GOT CHALLENGES?

WE'VE GOT SOLUTIONS!

Focus Realty

Real Estate Agency System

FOCUS
software solutions

Focus Realty

More than just a property search...

"Focus Realty can assist you in providing your clients with exceptional service, crucial feedback and regular contact, all while making sure your computer systems are not getting between you and what you do best - meeting people and selling real estate."

- **Improve Overall Efficiency** - Keep your clients up-to-date, have more time to prospect, keep accurate records, never overlook a detail that keeps a sale from closing, never lose a client's phone number, never miss an appointment to show a property.
- **Enhanced Confidentiality and Security** - Protect your confidential property listings, buyers and leads by showing users only what they need to know in a timely and effective manner.
- **Continued Relevance & Integration** - Keeping pace with the rapidly changing technology and software needs of today's Real Estate Professional. Facilitate integration to office productivity tools such as Microsoft Word, Excel, e-mail, the web and more.
- **Thorough understanding of your needs** - Over nine years of experience give us a deeper understanding of your business needs to help you implement efficient systems which ease your workload while improving your customer service and contact.
- **Flexible & Modular** - Modular installation and competitive pricing to fit organisations of all sizes.

"It brings it all together, saving time and effort while keeping our agents much more informed and efficient and our clients highly satisfied."

Sales Agent Friendly

"Spectacular functionality that comfortably spans our needs. Ease of use and flexibility is remarkable. Other real estate systems should aspire to this standard."

The proper use of technology is fundamental to nurture effectiveness in today's markets. It separates the leaders from the followers and enables you to operate even more efficiently and profitably. Time is costly and therefore speed, accuracy and ease-of-use help you create an optimal use of your time. The quality and completeness of the information govern the precision and insight of your operation. Together these elements add up to profit.

Focus Realty provides you with relevant information on your business. **The system works with you, and for you in giving you actual information, not just data,** enhancing your ability to operate efficiently and effectively. **All information is readily available at the touch of a button**. No more hunting through piles of files and spreadsheets or trying to think where you stashed that important note.

Focus Realty organises all of your important business information in one place. All the information is readily available at hand with handy short-cuts placed in context sensitive locations. With a state-of-the-art and intuitive user interface the learning curve is drastically reduced enabling you to start working with the system immediately. People who are familiar with any other Microsoft Windows based application such as Microsoft Word and Excel are up and running even faster. This is backed by a reliable database back-end, a workhorse which can take the worst of treatment with zero instances of database corruption or data loss in our long history of development with this tool.

Focus Realty covers an extensive area of functionality as required by professional real estate agents. **Our complete understanding on real estate means that we understand the challenges that you face.** The result is a product that works the way that you do. It is also modular and flexible, which means that you can pick out only the elements of the system that will benefit you. **Irrespective of the size** of your organisation we can customise the system to your requirements and size**.** And you have the reassurance that **the system can grow with you as your business grows.**

Our modular pricing policy is combined with sensibly priced integration, support and consultancy services to give you highly competitive total cost of ownership.

Module	Description
Property Register	Capture all the necessary details and track changes done to properties
Prospect Manager	A full Customer Relationship Management system to follow up potential buyers
Realty Plus	Automated calendars, keys management, inverse cross matching & much more
Short lets	Manage short let properties like you are managing a hotel
Advertising	Book Advert schedules and compile list of properties to advertise
Sales Management	Captures details of preliminary agreements through contract
Staff Commissions	Automatically computes and manages commissions due
Website & online interface	Build a new Website or Interface to your current website with automatic updating
Multiple site-support	Seamless integration between databases in remote offices

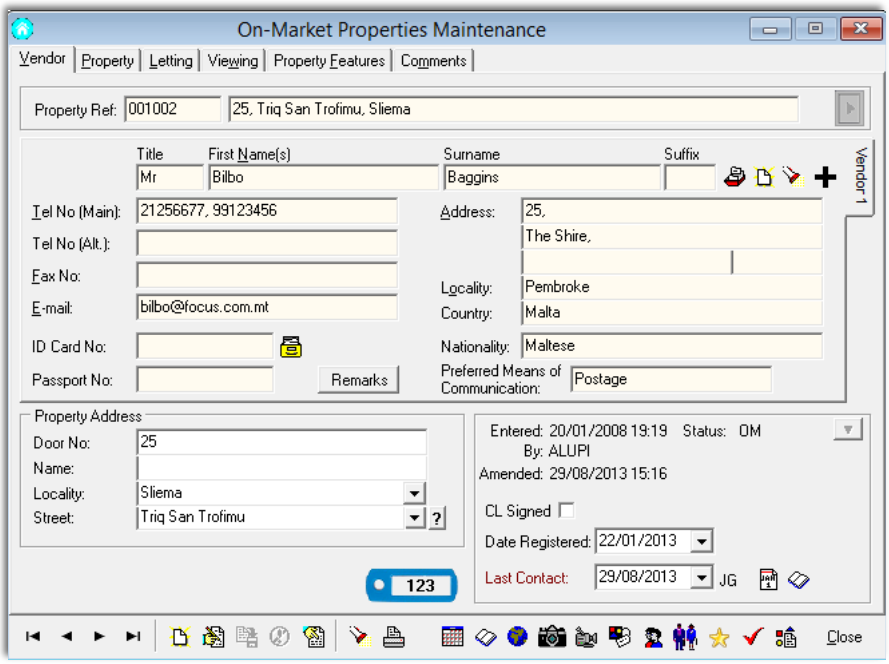
"Focus Realty contributes real values and competitive advantage to your business, however large or small."

Property Register

The Property Register is a feature packed module with extensive functionality to capture as many details as necessary for your new properties. It provides a platform to ensure that data is input correctly once; and at source and to track changes to the property details over time, allowing you never to miss a minor detail.

You can also choose which details are relevant and which are not and customise your own set of input boxes to suit these needs.

Keep track of property details and notes for all your listings, track communications with vendors, price changes, offers, and on-site visits. **All facilities are available at a click of a button from a single screen.**



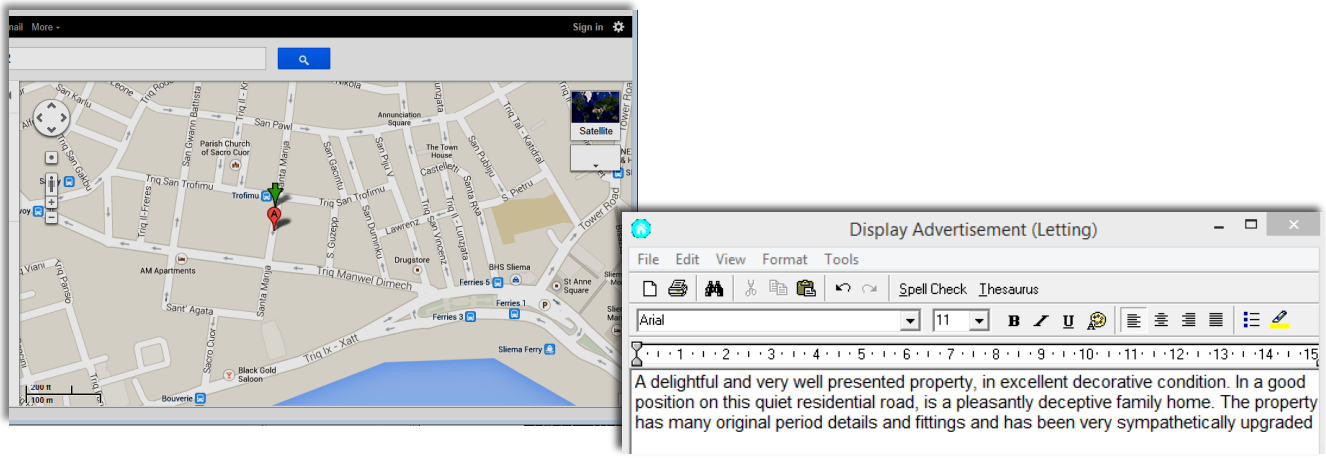
Key Features:

Efficient storage of Data

- Full capture of property and vendor's details;
- Flexible and extensive classification of property type and status - facilitating eventual searches;
- Flexible and unlimited user-defined property features of a variety of types including yes/no questions, dimensions, look-up lists, etc.

Turn data into rich information

- Rich text support for display and classified advertisement texts including interactive thesaurus and in-built spell checker which high-lights errors as you type;
- Unlimited number of property images and files of any type including movies, site plans, presentations, etc, with the option to restrict distribution of confidential files to external parties on individual items;
- Extensive support for marking properties on street maps and Google maps.



User friendly interface and extensive search facilities

- Separate details on one screen for properties for sale, long-let and short-let;
- Property Search - enables you to perform searches for available properties against requirements and budget. A simple yet extensive user interface providing the required results in seconds.

Efficient data tracking

- Track properties for a given vendor or developer;
- Full property history listing changes to property details over time, correspondence with vendor, offers made and other notes.

Efficient usage of Data

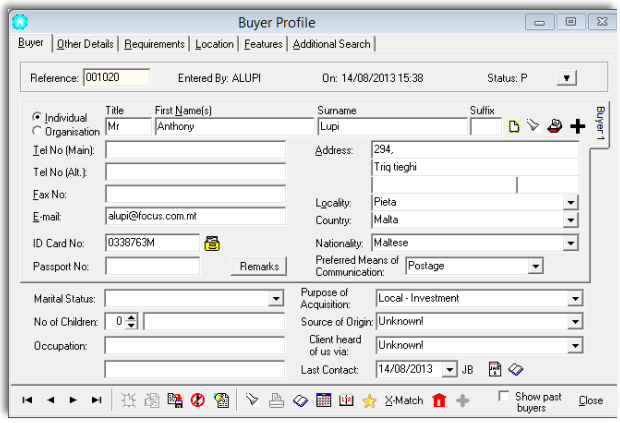
- 'On-the-fly' conversion of metric to imperial measurements & v.v. Users may choose their preferred system;
- Support for blocks and developments, with options for filtering out similar properties within a block on reports and on the website;
- Separate registers for on-market and off-market properties with seamless integration of the two where relevant.

It is your 'personal assistant' -

- User maintained task-list with reminders for a user-defined list of task types;
- Audit changes to properties if you need the control. Let anyone record changes to the properties but monitor these through an authorised user before they are committed. Make sure the advert text is fluent, verbose and spell-checked before you send this to your advertisers or your web site;
- Daily Updates - ensures that all your staff are instantly aware of new property registrations, properties which have come back on the market, changes in prices and much more;
- Operational Reports - an extensive variety of reports with a varying degree of detail for use by consultants to perform their day-to-day work. Clear and well laid out reports addressed to a variety of readers including consultants and prospective buyers. Reports may be viewed on screen, printed or e-mailed;
- General Address Book - an extensive address book with details of vendors, contacts such as lawyers, notaries, third party agencies and more (address data is not included). Look up the phone numbers in last Sunday's papers before you phone. It may save you some effort.

Prospect Manager

Everything you need to know about your leads, active and past clients at your fingertips. **A full Customer Relationship Management system** with the additional benefit of recording prospective buyers' and lessees' details together with their requirements and budgets, including acceptable alternatives. Monitor and keep track of changing buyers' requirements and their preferences to the properties that you propose and show.



Simplify correspondence by using standard letters and a selection of reports together with mail-merge facilities. Keep track of all past correspondence, notes and comments for a given client. Print or e-mail reports and images of properties immediately as these become available on the market.

Key Features:

<u>Extensive Recording of data</u>

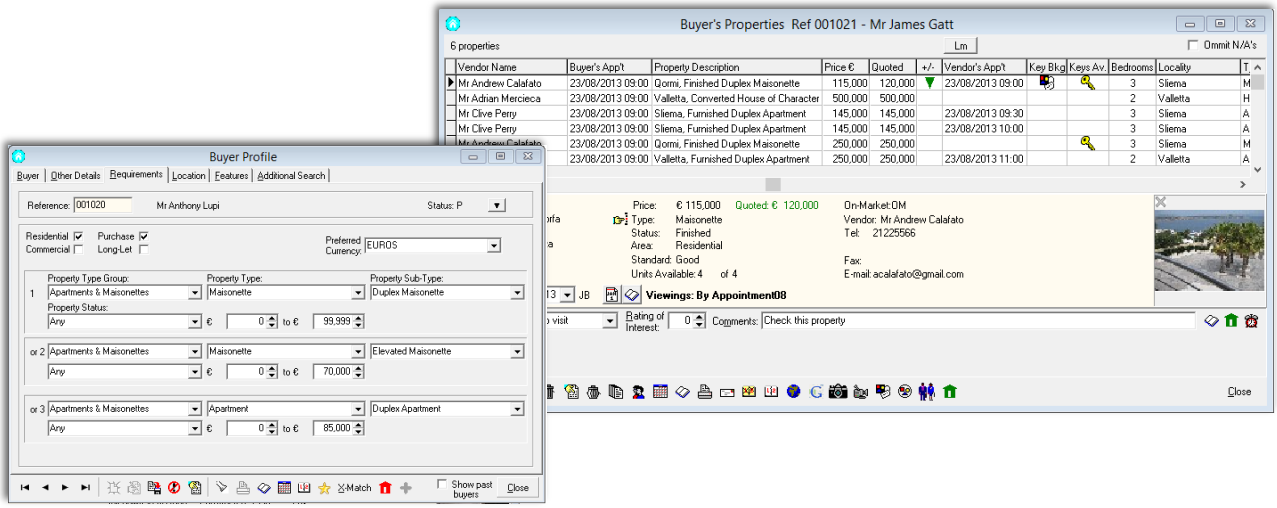
- Record all necessary details about your prospects and their requirements including preferred property types and geographical areas. Include their preferences for even minor details. You don't have to go though hundreds of property listings when you search for properties. Restrict the list as necessary.

<u>Instant and focused search options</u>

- Run instant searches against your property register for a list of matching properties. Drill-down to the necessary detail from a single screen: property images, movies and presentations, street maps, the full list of property features, property history and much more;

- Extensive cross-match facilities - Ensure you do not miss a single opportunity to make your buyers aware of the properties available. Repeat cross-match and inverse cross-match searches against changing requirements and budgets or as new properties come on the market and as prices change;

- Loosen your search criteria if insufficient properties match the requirements without loosing visibility of the original requirements and budget. You may want to try to convince your clients to consider alternatives if you cannot satisfy their specified requirements.

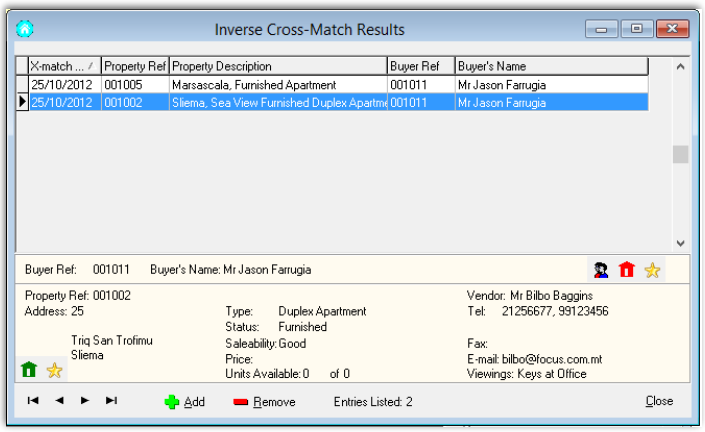


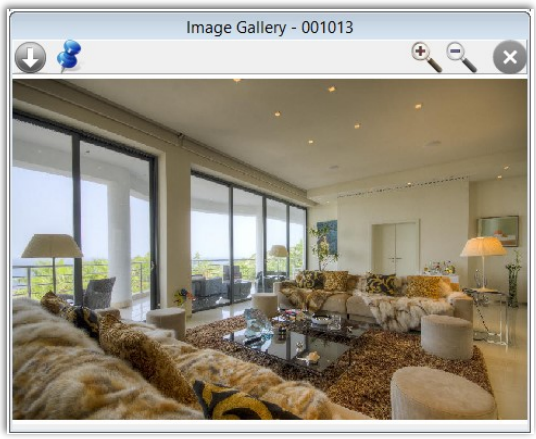
Keep proper track of your work

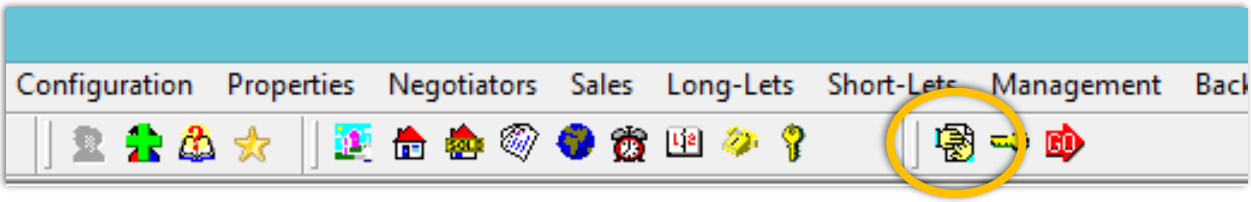
- Keep track of properties which you have proposed or visited together with your client's opinion on each. Assign ratings and action comments to each of the selected properties if you wish so that you can easily trace the ones which you wanted to discuss first when you next meet your client;

- Favourites - You're looking at an unrelated list of properties when suddenly you think that this one may be suitable for one of your clients. Add it to your favourites so that you can follow it up later. You don't have to interrupt what you are doing now;

- Monitor the performance of individual consultants providing statistics of number of appointments made, new properties viewed and much more. All against predefined targets. Ensure everyone is pulling the rope.







Communicate effectively

- Standard Letters - Build your own standard letters and use these immediately when required. Write your letters once using tools that you are familiar with such as Microsoft Word. Compose a letter in seconds to any of your vendors, prospects or any address stored in the address book. Touch it up if you wish to add your personal touch. Print it or send it as an attachment to an e-mail while filing a copy in the database to keep track of all correspondence;

- Mailing Lists - Full facility to compile mailing lists together with mail-merge facility automating the tedious effort of dispatching correspondence or e-mails. Interfaces to Microsoft Word, PDF and e-mail;

- Analyse your property listings against your buyers' requirements. - Discover where your shortages are, what prices properties are going for and what potential buyers are willing to pay for them;

- Go into discrete mode when your client pulls his chair in front of your screen. Hide confidential information immediately with a single key stroke.

> *"If you need a new machine and you don't buy it, you pay for it without getting it."* – Henry Ford

"Focus Realty has enabled us to focus our energies and resources on what we do best: meeting people and selling property."

Focus Realty Plus

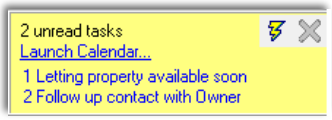
Many more features to simplify your daily work, making the system work around the way that you and your colleagues work, rather than the other way round. Make sure nothing slips your attention, and that everyone is on board working as a team.

Key Features:

<u>Allocate your resources & time better</u>

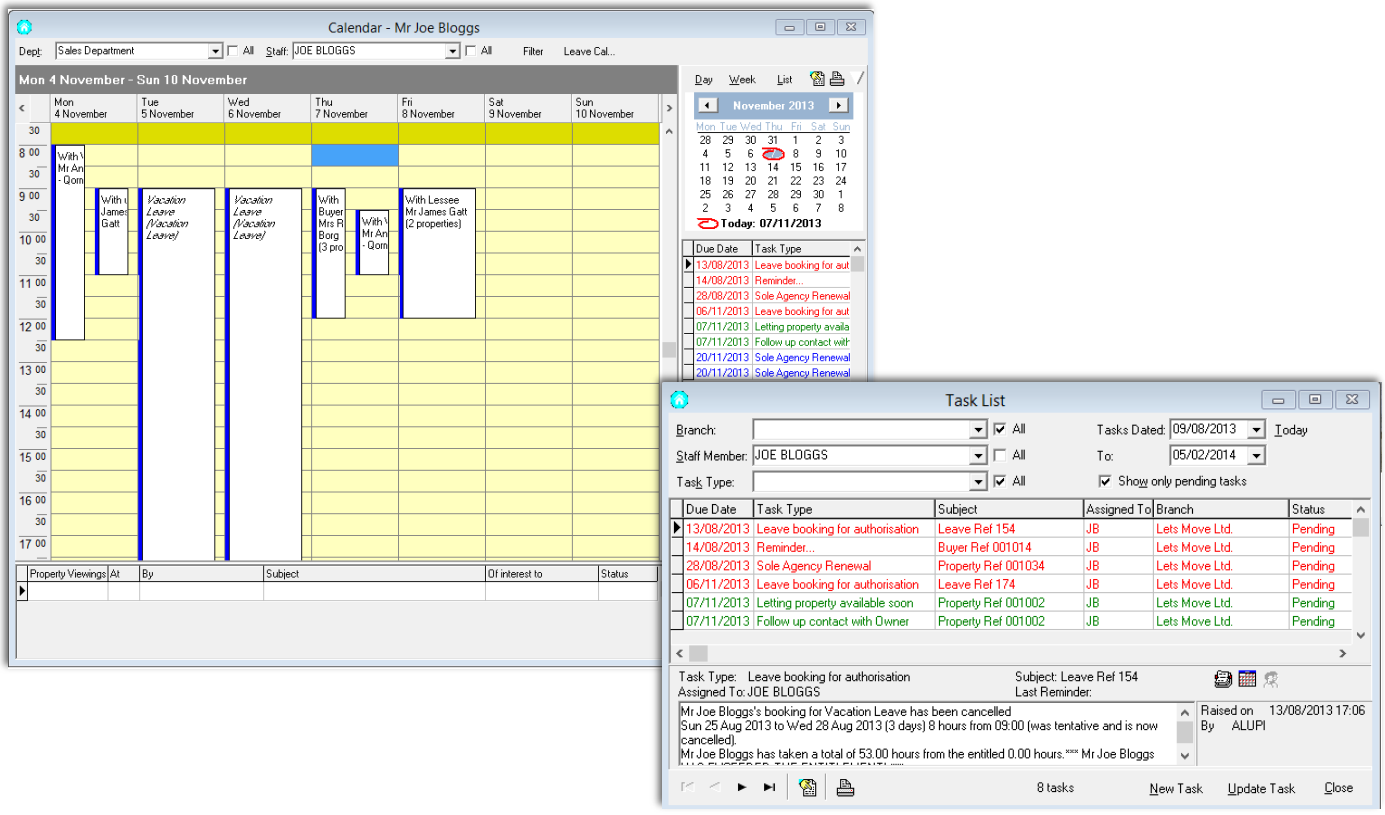
- Property Keys & Site Plans - Librarian style management of keys and site plans for individual properties when these are available, with full visibility of availability and the current location of such items. Avoid disappointments caused by over-lapping bookings and ensure that your colleagues return the borrowed items on time;

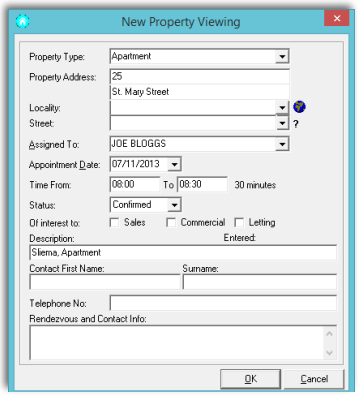
- Place a booking for the property's keys if you want to show a property quickly. Your walk-in client is in a rush and you don't have the time to book appointments with vendors. You can restrict your search to properties for which keys are immediately available in your office;

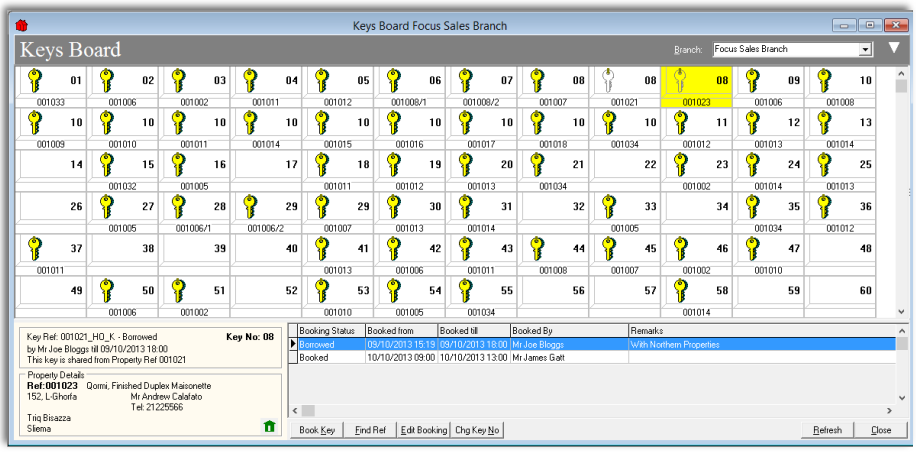


- Calendar - Make sure you don't miss a single appointment. Keeping an eye on the way your consultants make use of their time. Provides extensive facilities to record appointments with buyers and vendors, both current and prospective;

- Task List - A personalised to-do list with automatic reminders based on pre-defined rules that you define. Make sure that you keep constant contact with both vendors and prospective buyers.



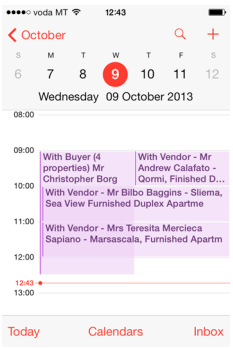




- Instant notification as new relevant events occur. You constantly know what is happening without having to interrupt what you're working on at the moment;

- Automated Reminders - Make sure all staff are aware of their tasks and that these are executed to completion and on time. Issue automated reminders as often as necessary giving your staff notification in adequate time before the task is due. As an option you can also send email reminders to user's mailboxes;

- Automated Inverse Cross-match - Runs automatically on a scheduled frequency and attempts to match buyers requirements against newly registered properties providing your consultants with a constant list of prospective properties for their buyers. An extremely powerful tool that matches properties to your clients requirements with zero effort.

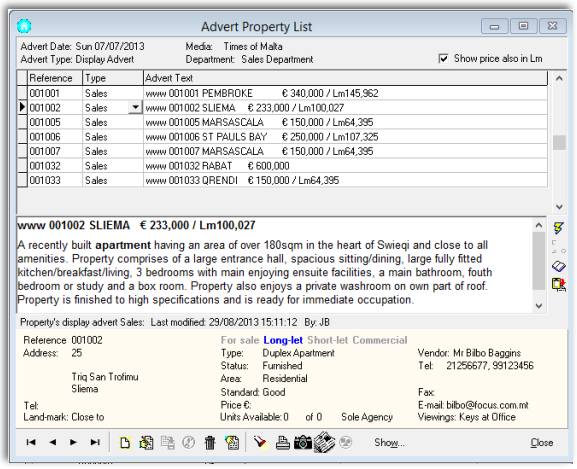


Seamless integration

- Interfaces to Microsoft Outlook and to smart phones for people who are constantly on the move. You don't have to spend time jotting notes on your diary any more. Send the appointments to your smart phone or print a detailed report of tomorrow's appointments with full addresses and contact info.

OTHER SPECIALISED MODULES

Advertising Module



A fully integrated advertising module with facilities to book advert schedules in advance with an unlimited number of media. It also gives the facility to compile the list of properties to show on each advert together with advert text and images.

Key Features:

- Integrated Advertising module with in-built processes to assist in the compilation of advert schedules for news papers and magazines;

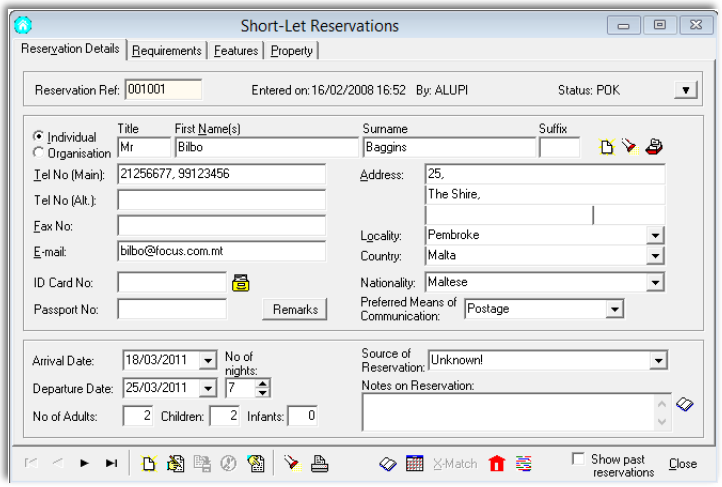
- Simplify the identification of properties to advertise by getting your consultants to short-list such properties. They know the market best;

- Facility to quickly compile advertisement lists to issue to the respective media in a variety of formats including Microsoft Word;

- Reconcile the advert media's invoice against pre-defined rates in no time;

- Full history of adverts for each property listing dates, media and advert text. Your vendors expect this.

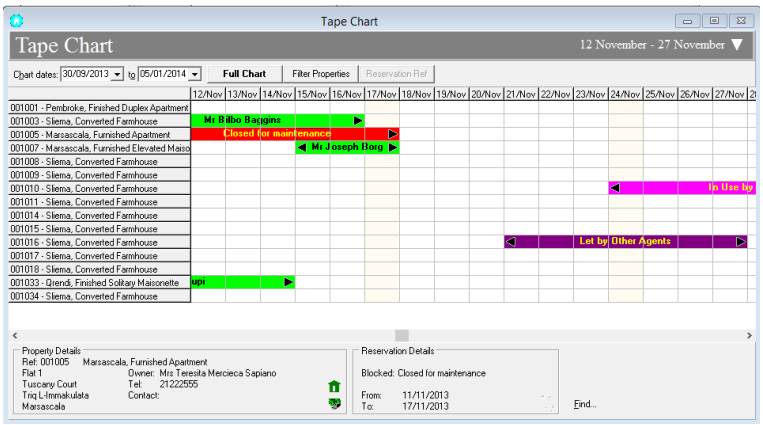
Short-Lets Management



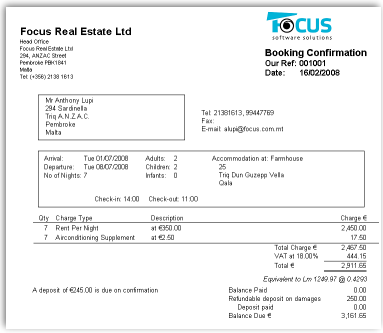
The short-lets module helps you to manage properties available on short-let like you are managing a hotel, with one difference: these properties may not be in your control. It is therefore harder to monitor availability when the owners or other agents are competing with you for availability. Furthermore, different owners may stipulate different requirements, such as deposits, check -in and check-out times, seasonal rates and more.

Key Features:

- Supports seasonal rates and an unlimited number of optional user-defined supplements;
- Facility to record bookings for short-let properties together with the necessary tools to follow-up progress on bookings through confirmation, arrival, departure and settlement;
- Facilities to run cross-match for letting properties against pending reservations based on client requirements, budgets and availability;
- Facilities to record third party events on properties such as reservations by other agencies so that you are constantly aware which properties are available and which are not;



- Extensive functionality with full visibility of the availability of each property in tape-chart form with customisable views;
- Facilities to follow up on last year's reservations. An opportunity to reap repeat business;
- Monitor cash flows, payments, deposits and refunds. Ensure cash is collected when due and monitor the return of cash on time.



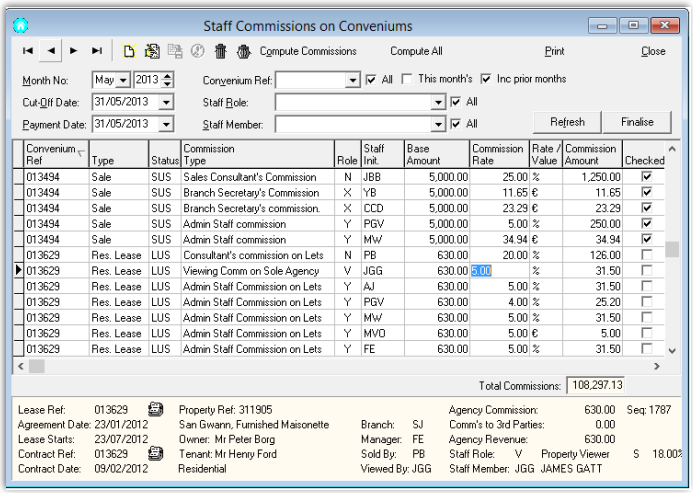
Sales Management Module

Captures details of preliminary agreements with follow-up options until the contract is signed. Ensure no detail is overseen which may cause your contract to fall through. Extensive management reporting on revenue, commissions due, staff performance and much more.

Key Features:

- Capture of preliminary agreement details following a promise of sale together with adequate tools to assist your staff in retaining continuous control over the sale until the contract is concluded.
- Support for sale contracts and long-let leases.
- Interfaces to Popular accounting packages such as Sage Line 50, Sage Line 100, Sage Pastel, MYOB, AccPac and others. Also interfaces to Property Register and Prospect Manager to provide complete history of both the property and the new buyer.
- Management reports to watch the bottom line - extensive reporting facilities providing analysis of volumes and revenues on conveniums and concluded contracts including commissions receivable and commissions payable.

Staff Commissions Module

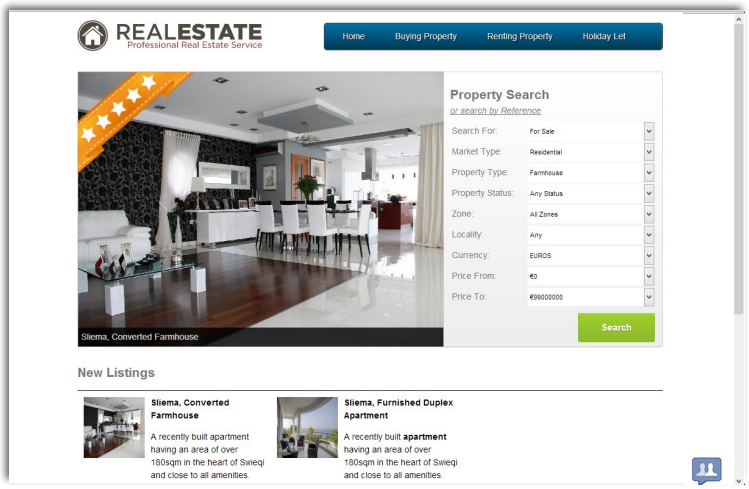


Computes and manages commissions due to your staff on preliminary agreements. Works in conjunction with the Sales Management module to determine net agency revenue.

Key Features:

- Automatic **'on-the-fly' computation of commissions payable** using a set of very flexible user-defined formulae. Devise your own formulae to work out how staff are entitled to commissions;
- Produces **forecasts of payments due** thus enabling accurate management reporting and cash flow management;
- Includes month-end commission finalisation procedures with export options to common accounting packages and payroll systems;
- Print, e-mail or archive staff commission payment slips in PDF format.

Web Site



Key Features:

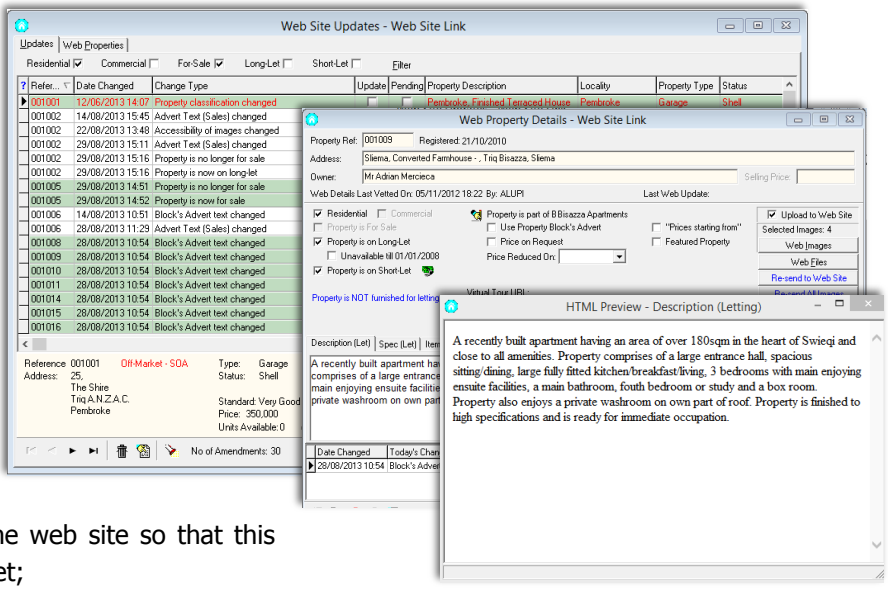
- Enables a global reach and wider client base;
- Provides an optimal browsing experience;
- Remember last search facility with ability to loosen search criteria;
- Selected properties may be highlighted via 'Featured properties' and 'New properties';
- Provides a fully SEO friendly platform to increase your ranking in Google and other search engines.

Web Site Interface

If you already have a website and have no plans of replacing it, we can automate the updates to your existing portal so that this is constantly updated with minimum effort.

Key Features:

- Interface to the company web-site with the automatic updating of available properties as properties become available on the market or as properties are sold. Ensure that your web site is up to date with changes to property prices, text, images and much more;
- Provides the **optional mechanism for vetting of property details** prior uploading to the web site, including the selection and positioning of images. Dictionary and thesaurus included.



- Configurable options to determine which changes should require vetting. E.g. you may wish to let your web site administrator review and spell-check the text of the property description, but you may wish that changes to prices and properties which are sold are immediately uploaded without human intervention;

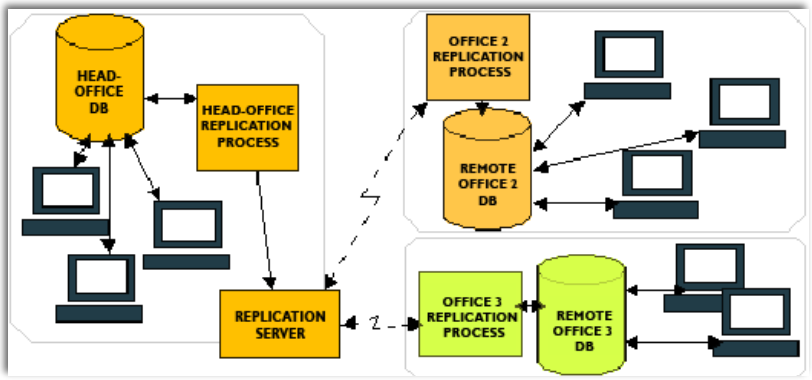
- Update your web site as frequently as you require, once daily or on the hour. **An automated and timed process** will communicate the necessary changes to the web site so that this reflects the current properties on the market;

- Option to **integrate enquiries** made through the web site into Focus Prospect Manager so that you may follow up enquiries made through the web site using the many facilities available in this module.

Multiple Site Support

For organisations which have a number of offices this module provides seamless integration between remote data-bases without the explicit requirement of a constant on-line link. This reduces your dependency on the telecom's infrastructure ensuring excellent performance at each office, even when lines are down.

Key Features:



- Provides automated and almost immediate synchronisation of distributed databases at each of the company's offices located wherever in the world. Distributes changes to data within minutes of these being recorded from whichever office;

- Fail-over mechanism with immediate recovery should one or more connections fail offering high availability and fault tolerant connectivity;

- Removes the dependency on costly 3rd party communications infrastructure and the equipment based at Head Office or any one branch thus ensuring continuous up time and performance at each branch;

- Only requires an appropriate communications technology, such as internet, between Head Office and the respective offices.

System Security

System Administrator functionality including user and user group maintenance and user access rights management, enable you to give access to individual staff members only to the functionality that they require. Supports facilities to restrict viewing of data if required. Should all your consultants view the details of each others' prospects?

Focus Software Solutions

Got Challenges? We've got Solutions!

Organisation profile

Focus Software Solutions is a professional organisation delivering state-of-the-art systems and services to the business community. The organisation employs highly trained technical staff whose combined knowledge and vast experience in the industry, is its most valuable asset .

Throughout our history we have sought to create strategic partnerships with our clients in both our delivery methods and continued support. We promise and deliver continuity through:

- prompt and efficient service;
- utilisation of latest value adding technologies;
- continuing professional experience of our people;
- professional project management and quality assurance using proven methods;
- allowing flexibility in our service provision such that systems evolve in line with your business needs and strategic requirements;
- applying international industry standard technologies that are robust and that extend system lifespan.

Our business rationale is simple. We excel in what we do turning projects into an uplifting experience for our clients. Our proof of this is simple: Our clients have been with us for years and our relationships are second to none.

FORGED BY EXPERIENCE

Powerful, Practical and Efficient

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