



## Royal LePage

### SUMTOTAL® CUSTOMER SUCCESS

#### ▶ THE COMPANY

**Participation in corporate university increases 150%, paves the way for expanded learning network with SumTotal Systems**

Royal LePage, a leading Canadian real estate franchiser, moved the corporate university to SumTotal technology and increased participation in the resource by 150% in a little under two years following implementation. 40% of the company's franchise network consistently uses Royal LePage University, with significant future increases expected as governing bodies in individual provinces recognize additional courses. Those outstanding results have created additional revenue-producing opportunities and have led parent company Brascan Financial Corporation to implement SumTotal in Royal LePage's sister companies.

Royal LePage is Canada's fastest growing real estate franchiser with more than 8,600 sales representatives and staff in more than 550 offices from coast-to-coast. Recognized as a North American industry leader in using technology to enhance its capabilities, Royal LePage is committed to providing its sales force with the tools and training they require to meet the needs of a changing consumer.

SumTotal<sup>®</sup>

STRONG TEAM, STRONG BUSINESS.

## CASE STUDY

Royal LePage

## ▶ THE CHALLENGE

Expensive and inefficient instructor travel hindered timely training, course effectiveness was hard to measure.

When Royal LePage evolved from a corporate organization into a franchise organization, supporting its franchises with training and resources for effective sales became the paramount objective. In particular, Royal LePage needed to deliver courses that would help agents meet licensing requirements in their respective provinces.

“Our continuing partnership with SumTotal Systems has helped position Royal LePage as the benchmark for online learning in the Canadian real estate industry”

- **Jennifer Foster**  
Director, Network Services  
Royal LePage

“Training our realtors with the leading tools using both online and hands-on approaches is an important part of consistently meeting and exceeding our goals,” says Jennifer Foster, Director, Network Services.

To meet this objective, Royal LePage originally implemented a learning program based on a limited learning management system (LMS). This system ultimately proved

cumbersome and unable to significantly benefit agents. There were frequent periods of down time, the interface was not user friendly, and finding relevant information was difficult. Additionally, as the original system did not easily incorporate third-party content, agents had to click up to 24 times to reach the training site (which bore no resemblance to the corporate intranet) and it required a separate log in procedure.

## ▶ THE SUMTOTAL SOLUTION

Expand and enhance the corporate university program with a scalable platform

Royal LePage partnered with SumTotal to power Royal LePage University with robust features. For instance, full compliance with industry standards such as SCORM and AICC made it easy for Royal LePage managers to incorporate third-party content, as well as original, proprietary Royal LePage content developed in-house. Also, with SumTotal’s help, Royal LePage’s new user interface would be readily accessible and intuitive, reflecting Royal LePage brand standards (incorporating company logos and colors).

With a nationally franchised network, it was important for Royal LePage to be able to provide agents with a consistent, unified training experience. Royal LePage accomplished this by allowing agents to access the university via the Royal LePage intranet, ensuring a seamless access experience and uniform information dissemination. This also enabled agents to log on once, and within

# CASE STUDY

Royal LePage

## Summary of results:

- 150% increase in enrollment
- 40% penetration of audience base and rising
- Courses certified by Canadian real estate councils
- Increased access speed to courses from 24 mouse clicks to three
- Enthusiastic agents
- Success prompts roll out to sister companies

three mouse clicks (compared to the 24 clicks with the original system), easily link to the training site.

In addition to supporting an expanded array of continuing education courses, Royal LePage can now track and recognize agents who have achieved the exclusive “e-agent™” designation, identifying those who incorporate technology tools into their real estate practices to provide a competitive advantage in meeting the needs of today's more sophisticated customers.

Most importantly, Royal LePage's solution was able to scale to accommodate thousands of users. This meant that Royal LePage could offer enhanced certification and professional growth courses to all of its more than 8,600 agents nationwide, making it easier to retain and attract top talent.

## ▶ THE RESULTS

Outstanding increases in Royal LePage University participation drives SumTotal roll-out to sister organizations' corporate universities.

In under two years, enrollment in the Royal LePage University has increased 150%, reaching more than 40% of Royal LePage's 8,600-realtor network.

Currently, the university offers more than 100 courses developed by leading content provider Thomson NETg, on subjects such as sales, marketing, negotiations and technology. The company will also upgrade the university platform to SumTotal in early 2003.

## Summary of results:

- \$1.6 million cost savings in the first year
- \$4.7 million expected savings within three years
- More than 50% reduction in new hire training time
- Faster readiness for new salespeople in the field
- Opened 12 additional weeks of facility availability
- Users are enthusiastic and successful

So far, the company has obtained mandatory continuing education recognition from three provinces (the Real Estate Council of Ontario, the Real Estate Council of Alberta and the New Brunswick Real Estate Association) for 18 of its courses and an additional 22 are pending. Recognition is also pending for these courses in other provincial

# CASE STUDY

Royal LePage

jurisdictions. When more provinces approve the courses for real estate agent recertification, enrollment and participation is expected to grow rapidly.

Royal LePage's parent company, Brascan Financial Corporation took notice of the outstanding results from the company's learning initiative and decided to implement SumTotal at other Brascan companies. SumTotal will allow each company to have an individually branded learning resource, but will enable Brascan to manage them all through a centralized system. The initiative could grow the target audience to as many as 50,000 users, with significant further growth opportunities as the companies begin to roll out learning resources for external audiences as well.

“Our continuing partnership with SumTotal has helped position Royal LePage as the benchmark for online learning in the Canadian real estate industry,” says Foster.

For more information, please contact us at +1 650 934 9500, or toll-free at +1 866 768 6825, or via email at [sales@sumtotalsystems.com](mailto:sales@sumtotalsystems.com).

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