



# Proven Solutions for Real Estate

## TIME IS OF THE ESSENCE

Running a successful brokerage is more time-consuming and complicated than ever before. Accessing and providing information quickly and conveniently, from anywhere, anytime, is imperative to closing more deals and expanding your market share. In the time-critical, competitive world of real estate, earning client loyalty and maintaining a steady flow of new referrals from satisfied sellers and buyers contributes directly to your success.

Inter-Tel offers numerous solutions that can help your business increase profitability by:

- Enabling your agents and clients to access listing information 24/7
- Maximizing agent availability
- Facilitating the mobility of your agents
- Connecting multiple branches and agents who work from home
- Strengthening your prospects for new listings and new buyers
- Offering value-added services that will expand your market share



- **FIND INSIDE**  
**Unified Communicator®**  
**Enterprise® Conferencing**  
**Applications Platform**  
**Campaign Dialer**





## Client Relationship Tools

A real estate agent is constantly on the move—showing homes and properties to clients and traveling between the home office and main office. Agents need to be available to receive critical calls from clients and manage their communications no matter where they are.

**Solution:** Provide a tool that enables agents to work the deal from anywhere

**Unified Communicator®** software can help your agents manage their communications with ease. Real estate agents can conveniently access features using a PC, laptop, cell phone or handheld device.

Inter-Tel's Unified Communicator software offers numerous smart business uses including:

- Create simple routing rules to make sure you receive urgent calls from clients—no matter where you are and from the communications device of your choice (e.g., handheld, cell phone, etc.)
- Record customized greetings to tell particular clients about a new property on the market or the status of their deal when you're unavailable to answer calls
- Enable or disable routing rules and initiate calls via speech recognition or touchtone when you're on-the-move
- Inform office staff of your availability (e.g., at lunch, out of the office, Do-Not-Disturb)
- Access your address book and speed-dial clients and contacts quickly

Providing convenient services to your clients is imperative to earn loyalty and obtain new leads from satisfied sellers and buyers. To ensure high service ratings, real estate professionals need flexible tools that enable them to collaborate and present information to clients in real-time.

**Solution:** Enhance your business's real-time communications capabilities

**Enterprise® Conferencing** is a cost-effective audio conferencing and Web presentation solution, designed to address your business's real-time communications needs. With the personal touch of Web-based presentation capabilities, your agents and clients can simultaneously view listing information; pictures of homes and properties; and tax and pricing documents. This helps your agents provide convenient and customized services for their clients, as well as ensures your clients get the information they need—quickly and accurately without the hassle of their own Web-based search.

Inter-Tel's Enterprise Conferencing provides many benefits such as the ability to:

- Customize a listing presentation for particular clients who may not be able to meet in person or who live out of town
- Share marketing materials created for clients who are in the process of selling their houses
- Record conversations for future reference
- Respond to client needs quickly and easily



### WHAT THEY SAY

*"I know for a fact that just a week before installing our new system, we lost three potential clients because their calls were not immediately returned. That translates to about \$10,000 to our agents. In this market, you cannot keep clients who don't have quick access to their representatives."*

*—Jim Fritzsche, Re/Max Foothills,  
Greenville, SC*



## Office Management Solutions

■ In the competitive world of real estate, new listings need to be available to agents no matter where they are. Likewise, clients need to be able to contact your brokerage and obtain information regarding a particular listing 24/7.

**Solution:** Implement flexible Interactive Voice Response (IVR) applications, tailored to address your unique business needs

**Applications Platform: IVR** is a flexible platform that supports customized applications, which can address your business challenges, such as accessing listings 24/7. Implementing an IVR application enables callers to access information about homes and properties via phone. Callers can be asked questions, prompting them to enter or speak information that routes their calls to the information they have requested or to a live representative.

Inter-Tel's IVR solutions can help your real estate brokerage:

- Enable agents to call in and obtain information about a particular listing by entering or speaking an MLS number
- Provide a convenient way for clients to learn about homes or properties by entering an address or speaking the MLS number
- Allow clients the opportunity to have a real estate agent call them back to learn more

■ Cold-calling prospects is one of the best ways to identify new home buyers and sellers. Although soliciting future clients by cold calling is typically successful, it's also extremely time-consuming— affecting the productivity of your real estate agents and staff.

**Solution:** Automate dialing when conducting cold-calling campaigns

The **Campaign Dialer** application automatically dials a list of numbers and uses voice detection as the basis for connecting your agents and staff to a call when answered by live voice. When a call is received, valuable call-party information is screen popped to your real estate agents, so calls are handled effectively.

Campaign Dialer can enhance your business's productivity by:

- Automatically dialing outbound call lists to build strong relationships with interested buyers and sellers
- Screen-popping called-party information, increasing the efficiency of your staff
- Storing key contact and demographic information for future reference



***“Inter-Tel’s communications platform with networking delivers a full-featured, scalable system to our regional office, while maximizing efficiencies at our remote locations through their IP phone solution. Inter-Tel expands our reach and we plan to apply the application across the country.”***

***–Marc Fischer, VP of Management Services, Transwestern, Columbia, MD***



## ADDITIONAL BUSINESS PRODUCTIVITY SOLUTIONS FROM INTER-TEL

Inter-Tel offers numerous other communications solutions required by real estate brokerages, enabling them to reduce expenses, strengthen client and prospective buyer/seller relationships and facilitate agent mobility.

Inter-Tel's cost-effective, flexible solutions can enable your business to:

- Seamlessly connect facilities or staff members who work from home via **networking, Internet Protocol (IP)** and/or **videoconferencing solutions**
- **Unify messages** such as, voice mails, faxes and e-mails, for a consolidated view of important messages
- Eliminate overhead paging and process client calls quickly with front office **attendant solutions**
- Maximize the productivity of your agents and provide convenient client services with **instant messaging solutions**



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Some features or applications mentioned may require a future release and are not available in the initial release. Future product features and applications are subject to availability and cost. Specifications are subject to change without notice. Some features may require additional hardware and/or specific software.

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