

25 reasons why MyDesktop should be an integral part of every Real Estate Agency

Assistance with the administration of your office

1. There is no need to install or maintain any software.
2. All upgrades are automatic – they will simply appear on your screen and be available when they have been developed and fully tested.
3. The functions of potentially many non-integrated software systems that you currently run are consolidated into a single system (with a single point of entry).
4. All types of office structure are catered for. It is equally effective if an office works around a structure of a central administrator/customer service office or if every employee/sales rep is responsible for their own activities.
5. Different levels of access and functionality can be established for different employees. All employees can have access, the System Administrator will determine how much.
6. There is only one supplier of a larger system to deal with, not many suppliers of many smaller systems. Therefore, there is only one payment to make each month and one place to call if there is an issue (and no more blaming “the other software”).
7. There is a manned support desk (where you will get straight through to a real support person) and online help to ensure that you are never alone. Above all, the support staff recognise and respect the fact that you may not be a technology wizard.
8. Secure and automatic offsite back up of data (at no additional cost).
9. The integrity of the overall office database is protected through the ability to prevent staff from exporting or deleting contacts.

Improve your profitability

10. The system can produce real and measurable cost savings, particularly in the communication and labour cost areas. The ability to load listings to the major portals (domain, realestate, realestateview and realtyonline) simultaneously will reduce many man hours of time wasted each week loading a listing to each of the major portals and your web site individually. The integration of SMS messaging throughout the system will enable you to reduce your phone bill substantially. Consider the monthly cost of calls made to the mobile phones of staff, suppliers, maintenance providers, tenants etc. Initiating an SMS message from MyDesktop instead will both reduce the cost by up to two thirds (based on average call time of 3 minutes) as well as record a history of the communication.
11. You may no longer require other software systems and as such will eliminate monthly subscription and/or maintenance and support fees for those systems. Furthermore, because **MyDesktop is charged on a subscription basis per office and not per user**, up to 20 employees can access the system without increasing the monthly subscription rate.
12. The system is future proof through our continued focus on research and development. As such, you will not need to continually buy upgrades or a new system altogether because of obsolescence of software.
13. The system enables the recording, collating and reporting of the ways in which your customers found your business - this is crucial data in the process of allocating your marketing budget.
14. Statistical data including numbers of appraisals, listings (active and gained), properties under management, gross commissions earned etc is automatically calculated and reported.

Streamline the efficiency of your business

15. The system is accessible away from the office using only a web browser (there is no requirement for expensive software solutions to enable remote access).
16. Greater capacity for staff to spend more time “on the road” without compromising their access to essential information and databases.
17. All staff can access the functions through the simple process of allocating each a user name and password.
18. Each Sales Rep. can utilise MyDesktop to produce their own Customer Relationship Management system but the Administrator/Principal will have total access to all client contact lists (recognising that the client is a client of the Agency as well as the Sales Rep.).
19. A common system accessible by all employees will ensure an organized and coordinated approach to customer service and follow up, particularly given the full integration of all reminder functions with the online diary/task manager.
20. Data entry is reduced through the same data being utilised by multiple functions.
21. Contact with all clients initiated through the system (including notes added as a result of a phone conversation) is recorded and accessible and the system will produce reports of contacts with whom you haven't communicated for a designated period of time (a short cut “wizard” has been developed specifically for this task).
22. The structure of the system is such that it can be moulded to the requirements of the agency and not vice versa. The agency can choose to use only those components which suit the operation of the agency without impacting the overall effectiveness or performance of the system. Other functions can be introduced as the agency becomes comfortable with their use.
23. The system will keep the functions of the databases and the agency web site up to date with minimal effort.
24. MyDesktop has been (and is continuing to be) built from the feedback and requirements of agents. It is intuitive and beneficial to all staff, not only those with a technological background.
25. Surveying of all clients can be handled through the system with results and prior year comparative results automatically collated and reported. The quantity and nature of the surveys is under the control of the agency.

Benefits exclusive to Best Practice Subscribers

- Establishment of **Best Practice Action Plans** to attach to contacts. All contact philosophies can be formulated and automated including access to Best Practice developed template letters. The timing and nature of the contact (letter, email or phone call) can be predetermined and allocated to any staff member. The task will be inserted in their integrated calendar/task manager system (they will receive an email each day identifying the tasks required of that day) and emails can be set to be automatically sent at the designated time. All emails are fully personalised and branded.
- The integrated **Survey Manager** will allow you to telemarket, email or print and post surveys and the telemarket and email responses will be automatically collected and the results collated and reported. Subscribers have direct access to Best Practice developed surveys and/or they can simply produce their own. Results are reported for the year to date and compared to the previous year.
- The **“Who do I need to contact today”** wizard will ensure that all clients are contacted regularly. All contact initiated from within the MyDesktop system is logged and to ensure that contact disciplines are being adhered to, the wizard will list all clients who have not been contacted within a certain time frame (with the time frame determined by you).
- Direct access to all communication templates and surveys developed by Best Practice based upon years of experience and research. As subscribers, you have access to all information produced by Robert and MyDesktop will enable you to automatically insert communication templates into action plans and to immediately utilise all Best Practice surveys.

25 (of the many) invaluable functions of MyDesktop

Web advertising of listings (sale and rental, residential and commercial)

1. **Multi site bulk uploading.** MyDesktop will simultaneously upload listings to domain.com.au, realestate.com.au, realestateview.com.au and realtyonline.com.au (for subscribers to those sites) as well as the Agency's own web site.

Marketing of the Agency and its listings

2. **Create window cards, property profiles and stock lists** (available sale and rental properties) in PDF format for hard copy printing and distribution at home opens, via mail out etc.
3. **Automatic buyer/tenant match.** New listings entered into the system can be automatically matched against existing buyers and tenants whose requirements match the characteristics of the property.
4. **Automatic listing match.** New contacts can be entered into your CRM system and automatically matched against your existing listings or rentals. The listing match functionality is also available for existing contacts and multiple buying or renting requirements can be assigned to each client
5. Understand the effectiveness of your email campaigns. The **Campaign Manager** enables you to identify who has opened your emails and how many times. This function will allow a better understanding of genuine buyers. For example, a property profile is emailed to a number of potential buyers. If you know who has opened the email more than once, the likelihood is they are worth following up.
6. Categorise your contacts according to their level of interest. "Hot" buyers will be highlighted in a list of potential buyers produced when a new listing is entered into the system.
7. Full and customisable reporting facilities are available to produce property and client contact reports. To assist with the marketing process, listing reports, vacancy lists, listings by sales rep, postcode, price range etc can be produced for internal or external distribution (email or mail merged into a word document).
8. The full branding of the agency can be produced on every email distributed via the Mass Communicator system.

Efficiencies in communication

9. The **Mass Communicator** enables email or SMS messages to be sent to individuals or simultaneously to whole categories or multiple categories of contacts. The email (which can be branded with corporate colours and logo) can be a simple communication, a branded property profile (as it would appear on the internet) or in fact any document or attachment. Emails and SMS messages can be fired off to recipients simultaneously which is ideal when a mass email of a property profile is generated. An accompanying SMS prompts the buyer to read his/her email so as to maximise the level of response.
10. Initiate individual SMS messages from the **Quick SMS** function on the MyDesktop home page (this can generate significant savings in calls to mobile phones).
11. The **Vendor Login** facility enables your vendors to login to an area via your web site and access information on the progress of the sale of their property. This information includes Home Open/Inspection feedback, web site visits to their property etc.
12. Integrates with Microsoft Word. Contact details can be exported from MyDesktop for the purposes of mail merging and the generation of a traditional mass mail out.
13. Full intranet functionality for franchise groups.

Customer Relationship Management (full CRM functionality)

14. Capture, categorise and electronically store the contact details of potential clients registering an interest on the web site or against a specific property. No more re-entering data received via an email (assuming the email isn't lost in the system) and MyDesktop will even set up a reminder in the built in diary/task management system of the rep who listed the property.
15. Create and customise your own Contact/Address Book and categorise the contacts according to your own categories. There is no limit to the number of categories that can be created and entering a contact into multiple categories (eg "buyer above \$500,000", "multi unit developer" etc) is a one step process.
16. Each contact has a facility to attach extensive notes as well as anniversary/follow up reminder dates etc to ensure a full record of the person is always accessible and future contact is ensured. All communication initiated via the Mass Communicator is also automatically logged.
17. Clients who wish to have the agency stop sending them communication, specifically emails, will have their contact details automatically moved to the archive area when they "unsubscribe" from an email (the "unsubscribe" feature is included in every email generated by the MyDesktop system). This will ensure that your clients' wishes are always honoured without your staff having to do anything.
18. You can set rules to ensure that your database is always current. The Rules Manager function will enable you to predetermine the amount of time that a contact remains in a category before it is moved elsewhere (if necessary). For example, a potential tenant tends not to be a tenant for long so a rule can be set to move the potential tenant from the "tenant" category to the "e-newsletter" category or "past tenant" category after say 30 days. This way, your data base is continually cleaning itself.
19. **The Survey Manager** enables you to create your own surveys and then have the results automatically collated and reported if the survey is either telemarketed or sent via email (surveys can also be produced for traditional posting). Integration with the Mass Communicator module enables you to email one of your own unique surveys to a class or multiple classes of contacts simultaneously.
20. **Communication Action Plans** can be created and assigned to each contact or class of contact to ensure that the communication disciplines of the agency are followed. Emails can be programmed to be sent automatically and follow up phone or personal communication requirements will be inserted in the task manager of the staff member responsible for that task. Different tasks in a single Action Plan can be assigned to different staff members.

Time and Efficiency Management

21. A built in **Diary/Calendar system** will enable all staff to set appointments for themselves or others and then, if required, receive an SMS reminder of the appointment at a predetermined time prior to the event. This function is ideal for staff who spend time away from the office. In addition, an email is automatically generated each night which identifies the next days appointments for each staff member.
22. A built in **Task Manager** will enable tasks to be set as well as accumulate the follow up requirements as determined by plans determined for each contact in the Address Book. A list of tasks/follow ups required of each staff member will be emailed every morning and will continue to be notified until that task is marked off as having been completed. This function can significantly contribute to the provision of quality customer service.
23. The system will allow contacts, tasks and follow ups to be allocated to one or multiple staff members from the single allocation process.
24. Data can be exported to or imported from other popular local database systems.
25. Key Performance Indicators and statistical information are collated and reported based upon the information entered into the system.

Do you require more information?

Contact us on 1300 656 168
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