System Overview - Research

Access to Research is restricted to Super Users

The Research module is designed to create intelligence out of the data that is put into Proplink. The results of Research will become one of the great driving forces of real estate over the next decade. Research covers a great many fields (many of which are already 'built in' to the Multilink architecture) and as others areas evolve they will also be added. Research results are an ideal basis of comparison with the past and an invaluable aide to plan the future.
Currently the Research module manages 5 functions:

1. Marketing Effectiveness
2. Buyer Demographics
3. Referrals
4. Sales Team Activity Report
5. New Listings Report
6. Sold Properties Activity Report

1. Marketing Effectiveness

It is important to be able to analyse what medium of Advertising generates the most amount of enquiry for your office. Once you have analysed these results you can begin to plot shifts and trends and tailor your advertising accordingly.
The information supplied by this screen can be very useful at a Listing Presentation or in planning a target Marketing Campaign.

⇨ From Windows '95 task bar

- ➪ Click **Start**
- ➪ Click **Multilink Systems**
- ➪ Click **Research**
- ➪ At Login, Type in your User Name and Password
- ➪ Click the **Marketing Effectiveness** button
- ➪ Click **OK**
- ➪ Click **Print** if you require a print out of the screen information

2. Buyer Demographics

Besides knowing what percentage of your overall enquiry each advertising media generates for your office, it is also important to know from which suburbs your current database of buyers emanate. Are they entirely from your local area? Are they from other areas, and if so which other areas? Are you maximising the value of each buyer enquiry? Can some buyers who originate from other areas be referred as Potential Sellers?

Monitoring Buyer Demographics

Establishing the Suburbs from which your Buyers originate

- ➪ From Windows '95 Start button
- ➪ Click Multilink Systems
- ➪ Click Research button
- ➪ At Login screen. Click Buyers Demographics

Inserting a Suburb against the Buyers Telephone Prefix

- ➪ Click Add Prefix button
- ➪ In the next sub screen clicking the Add button enables you to type in a prefix and to attach a suburb name to that prefix. You can see the prefixes which do not have a corresponding Suburb Name from the previous screen
- ➪ Selecting a prefix by clicking on to it and then clicking the Delete button will delete that prefix

After adding Prefix

- ➪ Tab to next field and insert the corresponding Suburb. Sometimes Suburbs contain more than one prefix. Clicking on to the Summary button will return a screen that has "Grouped" all the prefixes together. This enables you to accurately monitor the origin of Buyers. This is why it is important to have previously placed a suburb name against every prefix.

Interpreting the on-screen pie chart

- ⇨ The pie chart displays percentage of enquiry received from each prefix area. To cross-reference which suburb relates to any of the prefixes on the pie chart, double click that relates to any of the prefixes on the pie chart. The corresponding suburb relating to that prefix will be underlined on the left hand side of the screen.

3. Referrals

Clicking on to a prefix then clicking the View Buyers button will return the Buyers who live in that prefix. If the prefix relates to an area under your influence you can print this list for further reference. If the prefix relates to an area in which your office does not have an influence you may wish to refer this list to another agent located in that area. A buyer wishing to purchase in your area may also be a potential vendor in the area they currently live! A buyer wishing to purchase in your area may be a Tenant in their current area, and if they purchase a property, the current property in which they live will become vacant. Maybe the Landlord may take that opportunity to sell!

The results of the above analysis could suggest that you need to broaden you marketing thrusts to cast a wider net. The results could also suggest that maybe your current list of buyers is also your best reservoir of potential sellers. If so, are they being correctly managed? There are many conclusions you can draw and opportunities you can create from this research.

One such opportunity is to create a Referral for every Buyer enquiry registered by your office. The Buyers that you have registered who currently live within your Trading Area should be confirmed as Potential Vendors. The registered Buyers currently living outside your Trading Area should be referred to other Strategically Aligned offices located in the areas within which the registered Buyers live.

Clicking the Print Referral button will produce a list of Buyers living within the selected telephone prefix region. Only those referrals, which have not been previously sent, will be highlighted. When the list is printed each buyer will be flagged with a “Yes” next to the word Referral in the View Buyers screen. You can manually change the Referral status of a buyer on this screen by clicking onto the word ‘Yes’ or ‘No’. The Print Referral function automatically produces referral Lists for you to send.

Referrals could become a very large part of your business development. How many referrals could you receive from Interstate, Retirement Villages, Corporations etc. ? All you need to do is to establish the Strategic Alliances and MLS Research module will do the rest.

Preparing a Referral List

- ⇨ Click Windows ‘95 Start button
- ⇨ Click Multilink Systems
- ⇨ Click Research module

- ➯ Click Buyer Demographics
- ➯ Select a suburb name by clicking onto it
- ➯ Click View Buyers button
- ➯ Click Print Referral button
- ➯ Click the Print icon

Once a Referral List has been printed the system records the names that have been included on the list and will not include the same names on any future List, so keep a record of the referrals you send.

4. Sales Team Activity report

Returns the activity of the sales team for any specified period

- ➯ Click this button, then type in how many days from today's day that you want this report to relate.
- ➯ Click into the salesperson box to produce a list of all your sales team.
- ➯ To create an individual report for a specific sales person, click onto to that sales person's name, Click Change then click Print.

Leaving this box empty and just nominating the number of days the clicking Print will produce a report including All of the sales team.

- ➯ Only users registered as sales persons will be represented in this report

1. New Listings report

Returns the Listings for any specified period

- ➯ Click this button, then type in how many days from today's day that you want this report to relate.
- ➯ Click into the salesperson box to produce a list of all your sales team.
- ➯ To create an individual report for a specific sales person, click onto to that sales person's name, Click Change then click Print.

Leaving this box empty and just nominating the number of days the clicking Print will produce a report including All of the sales team.

- ➯ Only users registered as sales persons will be represented in this report

6. Sold Properties report

- ➯ Returns information on your Sold Properties for any specified period
- ➯ Click this button, then type in how many days from today's day that you want this report to relate.
- ➯ Click into the salesperson box to produce a list of all your sales team.

- ⇨ To create an individual report for a specific sales person, click onto to that sales person's name, Click Change then click Print.
- ⇨ Leaving this box empty and just nominating the number of days the clicking Print will produce a report including All of the sales team.
- ⇨ Only the Users who are registered as 'Sales Persons' will be represented in this report