

# 14 Reasons why you'll never miss a sales or listing opportunity!

With hundreds of users in Australia and New Zealand, Utopia is a proven, profit generation tool that guarantees buyers are matched to every listing and instantly notified.

“ Utopia is an amazing tool that helps us easily and quickly communicate with our large buyer database ”

*First National Real Estate Treeby (Ringwood, Vic) Brett Freeman*

**INSPECTION REPORTER  
NOW INCLUDED**

**AUTO PROCESS YOUR  
PORTAL EMAIL LEADS**

## 1. Work smarter!

See who is opening your emails and which listings they find interesting via the clever campaign tracking available in Utopia.

## 2. Set and Forget!

Utopia has features that make your phone ring with buyer enquiry. It assures automatic delivery to your client database of weekly OFI lists and new property alerts - sent automatically via email, SMS or MMS.

## 3. Let the vendor choose you!

Allow potential vendors to conduct matching buyer searches via your website. Then, nail the listing with a supporting Buyer Demand report.

## 4. No Missed Opportunities!

Utopia guarantees your sales and property management team never miss an opportunity to tell potential buyers and tenants of new listings.

## 5. Productivity!

Alerts prospects in minutes, not hours.

## 6. Consumer Control!

Consumers are in control of what information they wish to receive.

## 7. Maximise Vendor Communication

Always keep your vendor 'in tune' with what is happening with their listings in the market place.

## 8. Build Profile!

Utopia guarantees top-of-mind status through regular communication.

## 9. Modern!

Utopia's powerful suite of eMarketing tools includes attractive and interactive eNewsletters and eCard templates. New templates are developed regularly.

## 10. Add Value!

Utopia's unlimited customer database builds a valuable asset, increasing the capital value of your business.

## 11. Easily Build Your Database

Utopia can automatically data enter your major portal email enquiries!

## 12. Sky's The Limit

Utopia allows unlimited email quantities.

## 13. Economy!

Utopia provides cheap business grade SMS - 10 cents each

## 14. Training

Utopia comes with one on one training, online video's and dedicated customer support.

For more information please **contact your Member Services Manager** or **Customer Service on 1800 653 666**

**INTEGRATED WITH  
PLATFORM**



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