

# Applied Innovation Enhances Office Technology and Billing Accuracy for West Michigan Real Estate Firm



**Industry:** Real Estate  
**Services Used:** Copiers + Printers

“We like to align ourselves with people who think the same and do business the same; someone that has the same business ethics or morals that our company does. That’s Applied Innovation.”

**RYAN OGLE**  
Blu House Properties LLC

## Customer Challenge

Blu House Properties, a West Michigan real estate brokerage firm, excels in connecting clients with their ideal residential and commercial properties. They value service and relationship-building. Despite their focus on digital communication, they still handle substantial paperwork for transactions. Owner, Ryan Ogle, was looking for a trustworthy technology partner who shared their ethics and could provide reliable equipment. Additionally, they required a solution for accurate chargebacks across various departments, as their previous method of dividing costs equally was inefficient.

## Applied Solutions

Applied conducted a thorough analysis and recommended a new Canon™ color device to meet Blu House Properties’ needs. This solution offered reliable performance and high-quality printing for marketing materials. It included intelligent meter counts, allowing the accounting team to track print and copy usage by department and ensure accurate billing. Over time, Ryan Ogle has appreciated Applied’s expert advice leading to significant cost savings and reduced operational headaches.

## The Benefits

Accurate department-specific billing

High-quality marketing materials produced in-house

Time and cost savings

Enhanced reliability and performance with new equipment

Simplified print and copy tracking with intelligent meter counts



At Applied Innovation, we have nearly four decades of technology expertise, 550+ team members, world-class brand partners, and a passion you’ll rarely find in a business like ours. Plus, as an independent dealer, we have the autonomy to always do what’s right for you. Whether your goal is adopting new technologies, making smarter use of the tools you already use, or maybe a mix of both, our people are always available. And always happy to help.



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