

# Solutions & Success

## The Inside Story



**Fifth Avenue Real  
Estate Marketing Ltd.**

# Meet Fifth Avenue Real Estate Marketing Ltd.

Fifth Avenue is a licensed real estate brokerage with a team of project marketers and new home sales professionals collaborating with various developers to bring communities to life for today's modern families and envision homes for the future.

Bringing people home is their mission. To get started, give them a call at 604.583.2212, or visit [fifthave.ca](http://fifthave.ca)



**FIFTH AVENUE**  
REAL ESTATE MARKETING LTD.



Coleman Technologies Inc. | (604) 513-9428 | [colemantechnologies.com](http://colemantechnologies.com)

# Serving Not One, But Three: A Case Study

## How Coleman Technologies Assisted Multiple Related Businesses with Their IT

### Real Estate is a Complicated Industry...

Just ask the teams at Fifth Avenue Real Estate Marketing Ltd., BakerWest Real Estate, Inc., and Epic Real Estate Solutions, three affiliated real estate businesses within Peerage Realty Partners, which itself is a large collection of developers and real estate professionals across North America.

Serving the Vancouver area and the Okanagan, respectively, Fifth Ave, BakerWest, and Epic provide their partners with marketing and sales support as they help promote and sell the multifamily homes these developers focus on, managing a separate website for each listing. These businesses alone (with full-time employees and licensees all included) have dozens of people working for them under peak employment conditions. As you might imagine, this requires a lot of technology to keep running, meaning they needed the infrastructure and support to ensure this technology's reliability.

Between the multiple websites they use to market their new communities at any given time, the market intelligence they need to manage to promote these developments effectively, and the communication they need to keep their clients in the loop, these firms are extremely reliant on their technology.

As they put it, their IT was “even more vital than plumbing would be to a house.”

### Unfortunately, Their Technology Fell Short of these Needs

Part of their issue came from mismanaged IT, as their infrastructure could not support their processes. The existing provider had connections to

the founder, which made things a little messy. The staff also didn't seem to have available support for their needs, and there wasn't much confidence that what was implemented was best for their operations.

However, as one of the senior managers—Director of Conveyance Operations Sharine Kristoff—had worked with Coleman Technologies (specifically, with CEO Darren Coleman) at another realty corporation, it was easy for the realty companies to begin working with the managed service provider, cascading one after the other.

### Coleman Technologies' First Step: Fix the Inherent Technology Problems

With no in-house department to speak of, Chief Development, People, and Performance Enhancement Officer W. Scott Brown sees Coleman's services as very reminiscent of those that Fifth Avenue Real Estate provides—that they become an honorary member of their organization, an extension of their resources.

As such, Coleman dove in and fulfilled all the needs that Fifth Avenue (and, by extension, its cousin organizations BakerWest and Epic) needed to have fulfilled. A new Windows 2022 server was implemented at Fifth Avenue, along with cloud-based backup and Microsoft 365 tools like SharePoint and Teams. When the firm moved, Coleman assisted with the transfer and implementation of new and improved network infrastructure... every network switch, firewall, access point, and server rack.



## This Relationship Has Continued, and So Have the Benefits

As a result of all the above services and their continued work with Coleman Technologies, the realty marketing firm now enjoys the advantages of reliable IT. Their infrastructure is now trustworthy, the cloud gives them dependable access to their collaboration tools, and a backup strategy gives them confidence in their ability to take a punch and keep going. Their endpoints are fully managed by their IT provider, each protected with a comprehensive security stack.

### Most Importantly, Fifth Avenue Real Estate Marketing Ltd. Knows They Have Someplace to Turn

When asked, Brown is quick to point out that many people who excel at technical IT lack the tact to form a positive business relationship, and many extremely cordial providers can't back up their claims with their capabilities. Coleman Technologies, however, has proven to hit just the right balance by communicating effectively with Fifth Avenue's team members and delivering the technical expertise that the realty marketing firm needs.

Brown's role also gives him a heightened perspective of the business relationship, as he can regularly reach out to Darren Coleman and pick his brain. As such, Brown feels less like a customer reaching out to a vendor and more like a team member reaching out to a partner in senior management.

### As You May Expect, Brown Has Spoken Out Regularly on Behalf of Coleman Technologies

According to the CDO, he loves being asked whether he would recommend Coleman Technologies to other businesses. He has done exactly that and plans to continue doing so. He feels their priority is to help businesses perform better, as he has experienced for himself across all three businesses he operates in.

If you'd like to have this experience with your IT provider as well, call Coleman Technologies at (604) 513-9428 today!

## About Coleman Technologies

Established in 1999, Coleman Technologies delivers premier IT support to businesses throughout British Columbia. Our 24/7/365 support desk ensures that we are always available when you need us, providing peace of mind and minimizing downtime.

Our commitment to transparency is reflected in our straightforward pricing, free from any hidden fees. With our all-inclusive service model, we cover everything from cybersecurity to cloud services and business continuity. This comprehensive approach ensures that all your IT needs are fully managed, providing reassurance and eliminating any surprises.

Consider us your IT department. We integrate seamlessly with your operations, providing expert, continuous support that scales with your business growth. Whether safeguarding your data or ensuring robust disaster recovery, our proactive approach keeps you ahead in a digital-first world.



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