP BECAUSE IT WAS A SIMPLE SYSTEM THAT ALLOWED OUR AGENTS TO SUBMIT PAPERWORK TO US FROM THE SAME SYSTEM THAT THEY SHARED WITH THEIR CLIENTS. INTEGRATING WITH LOFT47 WAS AN EASY DECISION BECAUSE IT BENEFITED NOT ONLY OUR AGENTS BUT OUR STAFF AS WELL. OUR ADMINS ARE ABLE TO GRAB THAT DATA FROM DOTLOOP, SYNC IT UP AT ANY TIME, AND CAN COMPLETE THE PAYOUTS AND ACCOUNTING 3 TIMES FASTER THAN USING OUR OLD ACCOUNTING SOFTWARE."

Kim Maggini | Operations Manager | RE/MAX UNITED 45 Agents | 3 Michigan Offices

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