

MULTILINK'S 'SMART OFFICE'

WHOLE OF BUSINESS APPROACH

for estate agents

Including 'Automatic Service Delivery'

QUICK REFERENCE HANDBOOK

A) Managing your Agency's 6 Customer Categories

1. Leads & Buyers
2. Purchasers
3. Potential Sellers
4. Sellers
 - a) Pre Sale
 - b) After Exchange
5. Agency Staff
 - a) Sales Staff
 - b) Support Staff
6. Suppliers

B) Managing your Agency's Currently Listed Properties:

- Pre Sale
- After Exchange

C) Managing continuous Prospecting for Listings

The Multilink System



- A certified **World's Best Practice** quality endorsed program
- Certification ISO 9002 No 10500 by Standards Australia
- International Quality Certification – IQNet Reg No 61-10500

EVERYTHING I DO IS FOR ONE REASON –
TO INCREASE BUSINESS PROFITS

I WILL PROVIDE 20 INCOME PRODUCING
OPPORTUNITIES PER WEEK FOR EACH
SALES PERSON I EMPLOY

I WILL PROVIDE THE TOOLS TO GROW THE
RENT ROLL

I WILL PROJECT AN IMAGE OF BEING
CLEVER, EFFICIENT, AND HONEST

AND I WILL BESTOW THE BUSINESS
PROCESSES REQUIRED TO ACHIEVE THESE
GOALS

I AM YOUR COMPANY

1. LEADS & BUYER MANAGEMENT

- Lead Management.

Every enquiry is initially a 'Lead'. When Leads are qualified they become Buyers. During the 'qualifying' process you may discover that a Lead may also become the source of additional income, by being a Potential Seller, Potential Referral, Potential Landlord or Potential Mortgage

Lead Management tasks	When is it done?	Who does it?
Collect the 'Name & Mobile number' of all leads received via Open Houses (OFIs),	At OFIs	Sales Person
Insert these leads into Multilink's 'Smart Office'	After OFIs	Sales Person
Collect the 'Name & Mobile number' of all leads received via Telephone, Walk-in, Internet, Local Paper, Window, Company Magazine etc.	Daily	PA
Insert these leads into Multilink's 'Smart Office' – then SMS the enquiry to the appropriate sales person	Daily	PA
Assign Lead to a Sales Person and leave it for them to collect or SMS Text Message the Lead to sales person	Daily	PA
Insert 'Leads (Not Qualified)' received in the previous 24 Hours.	Daily	Sales Person
Insert 'Properties Inspected' info from the previous day	Daily	Sales Person
At the end of each day create a 'Leads (Not Qualified) list and follow up for Qualifying - OR	Daily	Sales Person
Email the 'Leads (Not Qualified) list to VPA (Virtual Personal Assistant) service	Daily	PA
VPA qualifies each 'Lead'. (see 'qualifying script')	Daily	VPA
After qualifying the 'Leads' the VPA emails the list back to your office with 'Notes' showing new information collected including Mortgage, Referrals, Potential Sellers etc.	Daily	VPA
Upgrade each 'Lead (Not Qualified)' to 'Buyer'. Also tag if they are 'Potential Sellers' (in your trading area), 'Potential Sellers' (outside your trading area), and Potential Mortgages etc.	Daily	Sales Person and PA
Refer any Leads who have a property to sell in another area to your Strategic Alliance Office in that area	Daily	PA
Refer any 'Potential Mortgages' to your Bankers	Daily	PA

- Buyer Management

Manage your Buyers, they are about to become property owners in your area. Even if a Buyer purchases through another agent you can still obtain their ongoing business if you manage them well. They may become Landlords or they may have a Trade-in to sell.

At your next Listing Presentation be sure to impress by producing a 'Qualified Buyers List' that displays all of the Buyers you and the other sales people in your company have registered in any given price range. These Buyers could be immediately 'Introduced' to that property prior to any advertising expenditure.

Buyer Management tasks	When is it done?	Who does it?
Match each new Buyer (New Matches) against your 'Current Listings' and/or 'Shared Listings' and send 'e-Brochures' of all 'Matching' properties, or SMS the buyers with info on the matches	Daily	PA or Sales Person
At the end of every day send a 'Welcome' email to all newly registered Buyers for that day.	Daily	PA

Send a 'Congratulations' email to Buyers who have purchased both Internally and from an External Agent.	As Required	PA
Email a 'New Listing Catalogue' and OFI Times to all Buyers.	Thursday	PA
Send a 'Buyer Verification' email enquiry to every buyer.	Monthly	PA
Match each 'New Listing' against your Buyers database and send those Buyers an e-Brochure & SMS, inviting them to a 'Preview Open House'.	New Listing	PA
Send a 'Homelink Newsletter' to every Contact in your Database	Monthly	PA

2. PURCHASER MANAGEMENT

When a Buyer becomes a Purchaser you can create an ongoing relationship.

Purchaser Management tasks	How many days after the Purchase is it done?	Who does it?
Send a 'Purchasers letter & kit'	1	PA
Instruct 'Purchasers Solicitor'	1	PA
Send a 'Household Inventory Booklet'	7	PA
Send a 'Pre-Settlement Checklist'	21	PA
Schedule when Balance of Deposit is due (if required)	30*	PA
Send a Change-of-Address, Telecom and Utility Company churn	30 *	PA
Send a 'Pointer Board Appreciation' letter	30	PA
Send 'Account Sales'	45 *	PA
Print 100 'Introducing New Neighbours' letters and give to Sales Person for Distribution	59 *	PA
'Purchasers' Questionnaire'	63 *	PA
Send 16 'Change of Address' stickers to the Purchasers for them to attach to invoices & notify friends etc.	63*	PA
Settlement Day Gift	5 days prior to settlement	PA
Conduct 'Meeting New Neighbour' interviews	2 days prior to settlement	Sales Person
After Settlement follow-up	5 days after settlement	Sales Person
* adjust the days these tasks need to be done according to the settlement date		

3. PRE LISTING MANAGEMENT

a) Your initial response to a Listing Opportunity, b) the individualised way you present your company's services, c) the way you conduct the Listing Interview, d) the way you display your real estate and local area knowledge e) and the professional way your company conducts follow-up after the Presentation - all contribute to your success.

Pre-Listing Management tasks	When is it done?	Who does it?
Pre Listing Appointment letter	Immediately an appointment is made	PA
Seller Counseling— checklist	Take to 1 st Appointment with Camera	Sales Person
My Army, / Relocation Companies, / Investment Advisers,		Sales Person
Schedule of Services	Take to 1 st Appointment	Sales Person
Advertising Schedules	Take to 1 st Appointment	Sales Person
Tailored and Individualised 'Company Capability Document'	Immediately after First Appointment	Sales Person
CMA,/ Recent Sales Catalogue, / Fact Sheet	Delivered at 2 nd Appointment (Pricing & Marketing Presentation)	Sales Person
Potential Buyers List	Delivered at 2 nd Appointment	Sales Person
Protecting Commissions by offering Multi-Listing, / Sell Flow Chart	Take to 2 nd Appointment	Sales Person
Post-Listing Presentation—Banker's Letter	Delivered after 2 nd Appointment	Sales Person
Monthly Newsletter / e-Newsletter	Monthly thereafter	PA

4. SELLER MANAGEMENT

- Pre Sale

How you manage the expectations of a Seller during the Pre Sale period will determine how they respond to later offers on their property

Seller Management tasks – Pre Sale	What day in the Pre Sale Process is it done?	Who does it?
'Welcome' letter and 'Advertising Schedule' sent to Vendor.	1	PA
'Seller's Solicitor' instructed	1	PA
'Pointer Board' Requests	1	PA
Prepare Editorial Copy, / Order Board, / Order Brochures, / Order Local Paper Advertising, / Order Daily Paper Advertising, / Order Corporate Magazine Advertising, / Order Photography, / Order Floor Plans, / Order Sketch, / Insert Advertisements on various Internet Sites, / Distribute New Listing to other Strategically Aligned agencies, / Order Window Display	2	PA
Print 200 'Just Listed Neighbour' Flyers for distribution	3	PA
Print 'Pointer Board thank-you' letters for distribution	3	PA
Send out 'Homebook Preparation' letter	4	PA
Print 'Homebook'	7	PA
Print 'Property Activity Reports' and Cover Letter for every Current Listing and have them signed off before sending them to each Seller - or email them to the seller	Every Tuesday	PA
Print 'Internet Activity' for the week & attach to Property Activity Report	Every Tuesday	PA
Print 'Auction Invitation letter' for distribution	Week Prior to Auction	PA
Take 'Property Activity Report' & Advertising Proofs to 'Pre-Auction' meeting with Vendor	Thursday Prior to Auction	Salesperson
Print 'Auction Best Wishes' letter for distribution	Day Prior to Auction	PA
Print 'Auction Passed-in' letter for distribution	Day After unsuccessful Auction	PA

4. SELLER MANAGEMENT

- After Exchange

Between the time Contracts are Exchanged and Settlement occurs there are many things that you can do to foster future recommendations from your seller.

Seller Management tasks – After Exchange	What day in the Pre Sale Process is it done?	Who does it?
Send 'Vendor Letter & Kit'	0	PA
Send 'Solicitors Instructions'	1	PA
Send 'Pre Settlement Checklist' preparatory letter	7	PA
Print 100 'Just Sold' neighbours property flyers for distribution	7	PA
Send Change of Address, Telecom & Utility Company Churn	14	PA
Print 'Pointer Board Thank-You' letters for distribution	14	PA
Send Account Sales	45*	PA
Send Appreciation Gift	50*	PA
Conduct 'Pre Settlement Inspection'	55*	Sales Person
Obtain Sellers new Forwarding Address and send 16 'Change of Address' stickers	55	Sales Person
Send Vendor's Questionnaire	5 days prior to settlement	PA
* adjust the days these tasks need to be done according to the settlement date		

5. AGENCY STAFF MANAGEMENT - RECURRING TASKS

- Sales Team

Many of the tasks a sales person needs to do are repetitious. It is this consistency that in the eyes of their customers creates the perception that they are 'on-the-ball'

Sales Person Management tasks	When is it done?	Who does it?
Respond to all SMS enquiries immediately and SMS Reply to office	Daily	Sales Person
Qualify all 'Leads (Not Qualified)' and update their details so that they become 'Buyers'. If required also tag them as 'Potential Sellers', 'Potential Mortgages', and 'Potential Referrals'.	Daily	PA or Sales Person
Match all these newly Qualified Buyers with properties currently available for sale in 'Buyers (New Matches)' and inform them of those matching properties via SMS Text Message and/or e-Brochure	Daily	PA or Sales Person
Introduce selected properties to other 'Contact Categories' in database e.g. Developers, Architects, Relocation Companies, Investors etc.	Daily	Sales Person
Refer 'Potential Mortgages' to company Bankers by email	Daily	PA or Sales Person
Refer 'Potential Sellers' who are out of area (PVOOA) to Strategic Alliances.	Daily	PA or Sales Person
Send out 'Welcome email' to all newly registered Buyers.	Daily	PA or Sales Person
Send out 'Congratulations email' to any Buyer who just purchased from an External Agent.	Daily	PA or Sales Person
Print out 'Call Sheets' and follow up	Daily	PA or Sales Person
Insert all new 'Buyers' and 'Leads (Not Qualified)' that you met or spoke within the previous 24 Hours.	Daily	PA or Sales Person
Insert 'OFI Attendees'	As Required	Sales Person
Insert 'Inspections' from previous day (e.g. 1 Buyer/many property inspections or Many properties inspected by 1 Buyer)	Daily	Sales Person
Insert 'Introductions' from previous day (e.g. 1 Buyer/many property Introductions or Many properties Introduced to 1 Buyer)	Daily	Sales Person
Prospecting - deliver 200 x '1300 - What's my property worth?' cards	Daily	Sales Person
Prospecting - Deliver 'Just Listed' Flyers	As Required	Sales Person
Go into 'Today's Tasks' and view all of the 'Pre-Sale' - 'After-Exchange' - 'After-Settlement' – Recurring tasks that are scheduled to be done today. Either mark each task as On completion of each 'Daily Task' either mark it as 'Done' or re-schedule it	Daily	PA or Sales Person
Prospecting - Deliver 'Just Sold' flyers	As Required	Sales Person
Prospecting - Send 'Anniversary' Cards	As Required	Sales Person
Act on scheduled 'Pre-Listing Tasks' for Potential Listings	As Required	Sales Person
Act on scheduled 'Pre-Sale Tasks' for Current Listings	As Required	Sales Person
Act on scheduled 'After-Exchange' for Sold Properties	As Required	Sales Person

Prepare next week's advertising	Tuesday	PA or Sales Person
Prepare weekly 'Property Activity Reports' for All vendors, have each one of them signed off by Sales Manager and send them to Current Sellers either via email or surface mail.	Tuesday	PA or Sales Person
Deliver this week's Auction Invitations	Tuesday	PA
Print an OFI Report or Catalogue for the weekend and notify vendors of OFI times	Thursday	PA or Sales Person
Email a 'New Listing Catalogue' to All Buyers.	Thursday	PA or Sales Person
Distribute "Best Wishes" letters for this weeks Internal Auctions	Friday	Listing Manager
Check that all ads appeared as ordered, cut and paste them.	Saturday	PA or Sales Person
Email 'Home-link Newsletter' to Potential Listings, Past Sellers, Past Purchasers and all 'Contacts' in your database.	Monthly	PA or Sales Person
Email 'Buyers' to verify if they are still in the market or have changed their criteria.	Monthly	PA or Sales Person
Email 'Hot Property Catalogue' to Accountants	Monthly	PA or Sales Person

5. AGENCY STAFF MANAGEMENT – RECURRING TASKS

- Support Team

With Multilink's 'Smart Office' automation your agency's support team can perform many more tasks than was previously possible to do. They now become the 'Key People' in your agency's ongoing forward move into your market place - leaving the sales team to do what they do best.

Support Staff Management tasks	When is it done?	Who does it?
Send 'Enquiries' to Sales People	Daily	PA
Record 'Internal Sales' made on the previous day	Daily	PA
Set-up 'After Exchange Tasks' for those sales made on the previous day	Daily	PA
Print out 'Process Control' sheets for all sales made on the previous day	Daily	PA
Remove 'New Purchasers' records from the Buyer's Register	Daily	PA
Add 'New Listings' from previous day	Daily	PA
Set-up 'Pre Sale Tasks' for those New Listings	Daily	PA
Update Multilink 'Smart Office' from the 'Sales Activity Notebook'	Daily	PA
Update 'Advertising Notice-boards' for Local Papers	Daily	PA
When results of the Buyer Qualifying Process are received from the VPA, upgrade Contacts List from 'Leads (Not Qualified)' to 'Buyer' and if required also tag them as 'Potential Sellers', 'Potential Mortgages', and 'Potential Referrals'.	Daily	PA
Match all these New Buyers with properties currently available for sale – Buyers (New Properties) and inform them of those matching properties via SMS Text Message and/or e-BROCHURE	Daily	PA
Refer 'Potential Mortgages' to company Bankers by email	Daily	PA
Refer 'Potential Sellers' who are out of area (PVOOA) to Strategic Alliances.	Daily	PA
Send out 'Welcome email' to all newly registered Buyers.	Daily	PA
Send out 'Congratulations email' to any Buyer who just purchased from an External Agent.	Daily	PA
Print out 'Call Sheets' and give them to the appropriate sales people to follow up	Daily	PA
Insert all new 'Buyers' and 'Leads (Not Qualified)' that you met or spoke within the previous 24 Hours.	Daily	Sales Person
Create 'Leads (Not Qualified)' list and have Sales Person qualify them or send them to VPA	Daily	PA
VPA qualifies all 'Leads (Not Qualified)' and returns list to PA.	Daily	VPA
Go into 'Today's Tasks' and activate all of the 'Pre-Sale' - 'After-Exchange' - 'After-Settlement' tasks that are scheduled to be done today. Whilst you are in 'Today's Tasks' also activate all of the 'Recurring Tasks' that fall on this day. On completion of each 'Daily Task' either mark it as 'Done' or if the task re-occurs again tomorrow, next week, next month etc. then re-schedule it so that it re-occurs on the appropriate day or date.	Daily	PA
Input 'Auction Results' from the weekend into Sales History.	Monday	PA
Update all Advertising Schedules with the Actual Sizes and Costs of advertisements from the weekend	Monday	PA
Approve payments for invoices received in the previous week. If you have received invoices for either 'Media' or 'Other' advertising expenditures and you agree with those invoices then change the status of these expenditures in Advertising Manager from 'Unapproved' to 'Approved'.	Monday	PA
Issue any Advertising Invoices to vendors if required.	Monday	PA
Send 'Passed-in' letters if required.	Monday	PA

Prepare the next week's advertising & allocate costs.	Tuesday	PA
Chair Managers Meeting and present all of the various activities for the previous week such as Advertising Expenditures (Advertising Manager), KPIs (Research), New Listing Report (Research), Internal Sold Properties Report (Research), Process Control Sheets (Scheduler) , External Sold Properties Catalogue, Weekly Activity Reports Call Sheets, Banker's Report, Referral Report (Research), OFI Schedule for Next Week, Property Run (Research).	Tuesday	PA
Prepare weekly 'Property Activity Reports' for All vendors, have each one of them signed off by Sales Manager and send them to Current Sellers either via email or surface mail.	Tuesday	PA
Print out this week's Auction Invitations and give to sales persons to distribute	Tuesday	PA
Send 'Local Paper' advertising for next week's local paper.	Tuesday	PA
Cut and Paste today's Advertisements	Wednesday	PA
Sales Meeting - print Stock Sheet for each sales person. Report on Advertising Budgets Vs Actual Expenditures (Advertising Manager), KPIs (Research), Property Activity Reports, New Listings (Research), Call Sheets, Banker's Report (Bulk Messaging), External Agent Sales, Referral Reports (Research), OFI Schedule, Property Run (Research).	Wednesday	PA
Input this weekend's External Auctions from the Internet.	Thursday	PA
Print 'Property Run'	Thursday	PA
Prepare next week's Local Paper Advertisements from Master Sheets	Thursday	PA
Cut and Paste this week's local paper advertising then Insert this week's 'Actual' Local Paper expenditures per property.	Thursday	PA
In the Trust Account (Money) - Draw 'Commissions' and 'Advertising Reimbursements' for 'Settled Properties' in the last week	Thursday	PA
Print an OFI Report for the weekend and notify vendors	Thursday	PA
Create new 'Current Listings' & 'Shared Listings' Catalogues in Bulk Messaging for both Current Listings & Shared Listings	Thursday	PA
Write a short introduction Personalised Message for this weeks New Listings Catalogue	Thursday	PA
Email 'New Listing Catalogue' to All Buyers.	Thursday	PA
Download all Auctions scheduled for the weekend in your Trading Areas.	Thursday	PA
Distribute "Best Wishes" letters for Internal Auctions	Friday	Listing Manager
Check that all ads appeared as ordered, cut and paste them.	Saturday	PA
Update the intro editorial for 'Home-link Newsletter'.	Monthly	PA
Email 'Home-link Newsletter' to Potential Listings, Past Sellers, Past Purchasers and all 'Contacts' in your database.	Monthly	PA
Email 'Buyers' to verify if they are still in the market or have changed their criteria.	Monthly	PA
Email 'Hot Property Catalogue' to Accountants	Monthly	PA
Pay all of the 'Approved' invoices	Monthly	PA
Balance the Sales Trust Account	Monthly	PA
Download Sales Info from Valuer General	Monthly	PA

6. SUPPLIER MANAGEMENT

Multi tasking now becomes a thing of the past. Efficiencies and Productivity will soar when you automate the way you engage with your suppliers. The resulting cost reductions from these Suppliers should also flow back to your agency.

Supplier Management tasks	Supplier	Who does it?
Email the Board (pdf file) to supplier for printing	For Sale Board	PA
Email the Brochure (pdf file) to supplier for printing	Brochures	PA
Email the Company Magazine advertisement (pdf file) to supplier for printing	Company Magazine	PA
Use your generic email system to request Floor Plans. Request that you receive them in pdf file format in landscape so you can add them as a picture or you can 'attach' the floor plan file in 'Attachments'	Floor Plans	PA
Use your generic email system to request Sketches. Request that you receive them in .pdf file format in landscape, so you can add them as a picture or you can 'attach' the Sketches file in 'Attachments'	Sketches	PA
Email the Daily Newspaper display advertisement (pdf file) to supplier	Daily News Paper	PA
Email the Local Newspaper advertisement (pdf file) to supplier	Local News Paper	PA
Automatically multi-load your listings to all Internet Publishers or you can be selective as to which Internet Sites (if any) you want to receive your Current Listings (if you always multi-load to the same Internet Sites set your system up to automatically include those sites for every new listing)	Internet	PA
Broadcast new Current Listings to selective Strategically Aligned offices of your choice	Strategic Alliances	PA
Create an excel file of Buyers requesting a Mortgage Interview and attach it to the email you send to your Bankers	Mortgage Bankers	PA
Broadcast new Current Listings to all agents seeking property listings in that property's postcode	Multiple Listing	PA
Create a revenue stream when Multilink's 'Smart Office' aligns you with an Insurance Broker to quote Insurance Services to a Purchaser you have just done business with - you will also be helping your client	Insurance Brokers	PA
Create a revenue stream when Multilink's 'Smart Office' aligns you with Utility Companies for Gas & Electricity supplies and a Telecom to supply Voice and Internet services to a Purchaser you have just done business with - you will also be helping your client	Telecoms Utilities etc	PA
Create a revenue stream when Multilink's 'Smart Office' helps your clients to notify all of their suppliers for Household and Personal services that they have a new address - you will also be helping your client	Change of Address	PA
Advertising Manager > Media Management. Obtain whatever report you require	Monitoring Expenditures	PA

MANAGING CURRENTLY LISTED PROPERTIES

- Pre Sale

Make sure nothing is left to chance

Where in Multilink?	Managing Current Listings – Pre Sale	Who does it?	When is it done? (Day)
	Key-in new Listing Data from Listing Sheet.	PA	0
	Post property information and Photographs on the Internet.	PA	0
Advertising Manager	ADVERTISING SCHEDULE prepared. Allocate spaces on the Advertising Master Templates (found in the Stationery Cabinet) for Daily Paper & Local Paper Display Advertising for the entire campaign	PA	0
	ADVERTISING COPY written for Board, Brochures, Daily Paper, Local Paper, Window Display, Internet, Editorial.	List Manager	0
	LISTING COVERSHEET printed and attached to Listing File	PA	0
	Download PHOTOGRAPHS from Camera or Photographer and attach them to the property details	Listing Manager	0
Advertising Manager	Setup ADVERTISING SCHEDULE for the New Listing as per the Advertising Agreement on the Listing Authority and Print.	PA	0
Scheduler	Setup 'Pre Sale Tasks' for the new Current Listing	PA	0
Master Templates	Advertising Master Templates (AMT) folder - DISPLAY ADVERTISING BOOKED on Advertising Master Templates	PA	0
	Print FOR SALE BOARD	PA	1
Microsoft Outlook	SKETCH & FLOOR PLAN ORDERED	PA	1
	Match New Listing with Buyers in database and Send Buyers in database a Pre-Release SMS OFI INVITATION and/or e-BROCHURE of the New Listing.	PA	1
	Print 'POINTER BOARD "REQUESTS" for distribution	PA	1
	Print BROCHURES.	PA	2
	EDITORIAL submitted to all the newspapers - LOCAL PAPER, THE AGE, GOOD WEEKEND, MPG, MELBOURNE WEEKLY, MELBOURNE TIMES, and HERALD/SUN.	PA	2
	Print COMPANY MAGAZINE adds	PA	2
	Print WINDOW POSTER	PA	2
	Print JUST LISTED flyers	PA	3
	Q.A.M LETTER with HOMEBOOK PREPARATORY LETTER.	PA	3

	KEY SAFE installed at property insert the Key Number in Multilink	Listing Manager	3
	Distribute property to ALLIANCE OFFICES< RELOCATION COMPANIES< INVESTMENT ADVISERS.	PA	3
	Print 'JUST LISTED NEIGHBOUR' letters for distribution	PA	3
	Print 'POINTER BOARD "THANK YOU" letters for distribution	PA	4
	Print HOMEBOOK	PA	5
	Print 'AUCTION INVITATIONS' for distribution	PA	21

MANAGING CURRENTLY LISTED PROPERTIES

- After Exchange

Make sure nothing is left to chance

Where in Multilink?	Managing Current Listings – After Exchange	Who does it?	When is it done? (Day)
Money	Set-up a new Sales Trust Ledger for the deposit > Bank Deposit	PA	0
Money	Record Commissions and Advertising Details	PA	0
Scheduler	Set up 'After Exchange Tasks' for the Sold Property, adjust the dates to co-ordinate with the Settlement Terms of this sale	PA	0
Advertising Manager	Close-off ADVERTISING and print ADVERTISING INVOICE.	PA	0
	Stick 'Sold' sticker on Board	Sales Person	0
Scheduler	Schedule yearly reminders for this sale date so you can contact the Buyers every year on this date, to commemorate the day they made the purchase.	PA	0
	Move SOLD PROPERTY from CURRENT LISTINGS	PA	0
	JUST SOLD kit to vendor, including CHANGE OF ADDRESS form.	PA	1
Scheduler	Print a 'Pre-Sale Process Control Sheet' to confirm that all functions that were scheduled to be done during the 'Pre sale' period were completed.	PA	1
	Print 'JUST SOLD NEIGHBOURS ' flyer for distribution	PA	8
	Print 'POINTER BOARD "THANK YOU" LETTERS' for distribution	PA	13
	Remove Key from property	Sales Person	14
	Order REMOVAL OF FOR SALE BOARD.	PA	30
Money	Record the ADDITIONAL DEPOSIT received	PA	30
	ACCOUNT SALES prepared and sent	PA	45*
	HOUSEHOLD INVENTORY BOOKLET prepared and posted to purchaser.	PA	45*
	Print 'INTRODUCING NEW NEIGHBOURS LETTER' for distribution	PA	57*
	Keys ready for pick-up and SETTLEMENT DAY gift to purchaser	PA	60*

Scheduler	PROCESS CONTROL after settlement (adjust to 3 days after settlement date). Have 'In-Process Report' signed off by the Team Leader. If any corrective action is required submit the report to the next Management Review Meeting.	PA	63*	
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PROSPECTING MANAGEMENT

Multilink's 'Smart Office' will help you to develop the relationships and will provide you with the services an agency needs to guarantee a continuous supply of Listings and Sales. In addition to your regular prospecting activities you will find these Business Generators very productive

Multilink Smart Office	Prospecting & Business Generators
Good Neighbour™ Program	<p>- This 'Smart Office' module is the ultimate prospecting and relationship building Tool. Real estate agents often talk about farming their neighbourhoods which means getting to know and build a relationship with as many people in the area as possible. When relationships are created and people get to know the agent on a personal basis, the result will be that property owners will choose to deal with them, when it comes to selling their home.</p> <p>Unfortunately, most real estate sales people interpret that as meaning that they should do what every other agent does, so they drop cards, leaflets and so on into local letterboxes. And the residents do what every other resident does and pitch them into the bin. The 'Good Neighbour™ Program' changes this mindset because it actually motivates local residents to contact you and to stay in touch with you. click here</p>
What's Your Property Worth?	<p>- This 'Smart Office' prospecting module gets you in front of a Potential Seller before they speak with other real estate agents</p>
Meeting your New Neighbours	<p>- This 'Smart Office' prospecting module will help you to be seen as a catalyst for linking your local community together</p>
Homelink Newsletter — electronic and printed	<p>- This 'Smart Office' prospecting module is a tried and true program except now it can be done in hardly any time and for hardly any cost</p>
Construction Activity— get there first	<p>- This get-there-first Multilink's 'Smart Office' prospecting module puts you in touch with the 'movers-and-shakers' in your area. Before long you will be a mover-and-shaker yourself</p>
Hot Spot—Marketing	<p>- The best place to do future business is where you have just done business, or for that matter where another agent has just done business. This 'Smart Office' prospecting module gets you out there at the heart of the action - and keeps you out there.</p>
Passed-in Auctions	<p>- This Multilink 'Smart Office' prospecting module tracks and monitors all Auction activity.</p>
External Purchase program	<p>- This 'Smart Office' prospecting module works with the Registered Buyers on your database that Purchase a property through another agent. This dynamic program helps you to leverage off someone who has just done business with a competitor.</p>
Multilink-MultiList	<p>- Protect your Commissions from discounting by adding extra value to your service. Multilink's 'Smart Office' allows you to share your Listings with other agents so that you can offer property sellers a Broader base of Buyers for their property. You can either select the agents you would like to work with or simply Multi List with every agent. Potential Sellers will pay you extra commission for this valuable added service - and you call the</p>

	'Commission Split' that you are prepared to offer to the other agents.
Contact Manager	- keeps you in touch with whoever you wish. The 'Smart Office' contact manager allows you to insert any database of 'Contacts'. These 'Contacts' can then be 'grouped' into any 'Category' of your choice. A 'Contact' can exist in just one Category or they may be tagged so that they can exist in several different 'Categories' at the same time. The mail-merge facility in Multilink's 'Smart Office' allows you to individualise any email or SMS text message or surface mail communication that you wish to send. The 'Bulk Message' facility allows you to automate any email or SMS text message or surface mail to any Group of Contacts or to several Groups of Contacts at the same time. Your Contact Management options are endless, they can be programmed to happen on a regular basis or individually scheduled to suit any requirement. Multilink's 'Smart Office' has a library of 'on-board' Newsletter formats for email and surface mail, or you can design your own and include mail merge.
Extra properties to sell	- With Multilink's 'Smart Office' you can make extra sales by receiving 'Shared Listings' from other agents and developers. When these 'Shared Listings' are downloaded into Multilink's 'Smart Office' they are automatically matched against Buyers on your database. When you alert any of your buyers about a Shared Listing (via SMS Text or e-Brochure) the listing agent is also automatically notified with the time and the names of the Buyers you have contacted. This information will automatically appear on the listing agent's Property Activity Report.
VPA (Virtual Personal Assistant)	- With 'Smart Office VPA service' your Buyers can be qualified, Mortgages can be established, Potential Sellers can be uncovered, Referrals can be generated and Relationships can be developed. It's never been easier

