

HP customer case study: HP Officejet J6480 All-in-One delivers high-quality output, office efficiency at The Wilkas Group

Industry: Real estate

The Wilkas Group boosts home-office productivity with HP Officejet J6480 All-in-One



“HP Officejet J6480 All-in-One delivers high impact in a small footprint. It takes up less space and accomplishes in one cost-efficient machine what used to take multiple devices. What’s more, it’s always reliable and the quality is outstanding.” — Alexander Wilkas, The Wilkas Group, Prudential California Realty, Fine Homes InternationalSM, Burlingame, Calif.

Objective:

Equip home office with versatile, compact, reliable multi-function device

Approach:

Deploy HP Officejet J6480 All-in-One with HP Real Estate Marketing Assistant software

IT improvements:

- Compact device fits in converted closet
- Multi-function capabilities eliminate ancillary devices
- Wireless feature enables work from anywhere in house
- Two-sided printing eliminates paper waste

Business benefits:

- Professional quality provides competitive differentiation
- Rapid communication improves customer service
- Reliability eliminates business interruption
- Efficiency, lower paper usage cut costs



Two desks, two computers and a closet with the doors taken off: The husband-and-wife Realtor® team of Lenore and Alex Wilkas has run its thriving business for six years in part from a converted bedroom in their upscale California condo. With space limited, quality critical and efficiency a must, they chose HP Officejet J6480 All-in-One for their print, scan, copy and faxing needs.

“It sits in the closet on rollers,” says Alex Wilkas. “HP Officejet J6480 All-in-One takes up minimal space and has all the capabilities for our business needs to be technologically competitive in a demanding market. It’s fast, dependable, and the output quality is excellent.”

Customer solution at a glance

Primary applications

Marketing materials,
business communications

Primary hardware

- HP Officejet J6480 All-in-One

Primary software

- HP Real Estate Marketing Assistant

Multiple functions, one device

Part of Prudential California Realty, Fine Homes InternationalSM, The Wilkas Group handles both upscale residential and commercial properties in the Burlingame area. High image quality and fast communications response are critical to competitive customer service. Versatile features, cost-effective operation and fast print speed are key to office productivity. For years, the Wilkases have relied on HP to deliver. "In the past we tried other inkjets, but they were short lived," Wilkas says. "My wife hated them and we ended up donating them. Then we went back to HP."

HP Officejet J6480 All-in-One provides the next generation of HP performance and reliability. The Wilkases print 500 to 800 documents a month, including brochures, contracts, property descriptions and Multiple Listing Service (MLS) listings. [The MLS is a private database that allows real estate brokers to share and research information about properties for clients.] HP Officejet J6480 is fast, provides a low cost per page, and saves paper with two-sided printing. Its high-output quality projects a professional image in all Wilkas business communications — including MLS listing printouts with multiple color photos.

"We're attaching more and more photos to our property listings," Wilkas says. "HP Officejet J6480 delivers excellent photo quality as well as outstanding overall image quality."

"In today's competitive real estate market, technological savvy is a must. Our HP Officejet J6480 All-in-One keeps us at the forefront of operational efficiency and excellent customer service."

Alexander Wilkas, The Wilkas Group, Prudential California Realty, Fine Homes InternationalSM, Burlingame, Calif.

The Wilkases also make full use of the device's scan, copy and fax features to create, store and send business documents to customers and colleagues. Fast response times and multiple modality options enable the couple to communicate when and how the business requires. For example, Wilkas can fax signed contracts immediately to buyers and brokers

to speed property closings. Fax features include a junk-fax blocker, 100-number speed dial memory, and the capability to keep incoming faxes in memory even during power failure. In addition, HP Officejet J6480's wireless connectivity enables the Wilkases to work from their notebook computers anywhere in the house.

"HP Officejet J6480 delivers high impact in a small footprint," Wilkas says. "It takes up less space in my office, and I like that its two-sided printing is good for the environment. It combines in one machine what used to take multiple devices to accomplish. What's more, it does this reliably and with outstanding quality."

HP software and supplies add value

To make the most of their HP Officejet J6480 All-in-One, the Wilkases use HP Real Estate Marketing Assistant to create their marketing materials. The software is easy to use and provides professional features for designing and publishing documents. On special occasions such as first-time open houses, the couple will print this material on HP paper. They always print with HP ink. "If you're at a critical point and the cartridge doesn't work, you lose valuable time and money," Wilkas says. "I'd rather rely on HP. I've never had a failure on an HP ink cartridge."

Wilkas also is considering an extended warranty for his HP Officejet J6480. He's taken them on other HP devices, including an HP Photosmart Printer he bought some time ago, which still runs reliably. "All my HP devices have been workhorses," he adds.

For The Wilkas Group, the nationwide real estate downturn is less a threat than a reminder to remain in top competitive form. The upscale Burlingame market remains strong, Wilkas notes. The real estate agents who are going out of business are those who entered the market late, lacking professional skills and technological savvy. He and his wife, in contrast, are seasoned professionals who support their own high standards of customer service with high-quality HP tools.

"We're in this business for the long haul," Wilkas says. "HP reliability will be with us all the way."

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