

CUSTOMER

 RealtyJuggler

INDUSTRY

Real Estate Software

PAIN POINT

RealOrganized realized that they had outgrown their previous hosting provider after suffering a 36-hour outage. Most of that delay was due to their old provider's inability to source new hardware and restore their systems quickly enough. It was also further complicated by a lack of responsiveness from their old provider's support team.

HOW LIQUID WEB HELPED

Liquid Web's team of infrastructure experts crafted a solution that delivers 2x the performance of RealOrganized's previous environment, reducing page load times from 75ms to 40ms on average.

RealOrganized is also pleased with the responsiveness of the Liquid Web support team, and the fact that they can access their support team by phone in less than a minute.



SaaS Powered by The Most Helpful Humans in Hosting™

How Liquid Web's Managed Hosting Helps RealOrganized Deliver Performance and Reliability to the Real Estate Industry

About RealOrganized

The key to running a successful real estate business is developing effective sales and marketing practices. From generating and nurturing leads to following up with prospects to closing deals, successful real estate agents must pay close attention to a dizzying array of details.

CRMs can play a critical role in helping address this challenge, but most general-purpose sales CRMs are overly complicated to use and not tailored to the unique needs of real estate agents.

RealOrganized was founded in 2003 to help address this unmet need by delivering a powerful yet easy-to-use CRM solution called RealtyJuggler that helps real estate agents manage their sales and marketing pipeline effortlessly.

The Challenge

As the co-founder and CTO of RealOrganized, Scott Schmitz had overseen a number of technical milestones for the company. Perhaps the most significant was the company's transition from on-premise delivery of their software to a SaaS model in 2007.

"We had a catastrophic outage in 2017 that lasted 36 hours. Once we were back up and running, we realized that we had outgrown our old hosting company. They were not a good fit for hosting a mission-critical application like RealtyJuggler."

Scott Schmitz, Co-Founder and CTO

Nothing in Scott's experience, however, could have prepared him and his team for the outage that befell the company in 2017. For 36 hours the RealtyJuggler platform was inaccessible to their customers, and most of that downtime was the direct result of their hosting provider's inability to respond in a timely fashion. From the sourcing and provisioning of hardware (which took over 18 hours) to the restoration of software and data (which took over 11 hours), the delays and frustrations were further exacerbated by having to coordinate their efforts with a support team based in India that was only available over email.

In the aftermath of the event, Scott and his team had a number of hurdles to overcome. First and foremost was stabilizing their systems so that they could begin to rebuild trust with their customer base again. This process would be slow, but crucially important if RealOrganized was going to recover and continue on their growth trajectory.

A close second was finding a new hosting provider that was better aligned with the company's needs today and for years to come. One positive outcome of the outage was that it shined a light on the fact that RealOrganized had simply outgrown their current hosting provider. If they were going to recover and grow, they needed a partner that could help them avoid and quickly recover from unplanned downtime.

The Search for Better Managed Hosting

As Scott and his team kicked off their search for a new hosting provider, their experiences had impressed upon them the need to find a provider that could address a number of key needs. Chief among them was accessibility to a knowledgeable support team that could deliver a full complement of managed services to support their solution. Specifically, Scott needed a provider that offered phone support on a 24/7 basis that was manned by competent technicians.

Next on Scott's list was working with a provider that could replace hardware quickly in the case of a hardware-related outage. RealOrganized could simply not afford to wait hours or days for hardware to be ordered, shipped, and provisioned.

Finally, Scott and his team wanted to ensure that their provider offered both local and remote backup and restoration services to ensure that the RealtyJuggler platform could recover from both hardware-related or regional events.

As they began their search, Scott was surprised to find how few hosting providers still offered phone-based support and rapid hardware replacement. But as the field of providers narrowed, one company began to outshine the competition: Liquid Web.



The Liquid Web Difference

From their first interactions, Scott was impressed with how responsive and knowledgeable the Liquid Web sales team were to his inquiries. He was also thrilled to find out that Liquid Web addressed every one of his requirements. For example, Liquid Web offered a 1-hour hardware replacement guarantee, 24x7 phone support with a 59-second initial response guarantee, and a robust backup and recovery solution that offered local and remote backups.

"Liquid Web stood out for us from the start. Their salespeople were knowledgeable and friendly, their technical support was fast, and the hardware that they had available was literally 2x faster than the top-of-the-line offering from our old web hosting company."

Scott Schmitz, Co-Founder and CTO

There were also some unexpected benefits as well that had a huge impact on their business. For example, Scott was able to deploy their solution on the latest generation servers running ultra-fast SSD hard drives. This dramatically increased the performance of their solution and helped them reduce ping times from 75ms to 40ms on average.

But the best example of the difference was the careful attention to detail that the Liquid Web engineers displayed during the migration to Liquid Web. Scott had asked for some changes to their MySQL configuration to accommodate their rather massive InnoDB database ahead of them moving their data over. Since the current size of the database didn't justify these changes, a Liquid Web engineer double-checked with Scott and his team just to make sure that the request wasn't a mistake. The attention to detail in the request was exactly the kind of customer service that Scott and his team had been looking for in a new service provider.

A Bright Future with Liquid Web

The move to Liquid Web took 18 months to complete, and Scott and his team couldn't be happier with their decision. They took advantage of the migration to upgrade their Linux stack to the latest version of LAMP and feel that they have a highly-performant and reliable platform to build the company's future on. They can also sleep easier knowing that their solution is being backed up by a team of experts who will be ready 24/7 and at a moment's notice to recover their environment in the event of a disaster. But best of all, they feel like they have found a remarkable partner who continues to surprise them with their responsiveness, expertise, and commitment to RealOrganized's success.

Whatever the future holds, Scott and his team are more confident than ever that they will be able to tackle the challenges with a great partner like Liquid Web at their side.



Ready to Give Liquid Web a Try?

Join RealOrganized and the thousands of other small and medium-sized businesses who rely on Liquid Web and the Most Helpful Humans in Hosting®. Find out more about Liquid Web's high performance, affordable, and fully Managed Dedicated Hosting solutions, which include:

- DDoS Protection, CloudFlare CDN, and ServerSecure Advanced Security for security and performance
- Business-grade SSD storage and backup drives for fast and reliable access to your mission-critical data
- cPanel/WHM or Plesk Onyx for full-featured domain and server monitoring and maintenance
- IPMI and root access for total control of your hosting solution
- Dedicated IP address
- 24/7/365 support from the Most Helpful Humans in Hosting®

Visit us at <https://www.liquidweb.com/products/dedicated/> for more information about Liquid Web's fully Managed Dedicated Hosting solutions, including pricing.

About RealOrganized

RealOrganized was founded in 2003 by a former executive from AOL and a top real estate agent, each with over a dozen years of experience in their respective fields. The company's mission is to create the simplest and most affordable organizational software for the real estate industry.

For more information, please visit <https://realtyjuggler.com>.

ABOUT LIQUID WEB

Liquid Web powers content, commerce and potential for SMB entrepreneurs and the designers, developers and digital agencies who create for them. An industry leader in managed hosting and cloud services, Liquid Web is known for its high-performance services and exceptional customer support.

With over 30,000 customers spanning 150 countries, Liquid Web owns and manages its own core data centers and provides a wide portfolio of offerings spanning from bare metal servers and fully managed hosting to Managed WordPress and Managed WooCommerce Hosting. The Most Helpful Humans in Hosting™, Liquid Web earns the industry's highest customer loyalty and has been recognized among INC. Magazine's 5,000 Fastest-Growing Companies for eleven years.

*2017 NPS score of 66%

