

Chromagrafx Real Estate Marketing

Maintaining a Leadership Role

Since 1999, Chromagrafx Real Estate Marketing has been offering premium solutions specifically tailored for the Real Estate Industry. Servicing thousands of clients, Chromagrafx has evolved as a leader in the industry. Chromagrafx prides itself on fast turnaround, generally delivering proofs within 24 hours, and final product 24 to 48 hours after proof approval, a necessity in the fast-paced and competitive world of real estate. The company produces everything, from business cards and brochures to complete listing packs and property signage.

“Because we grew rapidly, Chromagrafx had outgrown its job and cost management solution,” said Anthony Stapleton, Director. “We were looking for a less restrictive solution that could improve our overall efficiency.” The company was specifically seeking: a robust database with virtually unlimited capacity, a powerful server-based software solution that could simultaneously serve a number of users without unnecessary delays, a solution that could easily be customized to meet changing needs without incurring extensive additional costs, a web-based component that would make selected information available to clients, as well as a solution that is easy to administer.

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Anthony Stapleton, Director

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Stapleton points out that this level of efficiency is especially important in Real Estate Marketing, where artwork is produced, manufactured and installed within extremely short time frames. “The accuracy of our billing records, and our customer, contact and job information has improved dramatically since we started using Workgroups,” he adds. “And our ability to quickly access even dated information has boosted both our staff confidence and our client satisfaction.”



Chromagrafx Real Estate Marketing

Founded:
1999

Clients:
Real Estate Firms

Primary Work:
Marketing Services

Chromagrafx pairs the capabilities of Workgroups’ Virtual Ticket and Job Manager modules to accomplish frequent and repetitive production tasks such as emailing proofs, sending jobs to print and more. “Without a doubt, Workgroups has saved us a significant amount of time through more efficient job management and faster information access,” concludes Stapleton. “Implementing these MetaCommunications applications has helped our overall company performance. We are looking forward to taking advantage of MetaCommunications’ Solutions Libraries moving forward to gain even more synergies.”