



Document Solutions to Fit Every Business

Managed Print Services from Applied Imaging Helps West Michigan Real Estate Group Maintain Superior Level of Client Service

Customer

Lucas Howard Group

Industry

Real Estate

Services Used

Copiers & Managed Print Services

Who is The Lucas Howard Group, a Keller Williams Agency?

The Lucas Howard Group (LHG) has been serving the Greater Grand Rapids area since 2004 and has built a sterling reputation for success by delivering unparalleled, personalized client service. LHG is made up of the industry's top marketing specialists and realtors and has been named the "Top Realtor in Grand Rapids" by multiple organizations. They have a genuine interest in establishing and building strong relationships with clients and business partners. Recently, LHG opened a branch in the Traverse City market.

Key Challenges in the Company's Environment?

Since LHG prides itself on service, they were looking to partner with an office technology firm that could provide equipment that could handle being used by multiple agents. LHG served over 300 families the previous year, which meant a great deal of paperwork. They also wanted a business partner that could respond immediately in both locations.

How Applied Imaging Helped

Applied Imaging implemented PrintSmart, their innovative managed print services offering. This allowed LHG to better control usage, only pay one low cost per print, and receive one monthly invoice for all output devices. It also made Applied Imaging accountable for managing toner supplies and performing regular preventive maintenance to maximize uptime. With locations throughout the state of Michigan, Applied Imaging is a perfect fit for customers with multiple branches.

The Benefits

- *Agents could rely on fully functioning equipment to be able to service their clients*
- *Removed the burden of managing toner supplies from LHG staff*
- *A business partner that has the capabilities to be responsive to both locations and any future locations*
- *Simplified billing and more control over budgeting*
- *One low cost per print*

About Applied Imaging

For over 30 years, Applied Imaging has helped businesses across the country 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.

"It's been wonderful as far as all of the ink and everything supplied to us and auto shipped regularly. That's been really helpful for us and our staff, so we don't even have to think about it. For us, it just goes back to being able to be function, so we can provide a great client experience to all the families that we serve. The Applied Imaging experience has been outstanding. They understand the importance of our business running and functioning which is a big factor and for us and one of the reasons why we use Applied Imaging and have stayed with them throughout the years.

- Melissa Howard, Director of Operations, Lucas Howard Group



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