



## Real Estate Brokerage

### Company Description

ChicagoBroker.com is a Chicago Commercial Real Estate agent specializing in serving the needs of clients with small space requirements. Generally its clients are start-ups with few employees. With just 10 agents working remotely in a virtual office setting, ChicagoBroker.com is an ideal exemplar of a Parus small business customer.

### Application

Virtual PBX

### Key Business Challenge

As a virtual small business, the client needed an office phone system to keep employees connected to clients and to each other. The client also needed the ability to send and receive faxes. At the same time, the client sought to avoid capital expenses while keeping operating costs in balance with cash flow.

Still, the client realized the need to adequately invest in projecting a professional image. As a growing business, the client needed to ensure scalability with cost certainty. Avoiding the capital expense, installation costs and hassle of a hardware-based PBX was paramount.

### Parus Solution

Parus provided the client with a standard implementation of its virtual PBX office phone service. The client has 15 distinct extensions serving as both telephone and fax lines.

### Reason for Choosing Parus

ChicagoBroker.com believes the Parus solution gives it a competitive advantage through increased productivity and time management.

The call screening feature allows agents to avoid calls they believe will require a disproportionate amount of time relative to the opportunity they represent. On-demand audio conferencing conveniently allows spontaneous virtual meetings anytime without the need to pre-schedule through a third party service.

Additionally, the Parus system allows the client to maintain a professional “big broker” image, though they are just 10 agents. Finally, the client saves money by avoiding the cost of separate dedicated fax lines, as well as avoiding the cost of maintaining fax machines.