



# CASE STUDY: SUSAN GUCCI

## SOLUTION OVERVIEW

### PROFILE

- Susan Gucci is a Royal LePage real estate agent, operating out of Toronto
- She has over 20 years of successful sales and marketing experience and is the recipient of several sales achievement awards
- [www.susangucci.com](http://www.susangucci.com)

*"Family time at the cottage is now stress-free because I no longer worry that clients are trying to reach me. My Rocket™ Mobile Internet Stick gives me the freedom to work from anywhere and has become my essential tool. It's always in my purse and I never leave home without it!"*

**Susan Gucci**  
Royal LePage



### The Challenge

As a successful real estate agent, Susan Gucci understands the importance of being accountable and available to clients. But, as a full-time working mom, she also knows that balancing family and work can often be difficult.

For Susan, the cottage has always been great way to unwind and spend quality time with her family, but not having internet made it stressful at times. Susan found it hard to stay connected to her clients and would often visit libraries and internet cafes to get some quick business done. These places were far, inconvenient and closed after hours when her clients needed the most assistance. This was an unproductive way for Susan to work and it interfered with her family time.

### The Solution

Susan purchased a Rocket™ Mobile Internet stick from Rogers and saw the benefits instantly. Now when she's at the cottage, she knows she has secure, high-speed internet that allows her to prepare contracts, send listings and advise her clients from anywhere on the Rogers network! She can also spend more quality time with her family and no longer worries about neglecting her emails or work piling up.

The Rocket™ stick has become one of Susan's favourite tools at open houses. During slow periods between visitors, Susan can now check her email and follow-up with clients. When open house visitors don't see what they're looking for, Susan can show them other online properties that might be better suited to their needs. She's now able to turn downtime into productive time, and her clients are really seeing the benefit.

### Benefits

- Susan can work remotely from anywhere, including the family cottage
- She enjoys more quality time with her family and no longer worries about being inaccessible to her clients
- Mobile internet has helped turn slow periods at open houses into productive work time

For information about a Rogers solution for your organization, contact your Rogers account representative or visit [rogers.com/business](http://rogers.com/business)

