



eXp Realty Increased Flexibility and Cut Email Costs by 90% with DuoCircle

CASE STUDY



"The biggest benefit of working with DuoCircle is that they are nimble and reliable. What they do, they do very well, and they simplify email as a whole."

THOMAS KLUMP,

Vice President of Information Technology, eXp Realty



With tens of thousands of agents in more than 20 countries, **eXp Realty** is the largest independent real estate company in the world. The agent-centric philosophy of the cloud-based brokerage empowers the best real estate agents to serve customers to the best of their ability in a changing real estate landscape. As a publicly traded company, eXp World Holdings and its businesses offer a full suite of brokerage and real estate tech solutions, including an innovative residential and commercial brokerage model, professional services, collaborative tools, and personal development.

Highlights

Challenges

- High costs and little flexibility with Google Workspace
- Manual agent onboarding and offboarding processes were time-consuming
- No scalable way to forward tens of thousands of email addresses to other mailboxes

Solution

- Cost-effective, flexible email forwarding
- Custom-built pipelines for automation
- Responsive and innovative partnership

Results

- Reduced email service costs by 60%
- Reduced hours spent on email-related issues by 50%
- Deployed email services 2X faster, reducing manual labor and increasing efficiency

Challenges

Overcoming high costs and inflexibility in email services

For eXp Realty, the world's fastest-growing real estate brokerage firm, reliable communication with their clients is paramount to their work. But using Google Workspace was a growing challenge as the company expanded. The company experienced increasing inefficiencies, and ever-increasing per-mailbox fees led to financial strain.

Agents wanted more autonomy over their email service, and eXp wanted to reduce the manual processes required for email maintenance as they were time-consuming and prone to errors.



“We struggled with a cost-effective way to provide email services to our real estate agents in a way that was flexible for them as our customers,” says Thomas Klump, Vice President of Information Technology at eXp Realty.

The lack of flexibility also contributed to automation challenges, particularly for onboarding and offboarding agents.

The brokerage firm needed a more innovative solution from a partner who would get involved with the development process. Their search led them to DuoCircle, which offered the flexibility, efficiency, and email routing expertise that Klump and his team needed.

Solution

Customized, flexible, and automated email services

DuoCircle's flexibility was a critical factor in transforming email services at eXp Realty. They were able to build in functionality that worked well with the firm's existing systems, solving both the cost and automation issues.

Klump also appreciated the willingness of DuoCircle's team to meet eXp Realty's unique needs without trying to force them into a one-size-fits-all box.



Other vendors tried to funnel me into the pipeline of the type of customer they wanted me to be. The DuoCircle team listened to my problems and was willing to work and create a custom solution for what I needed," Klump says.

The teams collaborated closely to develop customized solutions, including automation pipelines. Throughout the process, DuoCircle proved to be a flexible, creative, and dependable partner.



"We're an innovative company, and we've had to do some things along the way that haven't been done before," Klump says. "They're very responsive to our needs when we have unusual, outside-the-box requests."

Results

Significant cost and time savings with an efficient, automated process

The custom pipeline enabled eXp Realty to deploy email services twice as quickly as before, and DuoCircle's flexible email forwarding system allowed agents to choose what service provider they wanted to use—while maintaining worldwide the eXp Realty branding. With the new efficiencies and streamlined services, eXp Realty saved significant time and money: employees spend at least 50% less time on email-related issues and email system deployment, and the firm saved more than 90% on email service costs.

Over the past six years, email has continued to change. During that time, DuoCircle has been there to support eXp Realty with innovative solutions, including DMARC Reporting for dozens of domains in one admin panel and SPF management as email-sending requirements increased in complexity. DuoCircle has been to support all of eXp Realty's email routing and architecture needs. As eXp Realty continues to scale, they're confident that DuoCircle's subject matter expertise will provide additional value.



“DuoCircle is a one-stop shop for me to go to and get proven expert-level answers. I can base my decision on good data provided by the DuoCircle team. That gives me the peace of mind to know that no matter what comes down the road with email challenges, we'll be able to react to them as fast as anybody in the industry with high deliverability and reliable uptime,” Klump says.



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