

Customer Stories:

Century 21®
Triton Realty



Florida realty firm sold on AT&T Dedicated Internet

- **Business needs** - Platform to support a busy real estate practice
- **Networking solution** - AT&T Dedicated Internet gives staff the tools to deliver outstanding service
- **Business value** - The ability to assist customers no matter where staff are working
- **Industry focus** - Residential and commercial real estate
- **Size** - 11 agents

About Century 21® Triton Realty

Century 21 Triton Realty is a top-selling real estate brokerage in Putnam County, Florida. It's in Crescent City, a small, picturesque community midway between Jacksonville and Orlando on Highway 17. The area features many waterfront homes that line the St. Johns River and dozens of scenic lakes and streams.

The situation

As the pandemic descended and millions of Americans began working remotely, many began leaving big cities for the charm and amenities of small-town life. Even as its agents began working from home, Century 21 Triton Realty experienced a sharp increase in calls from people interested in Putnam County property. To handle the influx of customers, Century 21 Triton Realty needed to provide a way for its agents to conduct business remotely.

Solution

AT&T Dedicated Internet Service supplies the plentiful bandwidth and rapid upload and download speeds that agents need to be productive wherever they're working.

Crescent City, home to Century 21 Triton Realty, is a small old-Florida town that offers a quiet place to get away from it all. It's surrounded by giant mossy oaks and adjacent to Crescent Lake, one of the state's largest freshwater lakes. Residents and visitors enjoy swimming, waterskiing, sailing, and boating on the St. Johns River, Lake George, and other bodies of water. Fishing is another popular pastime. Putnam County calls itself the Bass Capital of the World.

Century 21 Triton Realty Owner/Broker Cassandra Nettles said Crescent City is a popular spot for vacation homes. "It's a very small community, and we get a lot of calls from people who want to get 'off the grid,'" she said. Some make the move to the pretty community, while others purchase vacation homes there.

The Century 21 Triton Realty office is a well-established operation that has earned the top spot among area real estate businesses. Nettles is a lifelong county resident who works with a dream team of agents, including the company's former owner (and Nettles' mother-in-law), Barbara Scholl.

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Cassandra Nettles
Owner/Broker, Century 21 Triton Realty



"We see each other as family members. Our staff's kindness and support of one another is what makes this office work," she said. "I couldn't be more thrilled with the people we work with every day."

Support for new ways of doing business

While Century 21 Triton Realty has always done a steady business, the pandemic caused inquiries to increase dramatically, especially as many people began looking for a better quality of life. "There are no big employers here. There's just recreation and laid-back living," Nettles said. "You can be in larger communities within 30 minutes to an hour, but here is where you come to have a slower pace and a lower cost of living."

Families accustomed to the stresses of city life or the constrictions of homeowner association rules are thrilled with Putnam County. "You have a lot more comfort in your day-to-day life and you have the ability to control your own destiny. You can paint your home whatever color you want," she said with a smile.

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Cassandra Nettles

Owner/Broker, Century 21 Triton Realty

The influx of business led to some challenges. To protect her staff from COVID, Nettles suggested they work from home as much as possible. “The ability to do business from anywhere was key because of the volume of work we were handling,” she said. “Our contracts are all sent by email, so we needed to be able to do business from any location to take care of our customers.” Century 21 Triton Realty needed a fast, powerful internet connection to handle the business spike created by the pandemic.

More hours of work performance

Nettles chose AT&T Dedicated Internet Service so she could manage Century 21 Triton Realty from home during the pandemic. She had several connectivity options, but none compared to AT&T Dedicated Internet.

“AT&T was offering fiber at my home, which is very rural,” she said. “I had no idea it was available to me, but AT&T did everything that had to be done for my home office to operate as a business.”

Being able to work from her home saved Nettles a 45-minute commute each way. “Otherwise, I would have had to drive all the way to the office to be able to do my work,” she said. “Being able to save time and money on gas prices opened the door for a lot less driving and a lot more hours of work performance.”

The solution has increased efficiency and made it easier to satisfy customers and support the firm’s staff. “This has given me the ability to have two locations to do business from. AT&T opened the door to allow me to be more accessible to my customers and agents,” Nettles said.

Speed and responsiveness

AT&T Dedicated Internet has enabled Century 21 Triton Realty to go beyond what the real estate firm was able to do in the past. “Without a doubt it lets us do more. It’s much more powerful than what I’ve had in the past,” she said. “Thanks to AT&T Fiber, we have more options available to us now. That’s the biggest plus.”

“It’s quicker and easier to respond to our customers, which is really important,” Nettles said. “In real estate, if you don’t respond quickly, you can lose a deal for somebody. And buying a home is important to them, so it’s important to us. AT&T has given us the ability to respond quicker and have no lag time.”

Customer service after the sale and installation have been remarkable as well. “If I had a problem, our rep was picking up the phone and trying to find a solution for me. She always followed up,” Nettles said. “Customer

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service is important to me because that's what we do. I'm a customer service person and it warms my heart to have somebody that's calling just to check on me before I call them."

Ahead of the curve

Nettles is grateful for the service and support AT&T provides her. "Everyone from our AT&T account rep to the gentlemen who installed the equipment were absolute professionals. I felt very comfortable with them coming to my home."

She does not hesitate to mention AT&T to colleagues and customers. "It was a very smooth transaction from the setup to the install. The AT&T people took really good care of us and our business, and I would recommend that."

She is also pleased that rural communities are beginning to get services that were previously unavailable to them. "I hope that AT&T will continue to expand in rural areas. They're always ahead of the curve here, and they're always the best service," she said.

She is confident that people living in cities will continue to discover the benefits of small-town life. Nettles is already looking to add other AT&T services that will support Century 21 Triton Realty.

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