



Property Marketing Software

One Solution. Many Possibilities.

Your contact is

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SMART-itc

www.smart-itc.com.au/realestate

Version 4



Contents

Introduction

Property Marketing Software

What this software is, and what we are about 3

Module Overview

Field Agent

Take Your Property Portfolio on the road ! 4

Property Management (Core)

Single Point, Centralised Property Management 5

Customer Relationship Management (CRM)

Easy to Use Mass Email and SMS Communications Infrastructure 6

Microsoft Office Integration

Automate Your Office Marketing Activities Further..... 7

Web Site Integration

Publish Properties and Manage Your Web Site. 8

Mobile Web Site

Deliver Information to House Hunters on the Spot..... 9

Portal Integration

Publish Properties to 3rd Parties such as Domain.com.au..... 10

Places of Interest

Enhance Property Listings by Showing What is Near-by..... 11

Window Display System

Integrated and Animated Window Displays..... 12

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Welcome

Property Marketing Software

As a Real Estate Agent, timely promotion of your property portfolio is important. At Smart-itc we understand this and provide the tools and know-how to make property promotion simple and effective. And in the process, we can help save you time and improve office productivity and efficiency.

What this software is all about

Our software is described by us as a marketing and office automation tool designed to help simplify and streamline common marketing and administrative tasks. It can also open your business to new marketing opportunities and improved customer experience with the Internet and modern technology.

How we sell this software

We believe our system is great value for money, and so do those using it. Furthermore, it is provided in modules so you only need purchase what you are going to use. The following information and product brochure focuses on the Real Estate version of our software .

As a customer you receive our full support services and access to ongoing training whenever you need it, such as a staffing change. We understand that correct training and implementation is the key to maximising the value of any software system used in a business. We also offer advice on how you can best maximise your use of our system.

At the end of the day, our business is about providing software systems to help other businesses maximise their marketing.

We offer obligation free demonstration and functional trial systems so you can try our software for yourself. Even if you don't purchase anything, we aim to gain your feedback which is invaluable to us in improving our system.

History of this software

This software has grown over the past 5 years with the input of Real Estate Agents, buyers, renters and other web savvy businesses to be a set of tools for modern business marketing. Although this system has been adopted to other business types, Real Estate remains our primary market focus.

The future

The continued development of this software will see improved features and will open new opportunities to all those involved. We're always talking to Real Estate Agents and those involved in the market for their ideas and wish lists.

Yours sincerely,

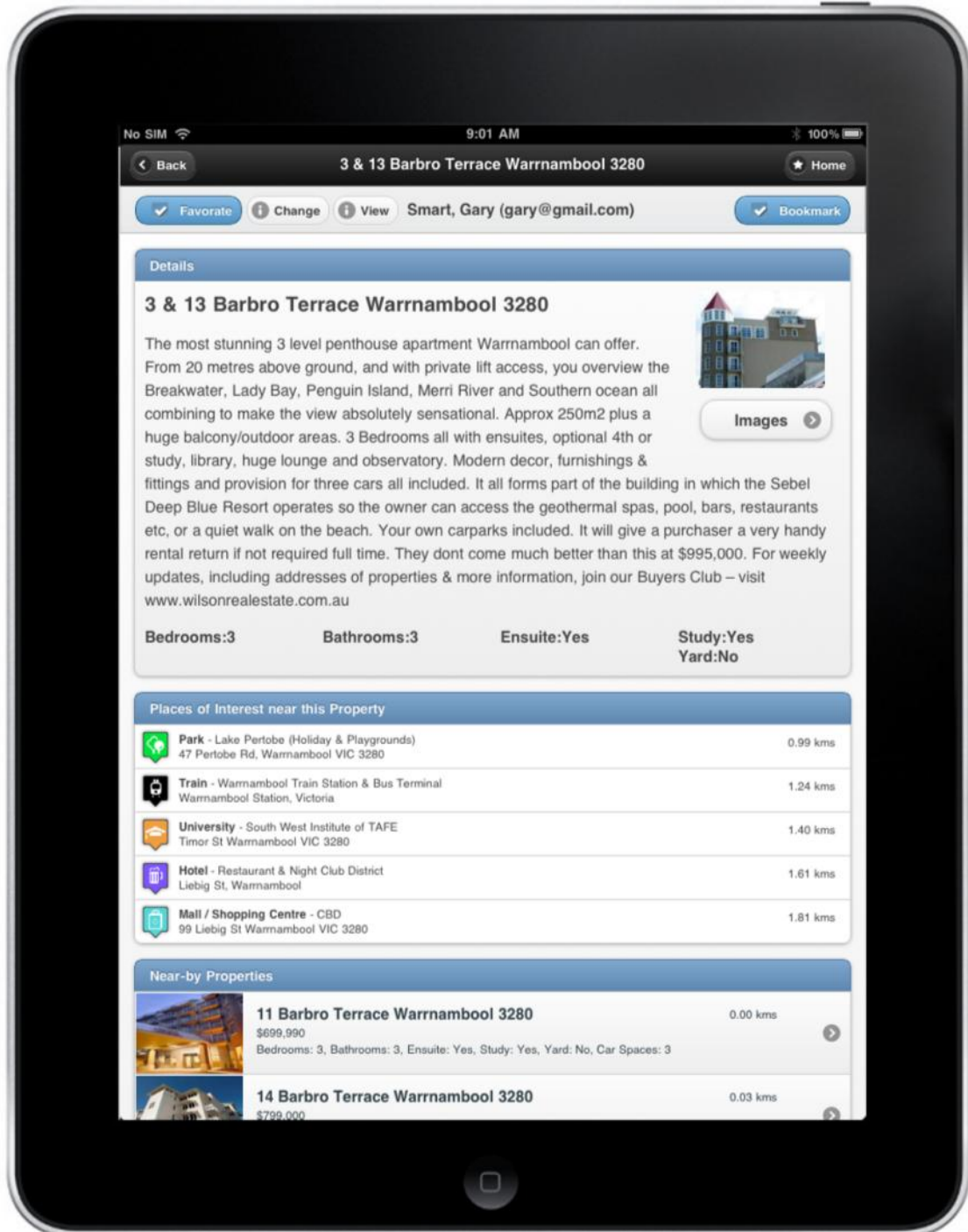
Gary Smart.
Proprietor / Manager.



Field Agent

Take your Property Portfolio on the road !

This unique application for iPad and Android devices will let you discover and present properties to clients, maintain favorite property lists for clients, and even email properties direct to clients - all while you're with your client!



Key Features Include:

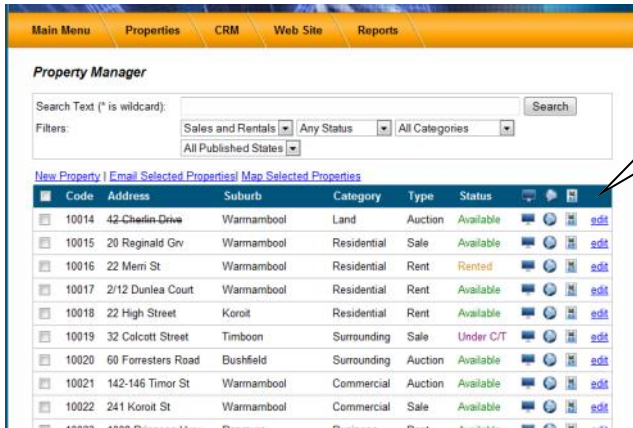
- Property Search & Presentation
- Client — Property Matching
- Property Emailing
- Data Collection — Condition, Appraisal and other Reports
- Fully Integrated and Centrally Managed — Share data between devices and back-end.



Property Management (Core) Module

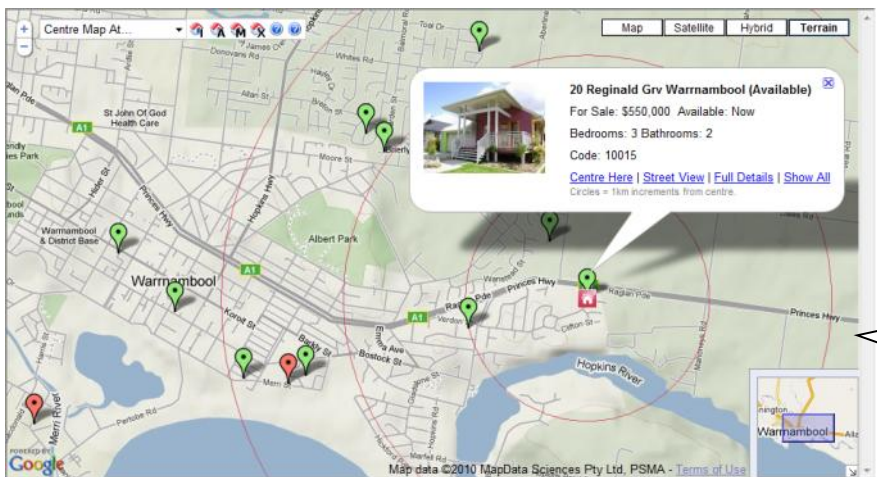
One point of property management

The Property Management Module is the cornerstone of our system. It provides the interface for entering property information and images and automating common marketing activities. As a stand-alone module, the Property Management Module helps you save time on common administration and marketing tasks and promotes your properties on Google. Combined with other modules you can achieve more marketing options and flexibility.



Centrally manage Property lists through an intuitive interface.

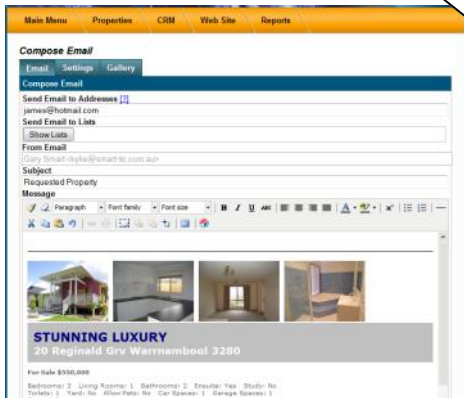
One-Click PDF Brochure Generation



Visually see and track properties with Maps.

CRM (Basic Edition) - Select and Send professional emails of properties.

Generate and Export Reports



Property View Report
14-04-2009 to 14-04-2010
Sorted by Street Name

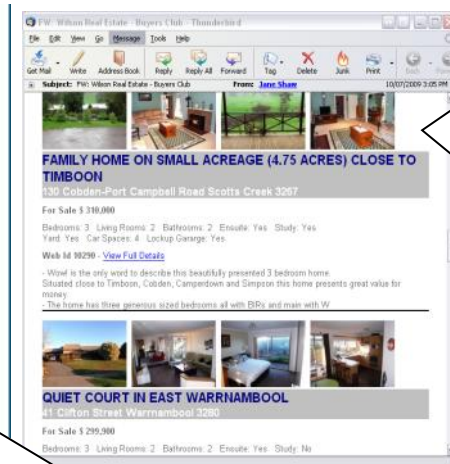
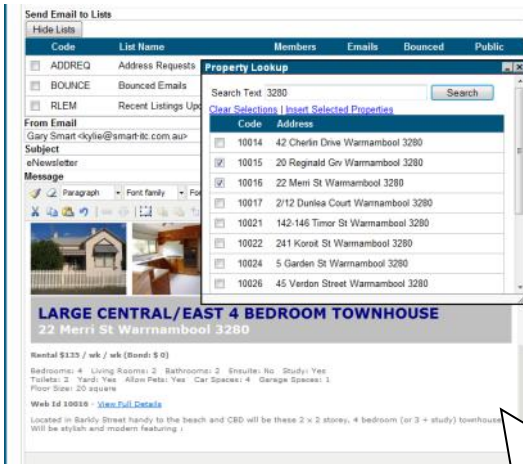
Property	Hot	Hide	Email	Outbox	PostBack	Domain	Google	Unknow	Total
A									
2 Anns Lane Warrnambool 3200	0	0	0	0	0	0	0	0	0
C									
1/31 Caroville Drive Warrnambool 3200	0	0	0	0	0	0	0	0	0
42 Chellan Drive Warrnambool 3200	0	0	0	0	0	0	0	0	0
32 Colcott Street Timboon 3200	0	0	0	0	0	0	0	0	0
D									
2/12 Dunlea Court Warrnambool 3200	0	0	0	0	0	0	0	0	0



CRM Module (Customer Relationship Management)

Promote properties and keep prospects informed effortlessly

The CRM (Customer Relationship Management) module is a powerful tool to help you promote properties and stay in touch with clients and prospects. It achieves this by taking the burden out of mass email and SMS distribution and by assisting you in the generation of professional emails to promote properties.



Generated Recent Listings Email with links back to main web site for more info



CRM (Full Edition)
 Create and Email (or SMS)
 Properties to distribution lists
 of 1000+ effortlessly.

Easily manage distribution lists and contacts.

- Automatic bounced email handling.
- Bulk subscribe & import
- Integrate subscribe/ unsubscribe to web site

Client - Property Matching
 Manually or automatically match properties to clients. Group clients group by agent.

CRM Reporting — eg see how many property views on web site come from emails.

Code	List Name	Members	Emails	Bounced	SMS	Public	Fixed
ADDREQ	Address Requests	705	705	0	0	No	No
BOUNCE	Bounced Emails	15	15	0	0	No	Yes
RLEM	Recent Listings Update	5214	5214	0	0	No	Yes

Property View Report
 14-04-2009 to 14-04-2010
 Sorted by Street Name

Street Name	Web	Mobile	Email	Outlook	RealEstate.com.au	Domain.com.au	Google	Unknown	Total
2 Annes Lane Warrnambool 3280	2	0	0	0	0	0	0	0	2
131 Caroville Drive Warrnambool 3280	0	0	0	0	0	0	0	0	0
42 Cherin Drive Warrnambool 3280	0	0	0	0	0	0	0	0	0
37 Colcott Street Timboon 3289	0	0	0	0	0	0	0	0	0
2/12 Dunlea Court Warrnambool 3280	1	0	0	0	0	0	0	0	1

Better manage distribution lists with Activity Reports about emailing activity and bounces.

Activity Report
 Date: 12:30am 14 Sat 09
 Agent: Wilson Real Estate
 Status: **Unable to Process Some Emails**
 Report: Bounced Emails
 Activity: Bounced eMail Processing Completed.

- Bounced emails have been automatically unsubscribed from all lists.
- Bounced emails have been added to the BOUNCE list.
- Contacts with bounced email addresses have been flagged. They will not be included in future emails until rectified.
- Some bounced emails could not be automatically parsed. These emails have been included as attachments. You will need to examine these emails and unsubscribe the recipients from lists manually.

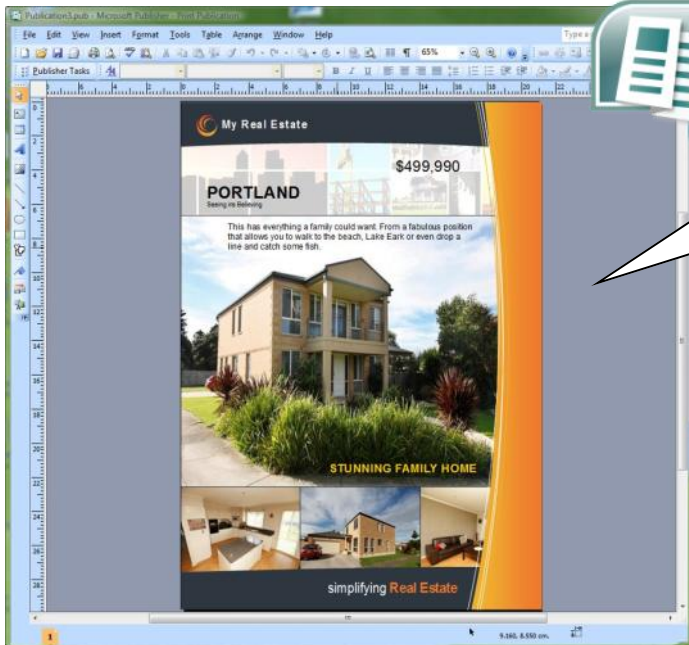
The following email addresses bounced:



Microsoft Office Integration Module

Helping you save valuable office time

The benefits of the Microsoft Office Integration Module are highlighted by the significant time savings that it offers in the areas of administration and marketing material production – you can achieve in a few minutes what would take significantly longer to do manually!



Create your own templates and generate stunning Publisher Brochures with a few mouse clicks!

Create animated Power Point Presentations. Ideal for a low-cost animated window display.

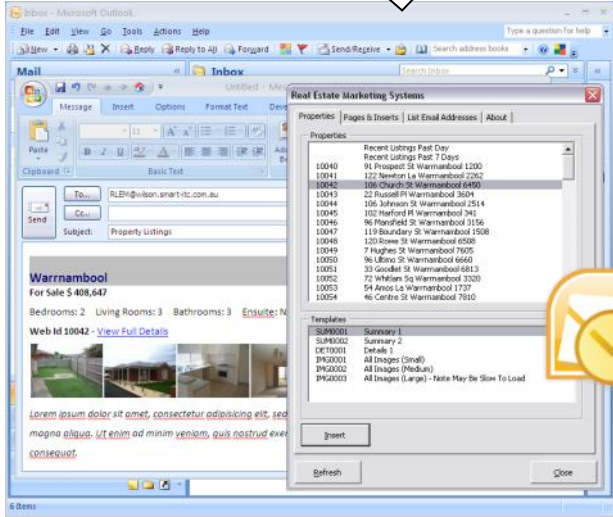


Export reports to Excel.

Insert Property details to Outlook for quick and stylish emails. Integrate to CRM for list distributions.



Insert Property details to Word. Create mail merges using CRM.

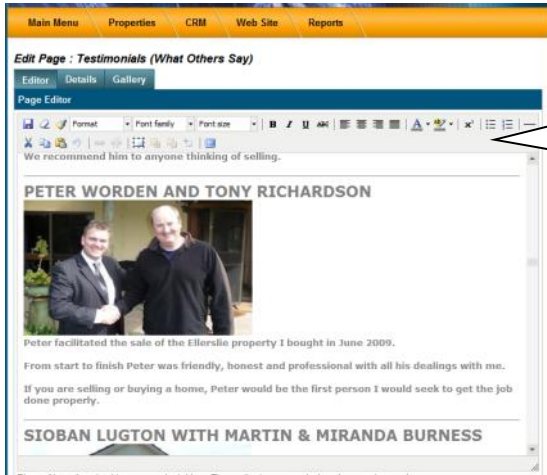




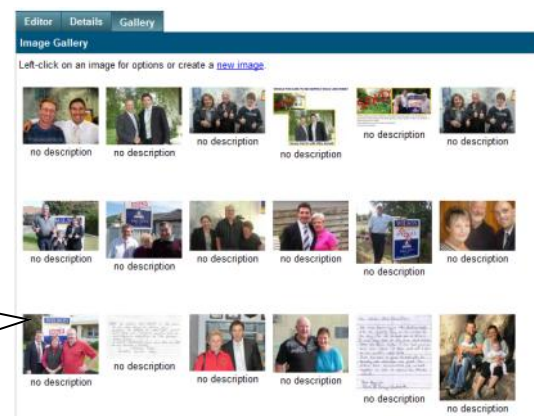
Web Module

The Web Module is more than just a web site...

The web module lets you publish properties to a web site. We can build and integrate your web site, reuse an existing web site, or you can use your current developer and have them integrate to our back-end system.



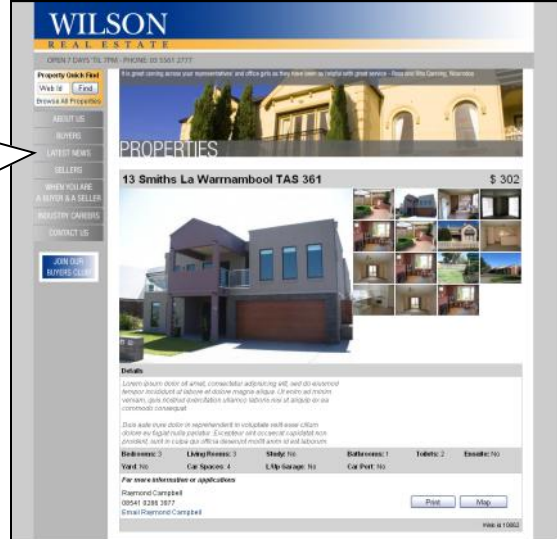
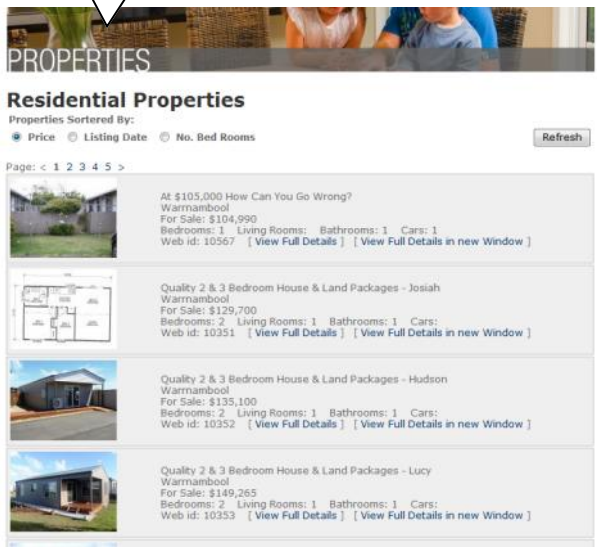
Web Page Editor — manage your own site content.



Upload and insert images and files to generic web pages.

Automatic generation of categorised and storable property listings

Property Details, Images and Maps



Generate and Export Reports

Property View Report
14-04-2009 to 14-04-2010
Sorted by Street Name

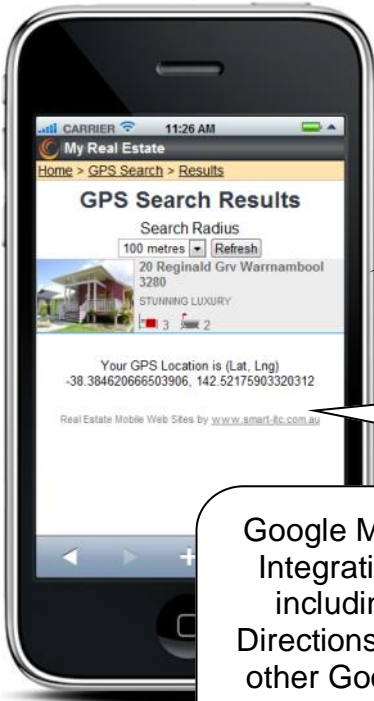
A	Web	Mobile	Email	Outlook	RealEstate.com.au	Domain.com.au	Google RE	Unknown	Total
2 Aene Lane Warrnambool 3203	1	0	0	0	0	0	0	0	1
1/31 Caroville Drive Warrnambool 3200	2	0	0	0	0	0	0	0	2
42 Charlin Drive Warrnambool 3200	1	0	0	0	0	0	0	0	1
Timber 3204	0	0	0	0	0	0	0	0	0
2/12 Dunlea Court Warrnambool 3200	0	0	0	0	0	0	0	0	0



Mobile Web Site Module

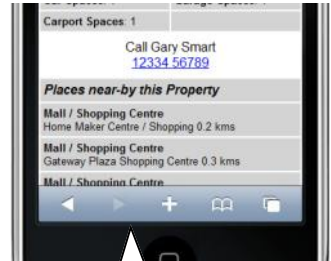
Deliver information to house hunters when they want it

In a world where the consumer wants information quicker, the Mobile Module lets you deliver property information to them on the spot.



Easy to Use Interface

- Browse Properties
- Search Properties
- GPS Location Search

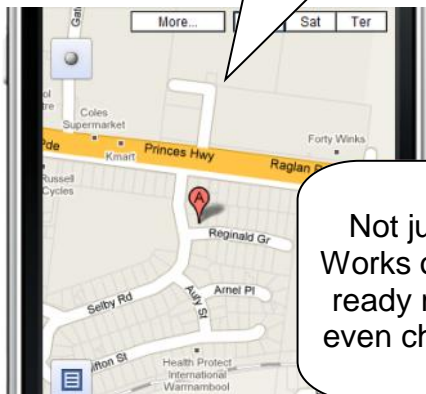


Places of Interest (ie near-by schools, shops...) integration available.

On GPS phones, **GPS Search** takes you straight to a Property's page while you are standing outside the Property !

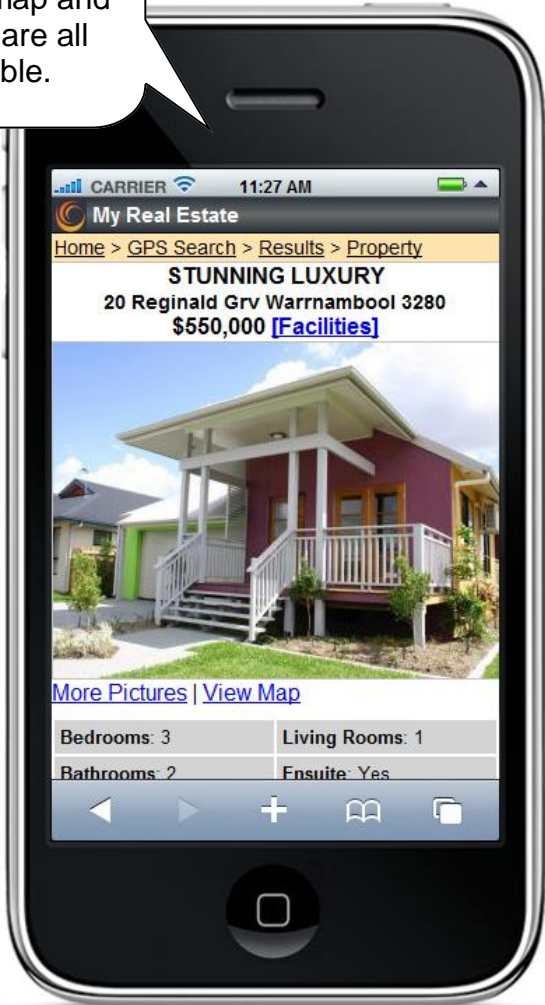
Google Maps Integration, including Directions and other Google features.

Property information, pictures, map and facilities are all available.



Not just for iPhone. Works on most internet ready mobile phones, even cheaper models !

Full landscape mode Support.



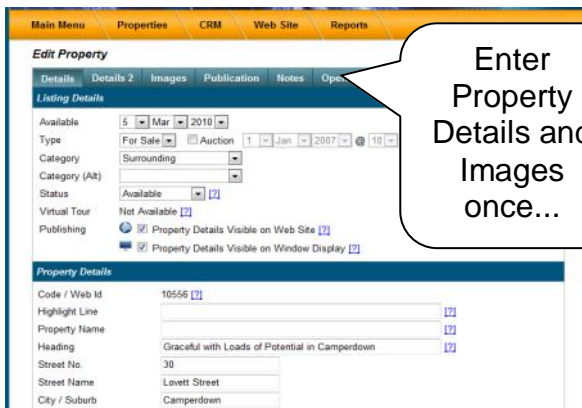
Generate QRCode's for Newspapers, etc



Portal Module

Eliminate Double-Handling of Property Information

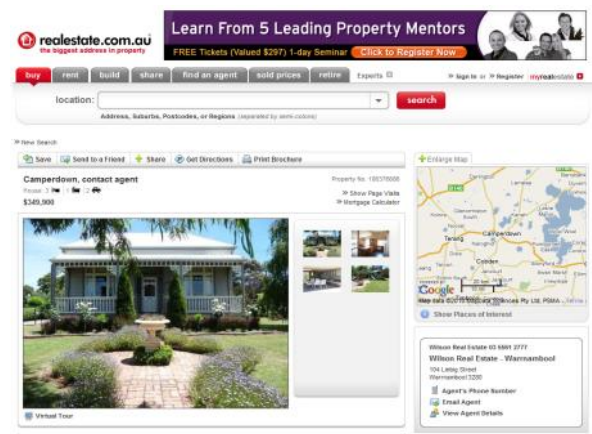
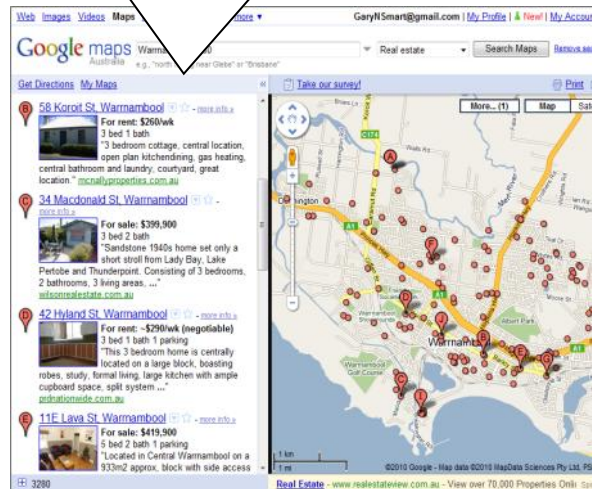
The Portal Module synchronizes your property portfolio with third parties, such as Real Estate View, RealEstate.com.au and Domain.com.au. It will save you hours of double keying and cross-checking property information in different web sites – you just enter property details once and automatically they are synchronized to third party web sites.



Enter Property Details and Images once...

...And publish simultaneously to multiple Web Sites, including -

- Your Web Site
- Your Mobile Web Site
- RealEstateView.com.au
- Domain.com.au
- RealEstate.com.au





Places Of Interest

Give House Hunters More !

Enhance Your Property Listings automatically by including near-by places of interest such as Schools, Shops, Childcare and Parks.

Yes 2 No \$419,900

Places of Interest near this Property (within 2 kms)

[View this Property and these Places of Interest visually on a map](#)

- Childcare** - ABC Developmental Learning Centre Warrambool 0.2 kms
121 Whites Road, Warrambool 3280
- Secondary College** - Kings College 0.7 kms
44 Balmoral Rd Warrambool VIC 3280
- Mall / Shopping Centre** - Centro Shopping Centre 1.5 kms
Hopkins Hwy, Warrambool Vic 3280
- Secondary College** - Warrambool College 1.5 kms
Grafton Rd Warrambool VIC 3280
- Mall / Shopping Centre** - Gateway Plaza Shopping Centre 1.9 kms
Raglan Parade Warrambool VIC 3280
- Park** - Albert Park 1.9 kms
Cramer St, Warrambool Vic 3280

[View this Property and these Places of Interest Visually on a Map](#)

Other nearby Properties (within 2 kms)

- [42 Cherlin Drive Warrambool 3280](#) (Web Id 10014) (0.5 kms)
- [5 Garden St Warrambool 3280](#) (Web Id 10024) (1.1 kms)
- [2/12 Dunlea Court Warrambool 3280](#) (Web Id 10017) (1.1 kms)
- [1/31 Caroville Drive Warrambool 3280](#) (Web Id 10032) (1.7 kms)

For more information or applications

Web Site Property Listing showing what is near-by.

Near-by places come automatically from a central geo-database. You can also add your own.

The **Street View** feature is integrated with Google and lets you take a virtual tour of the street. How useful for non-local house hunters.



Places of Interest can also be viewed visually with Google Maps integration.



Clicking an icon shows you more information about the place of interest.

Emmanuel College (Senior Campus)

Secondary College
37 Ardlie St, Warrambool VIC, 3280

Emmanuel College is a Catholic, co-educational, secondary college. The College is situated on two campuses in Warrambool, located at the end of the Great Ocean Road in Victoria's Western District. In the tradition of the Sisters of Mercy and the Christian Brothers, Emmanuel has been educating students since 1872. Our mission is to encourage our students to develop to their full potential and make a positive contribution to their community. We aim to provide a school environment that encourages a sense of identity, development of faith and enjoyment of school life. (source: web site)

p (03) 5560 0801
e info@emmanuel.vic.edu.au
w www.emmanuel.vic.edu.au

Different places are depicted by different icons.

These circles represent 1km distance spans from the Property.



Window Display Module

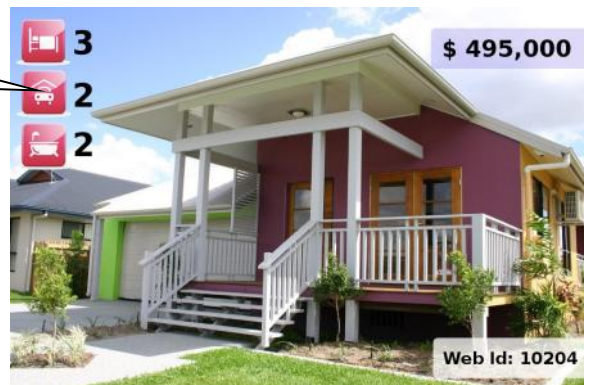
Every Real Estate Agent has a printed window display of some sort. Why not compliment your display with a fully electronic system. They look great!

This system is fully integrated, automatic and displays can be at multiple and remote locations.



9 Monitor Matrix

Sample Slide



An alternative is to create a low-cost display with a PC and Power Point.—see Office Integration Module.



There are options to Burn to a DVD or display on TV

1 Aberline Rd Warrnambool Victoria 3280 Available: 01 January 2007
 Neat and tidy family home with a large workshop and storage. Ideal for the practical man or for a home business.

Bedrooms	Living Rooms	Study	Bathrooms	Toilets
4	1	No	2	3
Yard	Car Spaces	L/Up Garage	Price	
Yes	3	No	\$ 300000.00 to \$ 325000.00	

For more information

Name: Gary Smart
 Mobile: 1234 5678
 Web Site: re.smart-itc.com.au
 Property Code: WBL8876

SMART PROPERTIES www.resmart.com.au
 20 Reginald Grove, Warrnambool Victoria 3280. Ph: (03) 5562 4692

Warrnambool \$ 230/wk web id: NICH33
 Good sized 3 bedroom house, freshly painted, good condition, Built in robes, open plan living and dining, gas heating, single garage and enclosed yard.