

Fenix Ltd delivers state-of-the-art sales and customer service solution for RE/MAX

Fenix Ltd., designer of value-based sales, sales management, and customer service software, and RE/MAX Finland real estate agency have agreed to jointly develop sales, sales management, and customer service focused software for real estate business. Fenix Ltd. designs the software and grants RE/MAX Finland exclusive right to it in Finnish real estate sector. Fenix and RE/MAX have also agreed on bringing the software onto the international market. International delivery to other European RE/MAX countries is agreed to start from the beginning of year 2018.

- Customer service, especially raising customer experience at the next level without compromising efficiency, drives our success now and in the future. We are confident that our agents' job satisfaction is driven by smooth and swift workflows, and that is directly reflected to our customer experience. Digitalization is the key in striving for these objectives: we need to offer topnotch tools to our agents. Fenix's user-friendly tools and streamlined solutions meet our needs perfectly. Collaboration with Fenix Ltd. was natural choice for us for three reasons: agile and value focused software development, commitment and capability to deliver competitive advantage, and exclusive rights to customized tools and solutions. Given these facts, we have a strong foundation for collaboration, says **CEO Pasi Aalto** from RE/MAX Finland.

- We design novel sales, customer service, and sales management solutions for advancing value-based sales. Our aim is to deliver easy-to-use, sales and customer service boosting solutions for tablets and other touchscreen devices. We are proud of that RE/MAX Finland has chosen us and acknowledges our capability of helping them to achieve their growth and business targets. We are committed to deliver the best-in-the-sector digital tools for RE/MAX professionals, say **CEO Ari Heiskanen** from Fenix Ltd.

FURTHER INFORMATION

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RE/MAX[®]

RE/MAX operates in 100 countries with the power of over 7500 real estate agencies and 110 000 agents. RE/MAX is market leader in 12 European countries, in the US and Canada. RE/MAX agents help annually over million families buy and sell homes all over the world. RE/MAX has 31 real estate agencies and over 300 agents in Finland. Growth is strong in Finland and RE/MAX aims at having 500 agents by the end of year 2017. www.remax.fi

FENUX

FENUX specializes in designing and developing state-of-the-art digital sales, customer service, and sales and customer relationships management solutions to help organizations gain returns from value-based sales. Fenix offers customized solutions with exclusive rights to its clients due to strategic reasons: Digitization based competitive advantage arises from open and critical rethinking and reshaping the operating processes, not merely from the software project implementation. Fenix aims at growing with you towards even better performance results. www.fenix.fi