

# K REAL ESTATE CASE STUDY

Leveraging Technology  
to Streamline the  
Home Buying  
Experience



## AT A GLANCE

### Client

- K Real Estate

### Location

- Motueka, Tasman, New Zealand

### Solution

- UFB Business Broadband
- Voyager Voice Premium
- Cloud PBX
- Voyager iSMS



"We actually sat down and decided to change how we were doing things," Roar explains. "Most of the technology available to businesses is not rocket science; it's a case of being willing to try."

### Roar Kristofferson

Director of K Real Estate

## ABOUT

K Real Estate, based in Motueka, is breaking the mold in the real estate industry with a climate-positive certification, a shared commission structure, and a completely paperless approach. By eliminating open homes in favour of upfront digital communication and private viewings, they're clearly aligned with what their customers prioritize—speed and convenience. That's why K Real Estate sought a partner and technology that reflects these values when they went to market for a telecommunications provider.

## THE CHALLENGE

Director Roar Kristofferson set out to streamline the property viewing and purchasing process, recognizing technology as the key to success. While others in the industry hesitated to integrate tech into a people-focused business, Roar saw the potential for greater efficiency and a competitive edge and embraced it fully.

Roar's needs contrasted with those of other businesses, so he found that most telecommunications providers weren't proactive in understanding his unique stance. This often resulted in cookie-cutter solutions that didn't align with his desire for something different and industry leading, and instead encouraged a more conventional approach.

## THE SOLUTION

When the Voyager's sales team conducted a needs analysis, it became clear that a constantly evolving technology solution was exactly what he was looking for to engage with his customers, whilst resulting in efficiencies for his team. Recognizing Roar's commitment to innovation and meeting potential buyers where they are, Voyager recommended VoIP and iSMS to fuel his growth and save time for both his team and prospects.

Talk to Voyager today about the best way to keep connected with your customers, tailored to how you do business.

**0508 486 423**

business@voyager.nz



"They'll get a text often before we even have photos of the property," explains Roar, "and if they want to learn more, they can reply via text and we'll have a salesperson contact them. It's a way for us to provide our agents with really specific and hyper-targeted, qualified leads...We tripled our business in one year."

**Roar Kristofferson**

Director of K Real Estate

VoIP, Voyager's call system, records and captures all calls and is accessible from any device, whilst Voyager's iSMS automated bulk messaging system allows for great reach, pushing out and receiving communications back within minutes. The combination of these convenient and easily accessible technologies boasts a common result of high success and cut-through, and K Real Estate experience was no exception to this rule.

"One of the key things with iSMS is that the open rate is much, much higher than with emails," says Roar. "People won't wait until the evening to open a text; they'll open it pretty much right away." They viewed the text that day, went under contract, and it was sold within three or four days," Roar recalls, describing how a buyer who missed out on one property was quickly notified through their iSMS service about another nearby—before it even hit the market—and snapped it up immediately. This highlights the power of reaching the right person at the right time, making K Real Estate's market and offerings far more accessible, without the need for open homes that often yield low turnout, unqualified buyers, and minimal ROI.

**THE RESULT**

By adopting Voyager's iSMS and VoIP solutions, K Real Estate has gone from strength to strength. These tools meet all involved parties right at their fingertips, providing the K Real Estate team with highly qualified leads and offering sought-after properties directly to potential buyers. This mutually beneficial approach empowers his team to communicate quickly and exclusively with buyers, sellers, and prospects—those who are engaged, receptive, and eager to stay informed throughout the process.