



Document Solutions to Fit Every Business

Real Estate Brokerage Recognizes Financial Workflow Efficiency While Partnering with Applied Imaging

Who is Blu House Properties?

Blu House Properties is a West Michigan based real estate brokerage that specializes in selling residential and commercial properties. Much like Applied Imaging, they take a consultative approach with their clients - listening to their needs and helping achieve their desired goals. Service is extremely important to them and they believe in building relationships and connecting prospects with the Blu House Family. Celebrating 12 years in business, Blue House Properties' abilities also include investment properties, vacant land, and developments.

Key Challenges in the Blu House Properties Environment

Although cost has always been important, Blu House Properties Owner, Ryan Ogle, strives to do business with companies that have similar ethics and morals. Admitting to not being an expert in office technology, working with a company he trusted is the most important ingredient. Although the Real Estate Industry is moving more toward digital communication, they still use an enormous amount of paper for all buy/sell transactions, so equipment reliability is also key. In addition, Blu House has several departments (Residential Real Estate, Commercial Real Estate, Property Management, etc) where charge back is critical. Prior to the new Canon, they were dividing the bills equally amongst the departments, as there was no quick method for charging back prints and copies accordingly.

How Applied Imaging Helped

After doing an extensive analysis, it was determined that a new Canon Color device would be the best fit for this organization to help them print their own marketing materials, provide the reliability and speed that they were looking for, and enable intelligent meter counts so the accounting team could analyze the print and copy usage for each department and bill-back accordingly. Over the years, Ogle has trusted the advice he's received from Applied Imaging and has been rewarded with bottom line savings and fewer headaches.

The Benefits

- **Accurate billing to each department of Blu House Properties**
- **Ability to print their own high quality marketing material**
- **Money and time savings based on Applied Imaging's responsiveness and ability to troubleshoot**

About Applied Imaging

For over 30 years, Applied Imaging has helped businesses across the Midwest be more efficient. Our products and services help you to better communicate and manage the flow of information. From document creation to destruction - and everything in between; Applied Imaging has your back. As a locally owned and operated business, headquartered in Grand Rapids, Michigan, we have the experience and resources to exceed your expectations in every aspect of your business.

- 13 locations in Michigan, Ohio, and Florida
- LIVE Customer Loyalty Center to take your calls
- Over 14,000 clients and a 98.8% Client Satisfaction Rating
- Over 44,000 copiers and printers on contract and over 3500 endpoints managed

FAST | FRIENDLY | AMAZING

Customer

Blu House Properties

Industry

Real Estate

Services Used

Copiers & Printers

"We like to align ourselves with people who think the same and do business the same; someone that has the same business ethics or morals that our company does. That's Applied Imaging."

*- Ryan Ogle, Owner
Blu House Properties*



www.appliedimaging.com
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