Problem or Business Need

There has been no other time in the real estate industry has there been a larger threat to its very existence. The company was able to survive the collapse of the real estate market in 2008. CBRB survival was possible because of the massive layoffs and downsizing of all departments. The company noticed contraction of sales, inflated inventories of homes, the mortgage industries fear plus lack of liquidity and even the appraiser's strident appraisals. This froze the whole industry. Today, we are noticing consumer confidence is rising again and the home market improving but now face a new problem that is inventory. Currently, we have an inventory problem and without inventory the volume of transactions is lower. Lower transactions mean less possible revenue for the company. Even though, our Regional Presidents believe that because the economy is improving that our revenue should keep pace with the VIX and the consumer confidence. Although the VIX is often called the "fear index", a high VIX is not necessarily bearish for stocks.[7] Instead, the VIX is a measure of market perceived volatility in either direction, including to the upside. In practical terms, when investors anticipate large upside volatility, they are unwilling to sell upside call stock options unless they receive a large premium.(VIX) Their demand for improved numbers is because they want to be able to retain and garner even more shareholders and investors. Since increasing revenues through the sale is not an option because of the real estate climate, this means that expenditures must be reduced, and efficiency in operations and marketing resources must be revamped.

After careful review, the business need is to centralize all websites, business programs and marketing systems into one scalable enterprise system that will support all business processes, information flow, and data analytics. This business need would incorporate the support and cooperation from Marketing, Finance and IT since these are the major contributors to resolving the issues that are mentioned above.