

Chris Suarez:

Running a Real Estate Empire from Rural Oregon

ziply fiber

ZiPLY Fiber Case Study



About Chris Suarez, CEO, Speaker & Coach

Chris Suarez leads the Xperience Brokerage Network which includes five Keller Williams real estate offices that closed more than \$3 billion in sales volume in 2020. He also co-founded PLACE Inc., a full-service real estate and technology platform that closed over \$2 billion in sales volume in 2020.

Challenge

Bringing fast, reliable internet to remote business locations

Solutions

Ethernet Internet Access (EIA) — a consistently solid connection providing faster, more reliable connections with lower latency

“Our company is built on the idea that you can live anywhere and still run a successful business, so it’s huge that ZiPLY helps us do that.”

CEO, speaker and coach **Chris Suarez has built a wildly successful enterprise on the ability to work anywhere** just as successfully as if he were sitting in a high-rise corporate office building in the middle of a downtown core.

And he did it before the pandemic made remote work mandatory, leading the Xperience Brokerage Network, including five Keller Williams real estate offices, to close more than \$3 billion in volume. He also co-founded PLACE Inc., a full-service real estate and technology platform that closed over \$2 billion in sales volume in 2020.

“My personal mission is building experiential lives through real estate,” says Suarez. “Empowering others to build businesses that fund those experiences and provide the time for family and meaningful relationships.”

Challenge: Bringing fast, reliable fiber internet to rural Oregon businesses

When Suarez and his family decided to move to a scenic winery in Oregon’s remote Tualatin Valley, they knew fast, reliable internet was a must. With more than **800 independent real estate agents across five brokerages and six Oregon cities**, as well as nearly 100 employees, Suarez regularly engages in video calls and runs a blog, podcast and teaching network — all from his remote office.

enterprise.ziPLYfiber.com



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According to the FCC, **nearly one-fourth of America’s rural population — or 14.5 million people — still lack access to fixed broadband service** at threshold speeds. In fact, rural areas have complained for years that slow, unreliable or simply unavailable internet access is restricting their economic growth, and the pandemic proved those concerns. Now President Biden’s infrastructure plan — which includes \$100 billion to improve broadband access — is raising hopes that the problem might finally be addressed.

Suarez couldn’t wait. His new remote office was restricted to satellite internet access — including data caps and higher latency (time between a click and its response) — which is wholly insufficient for business use, and he found himself driving 90 minutes each day round-trip to access a reliable, high-speed connection.

Connecting Hard-to-Service Businesses

“You can’t be glitchy when you’re growing several multi-million-dollar businesses,” notes Xperience Executive Assistant Katlin Gamble. “We need to operate just as quickly, reliably and efficiently as our urban counterparts.”

But getting a local internet service provider (ISP) to provide fiber in the area, even when Suarez was willing to pay for it, was nearly impossible.

“We reached out to every ISP we could think of,” she said. “And they all said no because there was no return on investment. Then we found Ziplly Fiber.”

“Having someone willing to partner and expand with us was so important,” adds Gamble. “Ziplly was willing to go outside the box to bring an ultra-reliable connection directly to our business, which is really what we were asking for.”

Shortly thereafter, Ziplly crews **installed an 1,800-foot aerial Ethernet-over-fiber line from the main road to Suarez’s new remote office, where one gig Ethernet Internet Access (EIA) provides a faster, more reliable connection with lower latency.**

Excellent Customer Service

During construction, Ziplly Fiber project managers worked closely with Suarez and the city of Banks, sharing updates, obtaining permits and recommending contractors, so the construction work that each was responsible for could be completed simultaneously, which saved a lot of time.

“Once we fleshed out the details, the process moved very fast,” said Gamble. “Project Management was great. They quickly and seamlessly moved the project forward, which was invaluable to us during the pandemic when everyone was trying to upgrade internet services.”

“Our company is built on the idea that you can live anywhere and still run a successful business, so it’s huge that Ziplly helps us do that. When we start looking at what to do next, we’ll definitely reach out to Ziplly first.”