

Spring News Letter

Introduction

Welcome to RPData & Macpro Realtor's electronic news letter, informing you of upcoming events software changes, tips and industry news.

Over the past years we've seen many changes in technology and how the real estate industry has adapted to take advantage of these technologies to create efficiencies. RPData and Macpro offer key tools enabling real estate agents to improve the way they work. These include online property information services and market information, core trust accounting packages, Pocket pc applications, clients relation management, sales management and now web management applications, we are committed to developing tools and services for the industry well into the future.

I would like to welcome you to the spring edition of the Macpro Realtor news letter. Please feel free to email with any comments or you may wish to submit an article for the next newsletter.

Yours Faithfully
Joseph Rossi
Macpro Realtor Product Manager
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Realtor Trust Manager News

For our VRM users out there that have been holding off upgrading to RTM now's the time. You will really benefit from these great new features and a matured data base.

Latest Version 6.00.025

(version number shown in the bottom of the RTM screen.

Fantastic features in version 6

Note pad icon

Allowing operators to quickly and simply send letters to tenants, while in the enquiry or maintenance screens. ►

Email

Emailing Direct from tenant and owner files as well as email statements.

Vacancy system

Produce stock lists with photos, window cards advertising lists, window carousel and flyers direct from RTM.

Upload to major real estate web sites

RTM can now upload your rental listings directly to realestate.com.au and domain.com.au.

Pocket PC Inspection system

Create professional reports, record full inspections from your hand held and download to the pc retaining the inspection on record within RTM.

Work centre

Integrated diary and event planer, automatically printing forms and letters on queue.

How to upgrade.

You can download your latest version and instructions on the www.realtor.com.au site, follow the prompts from members services to product updates or you can book our technicians for an upgrade although charges will apply.

If you are a VRM user then please contact your state representative for further information. ■



Macpro Office Manager News

This version is the best yet, loads of new features and improvements!!!

Latest version 5.00.019

(For your version help/about)

Fantastic new work centre

This feature really extends Office Managers concept of information at a glance. With key information ►

now displayed from the work centre. Including notes, + tasks, + Diary +Email directly from the work centre.

Upload to major real estate web sites

Office manager can now upload your rental and sales listings directly to realestate.com.au and domain.com.au.

Improved reporting

We have spent more time improving the reporting facility, check these new reports: Buyer inspection feed back, Sales performance report improved arrears reports

Improved security and user display

You can now restrict business views and task items including tabs.

Pocket Pc Inspection

Create professional reports, record full inspections from your hand held and download to the pc retaining the inspection on record within Office Manager.

How to upgrade.

Ensure you download and print the changes document from the www.realtor.com.au site. Please read this document carefully to ensure the changes are understood.

You can download your latest version and instructions on the www.realtor.com.au site, follow the prompts from members services to product updates or you can book our technicians for an upgrade, charges will apply.

What's in the pipeline?

Seamless TXT Message! yes folks send arrears text, cross match buyers and text, quick single text all direct from Macpro Office Manager.

Keep your eye out for this upgrade as the call savings and efficiencies are huge!■

General House Keeping Topics

Backing up your Data Files

We all know how important making correct backup can be. With new technologies, the days of backing onto floppy disk is well and truly over. Although software packages have some backup facilities, it is always the responsibility of the agency to ensure backups are ►

done correctly and from time to time check that they are valid.

Here are some points that you can discuss with your technician and operators.

Is the medium you are using reliable, floppy disks are not suitable for large files such as property management data base files. CD-rom, Tape, Zip style disks DVD-roms are far more suitable for this type of backup.

Does my office use a backup process that allows me to successfully restore yesterday's backup, last weeks or last months backup?

Does my office keep the backups off site, and does my office keep a specific end of month backup?

Is the backup process ensuring that important data files are not being backed up while in use?

Have I regularly checked that the backup I am taking can be restored successfully?

Please note if you are testing or changing backup processes in your office please ensure you have a competent person and never test restore over your current data base.■

Getting the most from your software

So you have just attended that latest course with the real estate guru, and they are telling you that you need to create marketing systems and they have told you about the latest database marketing trends. They tell you that you need to introduce systems to track leads and be accountable for those leads they advise you to create systems in your office that create efficiencies to enable you to grow they want you to use check lists and stop duplicating information and they want you to use the latest technologies.

And the scary thing is that they are right, so you are now looking at how you tie all these together and actually apply some of these insights. One of the places to start is your current software. Many agencies sign up for software packages but never use the full capabilities. Often I speak to clients that do not realize the potential of their own software package. Although many packages are designed exclusively around accounts, software developers are catching up with client relationship management (CRM). ►

If you are using Macpro Office Manager or Realtor Trust Manager you could be one of these clients that have all this untapped potential.

So to make sure you are on track with the usage of this product, I have prepared a small self check list.

Software Check list

Property Management Department

Arrears letters printed automatically every morning?

Can you utilize text message to reduce costs?

Arrears reminders delivered to the property manager every day?

Inspections due reminders and letters automated?

Are your staff doing professional inspection reports and recording inspection on the package?

Vacancy lists and brochures being produced from your package?

Are all rental appraisals being recorded and followed up?

Is a prospective tenant register being kept and matched to all new listings?

Are all maintenance jobs being recorded and managed through your software including work authorities to trades?

Is your staff recording diary and events on the system?

Is your staff utilizing the email to improve service to your Landlords, such as email statements and communication?

Are you fully utilizing the electronic download of tenant receipts and bank reconciliation?

Is your staff recording images of your rent roll?

Is your staff uploading automatically to your web site?

Is your staff using check lists to manage new tenancies?

Are you being supplied with the correct level of reporting?

Sales Department

Is your sales team recording all personal clients in a centralized place that can be used and tracked?

Is your sales team recording all appraisals in a format that can be used and tracked?

Is your sales team keeping a buyer pool that can be used efficiently?

Is your sales team cross matching listings with buyers and using email or text message to inform them of the listing?

Is your staff using check lists for listing and advertising management?

Is your staff costing and scheduling all advertising?

Are you producing stock lists and brochures?
Are you uploading and maintaining your web site automatically?

Are you producing letters and communication directly from your software?

Is your staff producing settlement statements and commission statements to sales people?

Are you using the potential of your sales database?

The above items are important functions of a successful agency, and getting the right mix of systems and staff knowledge is not easy. Macpro Realtor offer consultancy and workshops that will enable your company to take full advantage of your existing software and provide advice on the best package for your needs.

To access these work shops simply go to the www.realtor.com.au site and follow the training prompts. You can book on line if you wish.

Macpro Realtor have a mix of in house and independent consultants that can advise on ways to make the most of your software package. ■

Tips of the month



MOM Tips

Creating Christmas mailing list for landlord.

Choose the client tab from the work centre
Choose the "?"
Choose filter on relation
Choose in column 1 res managed tenancy.
Choose in column 2 landlord
Proceeding columns choose all
Select search key
Your list will appear
Select print
Select labels.

Your mailing labels will print.

Printing a history of Tasks E.g maintenance

Open the business
Select the task tab (top left)
Select completed or uncompleted or all tasks.
From the left hand column right button click
select print.
choose the task type, date range and task
status. Select print.■



RTM Tips

Print letter to tenant directly from enquiry

Open tenant file from enquiry screen
Select letter from list
Word will open and merge fields
Select print and close word.

Update tenant and property files directly from receipting. Simple click  on the blue icon. This will take you straight to the tenant maintenance update then exit and it will take you back to receipting.

Archive all end of month reports on to a cd-rom or hard drive.

This may take a bit of setting up but it's a beauty for some of the larger offices that print reams of paper put them in box and can never retrieve them. The trick is to install a pdf document creator. These are software packages that sit as printer drivers I use a little beauty called pdf factory. www.pdfactory.com you download a demo version from the web site. It is worth buying as you can use it for all sorts of applications. You then simply run your normal statement run printing to your printer. Before

running the end of month change the report printer to the pdf driver through utilities printer. Choose trust reports and reprint the reports you want to archive, save in a folder, then burn to CD. If you are not confident get your tech to set it up it should be a snack for them.

Have you any great tips!! Send them in and we will publish them get your name in lights and help your fellow users.

Send tips to jri@rpdata.com