

As Seen In ... *Forbes*, January 28, 2008

Solid Source Realty

The Nation's First Paperless Real Estate Company



Photos by Jaek Tuszynski

From left: Murray Gray, president, Grace Financial Network; Michele Shoda, CEO, Solid Source Realty; Nat Hardwick, managing partner, Morris-Hardwick-Schneider

People have been talking about it for years. But a north Georgia real estate firm has actually done it. Solid Source Realty is the first paperless real estate company in the nation. "We designed the software program ourselves," says CEO Michele Shoda. "We figured out exactly what our agents needed and drew up the plans. It took over a year to develop and test, but it's a benefit we give our agents that no other brokerage offers at this time."

Shoda says the time savings alone is worth the development costs. Rather than agents driving to the office to drop off paperwork, then driving back to the office every time they need to refer to that paperwork, they fax it in and Solid Source employees receive the fax as an e-mail attachment and upload it into the system. Agents can log in 24/7 and see every document for every transaction, which stays available for three years after the closing. "We're able to efficiently work with agents who live even two hours away because they never have to come into the office if they prefer to work from home" she says.

The paperless transaction system also sets the stage for low-cost transaction fees. Instead of splitting tens of thousands of commission dollars with their brokers, agents pay Solid Source just \$300 or \$40 per transaction, with a minimum monthly desk fee. "At that price, we couldn't afford the staff required to deal with the paperwork generated by 2,000 agents," Shoda says. "But with the paperless system, we can keep our administrative staff reasonable and pass the cost savings to our agents."

Shoda started Solid Source just four years ago with the belief that God was leading her efforts to create a brokerage where the focus is on the agents, not on the numbers. When she followed His lead, she says, the numbers took care of themselves. Solid Source now has 10 offices in Northern Georgia and is growing through franchising.



Michele Shoda
CEO, Solid Source Realty

The Broker's Client

The paperless system and low transaction fees are just two of the many ways Solid Source demonstrates its appreciation for its realtors. "Our management philosophy is centered on servant leadership," says Shoda. "We never forget that without our real estate agents, we wouldn't have jobs. So we're constantly thinking about new and better ways in which we can serve them."

Other amenities Solid Source agents enjoy include corporate discounts at places like FedEx and Staples. The company prioritizes developing relationships with stable industry leaders who can make the agents' job easier. Two such relationships are with Morris-Hardwick-Schneider, the largest real estate closing firm in the nation, and Grace Financial Network.

"It is imperative that we provide 'Circle of Trust' strategic relationships for our agents to confidently rely on," Shoda says. "We realize people don't buy houses from Solid Source Realty. People buy houses from people, from their agent. We don't make Solid Source the focus of our marketing materials. Instead, they're customizable and created to make the agents look as good as possible without having to spend a ton of money developing their own materials."

Solid Source also provides free training for its agents and for the agent's entire team, including administrative staff. "We truly believe God is the solid source behind Solid Source Realty. We serve Him by serving our agents," says Shoda. "We don't just talk the talk. We show them our appreciation with our time, with our relationship and with the absolute dedication we have to serving them."



10900 Crabapple Road
Roswell, GA 30075

770-475-1130 • www.solidsource Realty.com