



Commercial Real Estate Agency in North Carolina Saves 75% in Monthly Print Costs

When a commercial real estate firm was looking to save money on their printers and copiers, it contacted Sharp dealer Vision Office Systems for their help to provide quality products with outstanding service at a fraction of its current costs.

Business Environment Challenges

A leading commercial real estate investment firm located in Charlotte, NC was coming toward the end of its lease for their multifunction printers (MFPs) with another manufacturer. It was spending an excessive amount of money per month and needed to investigate cost saving solutions.

The agency was also unhappy with the service it was receiving from its current vendor and decided to look elsewhere. The firm felt that the quality of both the product and the service they receive was a priority for them. Additionally, the location of the dealer was important for the firm since they could not afford to wait very long for service when it was needed.

Technology Solutions

The firm researched local copier dealers and came across Sharp dealer Vision Office Systems located in Charlotte, NC. Vision Office Systems had just undergone an extensive digital transformation on their website, giving them a fresh, updated look with an option to get a quote right on their site. The customer reached out after locating them online and was impressed with how easy it was to find exactly what they were looking for.

Industry

Real Estate

Dealer

Vision Office Systems

Challenges

- Spending on current fleet was too high
- Needed a vendor that would provide quality service
- Desired a local dealer for fast response times

Solutions

- (1) MX-7081 - 75 pages per minute (ppm) Color MFP
- (2) MX-3071 - 30 ppm Color MFPs
- (2) MX-4071 - 40 ppm Color MFPs

Results

- 75 percent reduction in overall costs by replacing previous fleet
- Easy to use touchscreen interface, consistent on all models
- Improved workflows and employee productivity



When Vision Office Systems made their sales pitch, the customer was already very familiar with Sharp printers and copiers, having used them in a previous job and being very happy with the products. They liked what Sharp had to offer and felt comfortable and confident using Sharp MFPs, plus they liked the fact that Sharp was a well-respected brand.

Vision Office Systems was able to help match the requirements of the client to the most economical offering that would meet or exceed their needs. Sharp Senior Government and Major Account Manager, Christine Bush and team assisted Vision Office Systems help secure the arrangements quickly. The ease of use found on the Sharp MFPs paired with guarantees that Vision Office Systems had given in regard to equipment replacement helped to seal the deal.

In the end, the customer procured five Sharp MFPs in total including (1) MX-7081, (2) MX-3071 and (2) MX-4071 color document systems. Four of the MFPs were installed into the main office in Charlotte and one of the MFPs was installed in a local satellite office.

Proven Results

Overall, the commercial real estate firm was very pleased with both the sales process and the installation of the Sharp MFPs. The best part for the firm was the significant cost savings. They are saving 75 percent per month by eliminating their previous fleet and going with Sharp MFPs.

Because of the COVID-19 pandemic, a lot of their employees were working remotely. Now that employees are coming back to the office and the real estate market is booming, the firm is evaluating their needs and considering complementary Sharp products, such as AQUOS BOARD® interactive displays, to add to their offices.

AQUOS BOARD interactive displays are a benefit to the real estate market as they can be used for virtual showings as well as visual presentations for prospective clients. They can also be used in-house for showcasing shared calendars for showings.

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