



Case study

Groopview leverages Verizon 5G to reimagine remote sales for real estate

verizon[✓]

Challenge

Given that Groopview works through live video synchronization and communication with multiple users, connectivity is a must for a superior experience. The performance of 5G Ultra Wideband, which is available in parts of over 80 cities, could be a game-changer. “We need greater capacity on a network that has faster speeds,” says Delmond Newton, founder and CEO. “If you’re video streaming your content and there is a lot of latency, that is a bad experience for the customer,” Newton says.

Verizon 5G Ultra Wideband can really enhance the Groopview experience. In addition, Newton explains that Groopview was looking for a partner with “a large and solid footprint” that can support future expansions for the startup. Verizon’s 4G LTE network is the largest in America, and 5G Nationwide is available in 2,700+ cities.



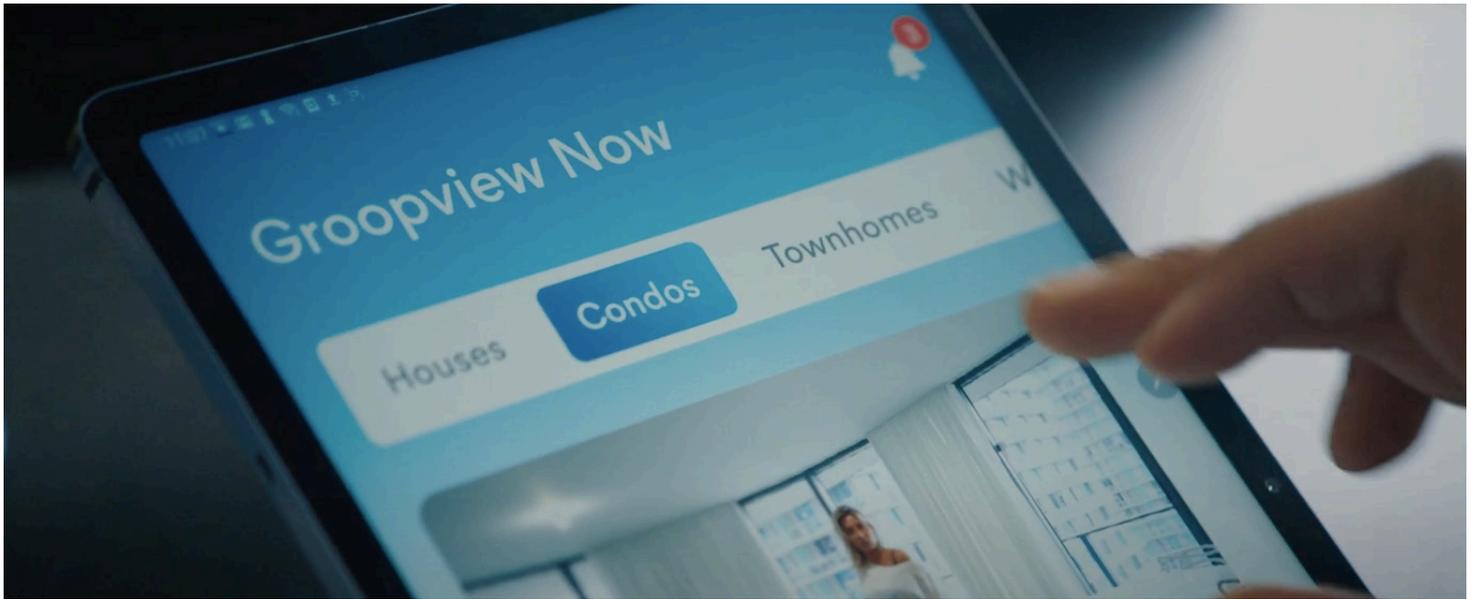
Solution

After several rounds of ideation, Groopview worked with Verizon and Samsung to come up with its first B2B implementation: QuickShow, Groopview’s product for the real estate industry.

Agents use a Samsung phone loaded with QuickShow to walk through homes and even record showings, enabling remote sales. Potential buyers can join the agent for the walk-through with a video call. “Agents can show more homes even if all interested parties cannot make it to the showing,” says Phil McRae, Chief Revenue Officer. QuickShow enables high-resolution videos for virtual collaboration – a feature that was especially useful during the pandemic, but has helped lay the foundation for the future of real estate.

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Delmond Newton
Founder and CEO



Outcome

McRae and Newton are delighted by the Verizon solutions. Verizon has helped Groopview showcase its best, Newton says. “We see the sales muscle and power of Verizon as assisting us as we deliver a full solution,” he adds.

Using QuickShow, real estate agents can do more with less: They can show houses to more potential customers and provide better service by more easily accommodating their scheduling needs. Since Groopview allows for virtual visits, it also helps homeowners who might not want too many visitors coming in and out of their house. It saves time and effort for all stakeholders, including empowering agents to potentially close deals faster with near-real-time remote collaboration. For example, they can now send contracts within 30 minutes.

Groopview appreciates Verizon as a partner through and through – not just as a powerful technology-driven enterprise but as a sales and marketing partner as well.

“We are excited to work closely with the power of Verizon as we launch our product road map out into the wild.”

Delmond Newton
Founder and CEO

Work Reimagined: After successfully seeing through a series of proof of concepts for the real estate industry, Groopview is exploring other verticals where its collaborative video synchronization platform might be a good fit.

The service industry: Service technicians can collaborate using video functionality, which allows remote experts to view the same problems as the on-site technician. Such collaboration saves valuable technician resources and money.

Entertainment: Venue operators can develop live broadcast features with product drops through Groopview’s platform, enabling added revenue opportunities.

Gaming: Gamers can use recorded versions of games and invite professionals and amateurs alike to share strategies and play-by-plays.

Military: Military service members often undergo a permanent change of station (PCS). They have to find new housing in a short period of time, usually two weeks. Often, they are not able to take time off to do so. QuickShow can enable virtual showings of candidate homes so service members can move with peace of mind.

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