

Snapshot of Success

"The HC5500 is used for at least 80% of the business due to cost effectiveness...we haven't had any problems with the printer whatsoever."

Chris Conklin, manager
of the print shop



Desert State Realty

Desert State Realty is an Arizona real estate company, with offices in the cities of Arrowhead, Chandler, and Goodyear. In business since 1992, the company has over 60 active agents and a vision "to be recognized as the leader of Real Estate Professionals in our community, where clients' and agents' expectations are consistently exceeded."

Like any real estate company, getting information about homes that are for sale to prospective home buyers is a crucial part of their business. Desert State Realty uses a variety of means to publicize their real estate listings, including an extensive Web site. Printing is also an important way of advertising open houses, providing information about homes, and staying in contact with home buyers.

Desert State Realty has been

using RISO printers for over seven years. They first started with a one-color digital duplicator, then moved to a two-color V8000 digital press. About a year ago, the company made the decision to bring in a full color HC5500 ComColor™ printer.

Color and cost effectiveness are the main reasons for the switch to the HC5500. "The HC5500 is used for at least 80% of the business due to cost effectiveness," explains Chris Conklin, manager of the print shop. "Plus, the HC5500 has been very reliable, while other printers tend to break down a lot."

Desert State Realty uses their HC to print a variety of material, including letters, open house invitations, and thank you's. "10,000+ copies are produced monthly," remarks Conklin. "The HC is used at least every other

day, if not on a daily basis," states Conklin.

The versatility and reliability of the HC5500 are also important to Desert State Realty. With the ability to print a variety of paper sizes, "The HC5500 is very cost efficient and versatile," states Conklin. "Also, we haven't had any problems with the printer whatsoever."

In addition to their vision, Desert State Realty also has a mission: "To earn the loyalty of every client and agent, by conducting real estate at the highest level of knowledge, integrity and teamwork, with a passion for excellence, one home at a time." With an HC5500 providing colorful, cost effective, and reliable printing for the real estate company, the agents of Desert State Realty are one step closer to realizing their mission.