

# LISTPRO

## Listing & Prospecting System



### Environment

The Real Solutions ListPro Listing book and Sales Prospecting software is a database template designed around the Filemaker Pro program.

Filemaker will operate on any Macintosh or Windows computer and print on any printer, though to utilise the full power of the system, a state of the art computer and a colour laser printer is essential.

### Functions

The aim of the Listings database is to keep a detailed record of all listings in the office and to use those listings to produce all of the presentation style material required to professionally market a property.

Listpro combines database with desktop publishing and word processing with the ultimate aim of saving time, producing a higher quality product and bringing computer literacy to all salespersons in the office. It manages the complete sale process from listing to advertising to inspections to following up vendors and purchasers to sales letters and advices to salespersons statements and activities to the final archiving of the sale for future follow up and office statistical analysis.

The Sales & Prospects database is your prime marketing mail list within the office. It can keep track of all sales you have made as well as all prospects you have. Combine these names with a series of standard letters and follow ups to automate the prospecting process.

**Being a Filemaker database, the system can be purchased as a fully customized system, or as an open system that the computer literate operator can customize themselves.**

**An automatic web page updating option is available.**

### Features - Listing Book

- \* Comprehensive listing sheet covering all information requirements for listings. Selection of a number of listing sheet formats to suit A4 or B5 listing books as well as Client Fact Sheets.
- \* Prints window cards on a variety of formats including all franchise group standard cards.
- \* Print property Brochures in a variety of formats with or without letterhead, with or without photo.
- \* Selects and prints advertisements in any style or format to suit display ads, property guides or classifieds. Schedules ads for booking sheets, vendor statements and schedules.
- \* Search and sort function on any listing sheet field to print selections in a variety of report formats.
- \* Reports include List by Suburb, by Property Type, by Salesperson, by Price, Listings Expiring, Sales Pending, Sales Exchanged, Sales Settled, Sales not Proceeding, New Listings and Land Listings all in either Office format (full details) or Client format (summary details).
- \* Sales Details entered to produce sales advice's and all sales letters as well as settlement letters.
- \* Full salespersons statements, activity and statistics sheets.
- \* Letter writing function with standard letters, Listing letter, Request for Contracts, Advertising Letter, Offer letter and 8 blank letters for customizing. All designed for window face envelopes or separate envelope print.
- \* Pictures function to download scanned photos or digital camera photos into listings. Auto resizing of photos to suit different Brochure, Window Card and Advertising layouts.
- \* Import and Export function to allow remote updating of database by salespersons equipped with Powerbook notebook computers and modems.
- \* Automatic publishing of listing on your own web page that can be connect to any current home page.

### Features - Sales & Prospects

- \* Full Mail List functions with letters, labels and envelope printing .
- \* Separate functions for tracking sales history as well as new prospects in a single database.
- \* Prospect Sheets that includes contact details and properties shown. Can be kept on paper as well as computer.
- \* Client contacts with follow up dates and details for automatic follow up lists for each salesperson.
- \* Search facility for matching prospects and identifying targets for mailers to be sent.
- \* Automatic merging with standard letters and reports on letters sent.
- \* Full sales register and sales history reports
- \* Emailing of brochures or newsletters to selected client lists.
- \* Can be fully customised.