

## Amerivest Realty—simplicity and savings with RingCentral

### Amerivest Realty—real estate in Naples, Florida

Headquartered in Naples, Florida, Amerivest Realty is a full-service brokerage firm that provides clients with a quality home-buying experience. Amerivest represents hundreds of quality homes, condos, and investment properties. By providing associates with a full suite of technology enabling them to do their jobs more efficiently, Amerivest serves clients on an elite level. Their technical expertise and customer service sets Amerivest Realty apart from other firms.

### Moving into the cloud—a new business phone system

Amerivest thought they had their business phone system under control, but when the need to expand their presence to new areas arose, it was time to take a good look at their telephone technology. They had been hosting their own PBX phone system, managed by a group of consultants. But this system had shortcomings that were difficult to ignore. When outages occurred, for example, all services were affected, forcing the entire system to restart. Each time the system required troubleshooting, a consultant had to be contacted, at additional expense. “We had our own data center, and it was always a nightmare to manage,” said Joe Ballarino, President of Amerivest.

“The timing was right to make a decision on a new platform because we were about to open an additional office in a new area code. We wanted a single system to accommodate all offices, but the cost of expanding the on-premise system was exorbitant,” Ballarino explained. “As we researched the market, we were impressed with RingCentral’s offering.”

### Cloud phone system—simple & efficient

For Amerivest to adopt multiple local presences, they required new area codes and

numbers local to each new market. Under their old PBX infrastructure, adding this feature would have been costly and time consuming, if not altogether impossible; but with RingCentral, it was a standard feature.

About 90% of Amerivest’s associates work remotely, with no set office hours. Under the old infrastructure, they forwarded their office extensions to their mobile phones, and called in to access voicemail. Now, each associate has full control, including simple access to both phone and fax capabilities from a single number. In addition, with RingCentral, the entire phone system is easily managed by in-house administrative staff, in a fraction of the time it used to take. Ballarino observed, “Our IT expense savings were greater than anticipated because RingCentral is configurable by non-technical people. We reduced costs by 30% while adding functionality that we sorely needed.”

### RingCentral: Quick Transition, Big Value

To sample RingCentral, Amerivest began by transferring a few numbers for a two- or three-week trial period. They were delighted with the straightforward ability to manage the phones, the ease of configuration, and the help of the RingCentral number-transfer specialist, who helped them transfer 200 Amerivest phone numbers.

RingCentral provided every real estate associate with the power to customize their own phone settings easily using their laptops or smartphones. An unexpected but substantial additional benefit—RingCentral lines can receive both voice calls and faxes. This standard RingCentral feature is convenient for customers, while further cutting costs by reducing the number of lines Amerivest needed. With RingCentral, Amerivest will continue to be on the forefront of business communication.

“RingCentral allowed us to go national without the expense of traditional phone systems while also providing additional functionality we wouldn’t have had otherwise.”

— Joe Ballarino, President & Founder

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## Company profile

### Amerivest Realty

Amerivest Realty is dedicated to providing Florida home buyers with real estate, condos, and investment property for sale in Naples, FL.

### Website

[www.amerivestrealtyofnaples.com](http://www.amerivestrealtyofnaples.com)

### Headquarters

Naples, FL

### Size

40+ employees

RingCentral customer since 2011

