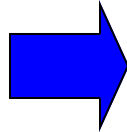


Coldwell Banker Bev Coggins Keeps and Grows their Client Base Efficiently ...

Step 1: New Listings To The Market Today, Leads!

Yes, REAL/Easy can integrate with Realogy's Crest EDG® Or ANY Intranet System to INCREASE EFFICIENCY and VALUE

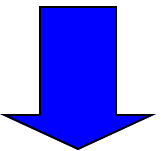
Enter Listings to Internet Via Crest EDG® (Realogy's Intranet System for Coldwell Banker, ERA, C-21, BH&G)



Listings are entered only once, into Bev Coggins' Intranet system. This gets the listings onto the internet fast.

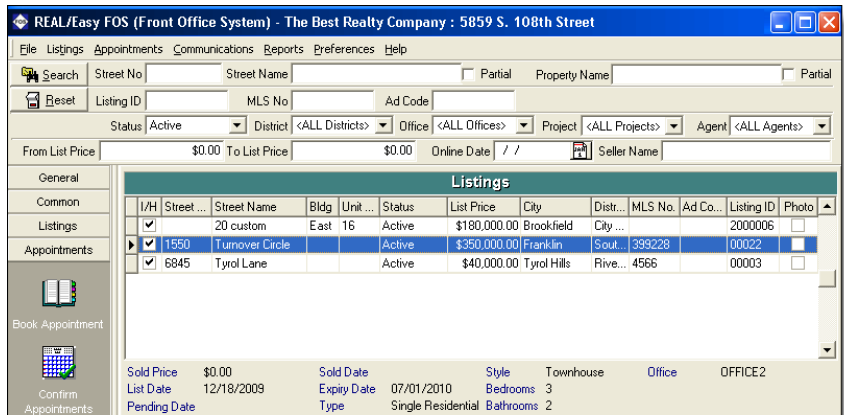
module, the new listings are imported into REAL/Easy's integrated FOS (Front Office) and BOS (Back Office) systems.

Using REAL/Easy's Online



Step 2: Import Listings to FOS, Manage Showings

Use REAL/Easy FOS (Front Office System) to manage appointments: enter, arrange, email confirmations. Provide reports for agent and broker follow-up and seller FYI



All key listing information, including seller contact and listing agents assigned are imported. Also, when listing information changes, such as prices or status, these updates are imported into REAL/Easy as well.

The company uses FOS to manage all showings. The staff records, sets up, and confirms all showings. Confirmations can be emailed to showing agents, listing agents, and to the seller.

Reports are also available to help with agent follow-up, to review showing activity for all listings or with individual sellers.

With the help of REAL/Easy's Integration and Marketing Tools

Step 4: Obtain Closed Customer Feedback, Leads

During the entire cycle, from loading the listing onto intranet, to managing showings for the listing, through recording the offers and closing the sale, Coldwell Banker Bev Coggins has kept in contact with their sellers and buyers.

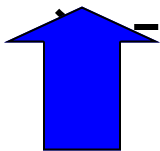
What about after closing? Bev Coggins real estate continues to learn how to provide better service and gain more leads.

With the help of BOS's built in letter writer, the staff sends a thank you and survey. The survey

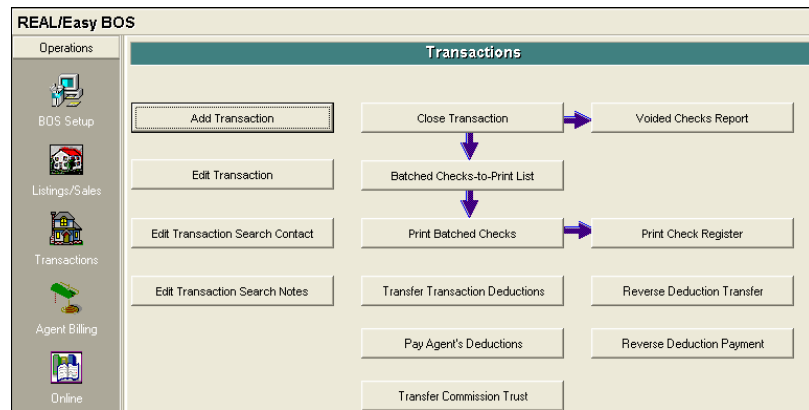


results are shared with the agents to help track customer satisfaction, learn how to improve service, and to seek leads.

For other mailings, such as anniversaries (e.g. each year after closing) and holidays, BOS can print letters and labels to assist.



Step 3: Manage Offers and Closings with BOS



Accepted offers and closings are processed with BOS. Since BOS and FOS share the same "database", this is easy. The listing data, plus the buyer and sale contract details (sale

price, pending and close dates) are already there being they are also pulled from the intranet system during the daily imports. So Bev Coggins staff can quickly

view and finalize all closing details, calculate commissions, print CDA's, and obtain production lists and buyer and seller follow-up reports.

