

Maximizing the value of Convergence

Compelling Applications. Flexible Platforms. Focused Services.

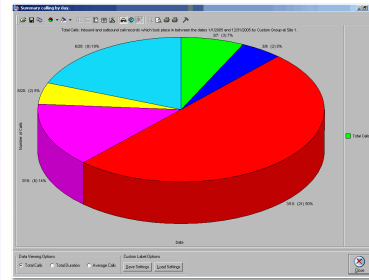
REALTY EDITION

Realty Edition provides real estate brokerages with a powerful set of call tracking, and reporting tools. Many brokerages purchase multiple DID/DNIS phone numbers and associate them with listings, agents, promotions, etc. With an intuitive user interface, Realty Edition makes it easy to group agents, assign listings, and assign phone numbers with just a few clicks. Realty Edition is the productivity-reporting tool that managers need to maximize their knowledge of agent, listing, and effectiveness of advertising to drive sales.

Monitor call activity with DID/ DNIS tracking

- Provide agents with automated reports via email, ftp, or print
- Identify popular listings and premium locations
- Evaluate the activity and impact of promotional campaigns and advertisements
 - Track activity based on medium (radio, TV, print, etc.)
- **Customized costing to include cell phone activity with landlines for an accurate view of agent call traffic and cost of operations**
- **Alerts for client calls**

Realty Edition is the only solution to provide powerful property tracking and campaign management tools to shorten the ROI cycle



Easy to read reports for departmental billing and sales accountability

With Direct Inbound Dialing (DID) and Dialed Number Identification Service (DNIS) information available, Realty Edition tracks and reports the numbers customers have dialed. With realty managers assigning unique DID/DNIS numbers to specific listings, promotion mediums and/or agents, Realty Edition provides the most meaningful call activity reports and analysis.

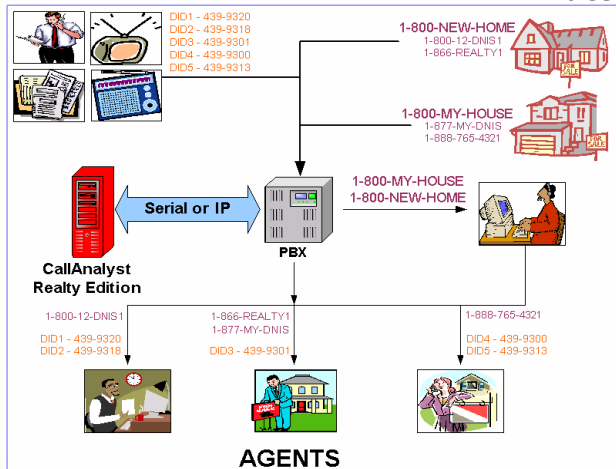
BROKERAGE FEATURES AND BENEFITS

- Grouping capabilities to easily view agent call traffic and the associated listing activity
- Intuitive tree hierarchy shows agent grouping and listing assignment
- Identify and retain the best agents and provide them with the tools they need to be successful

- Know when potential buyers called about properties without delay
- Detect call patterns (competitor, emergency, or fraudulent calls)
- Prevent abuse of your phone system

Variety of call traffic and activity reports for all analysis needs

- Easy to read graphical and text reports
- Easily filter reports to see only the most pertinent information
- Capture call data from multiple locations to generate consolidated reports
- Purchase additional licenses based on need (sites or extensions)

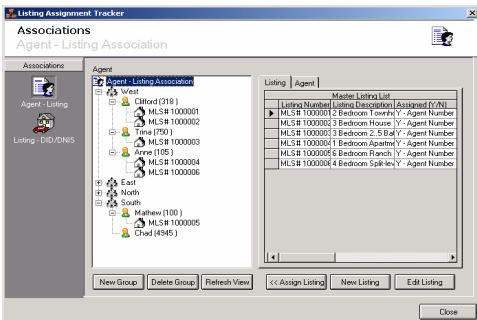


Listings

CallAnalyst Realty Edition provides real estate agencies with the tools necessary to track and analyze information for specific listings. For minimal cost, DID/DNIS's can be associated with a listing to be tracked and reported on. Agents and brokers can easily view a variety of reports to quickly analyze interest in specific properties, areas, and/or styles. CallAnalyst Realty Edition also provides brokers the ability to group listings and DID/DNIS's to better understand geographic selling trends along with grouping agents and listings to determine overall success.

Easy to read graphical reports

For example, listings in each quadrant of the city are assigned a single DNIS number. With CallAnalyst Realty Edition, brokers can easily monitor and group geographic demand and popular listings based on the call traffic to each DNIS. With easy to read automated reports, agents can quickly see the most active listings and geographies to help capture additional sales.



Date	Time	Direction	Duration	Name	Number
Agent - Jenny Jones Extra: 3207					
MLS# 3461482 DNIS : 4207 (House Sign Board)					
1/5/2006	1:46 PM	In	0 hrs 22 mins 7 secs	Johi Smith	(928) 474-8554
1/5/2006	2:54 PM	In	0 hrs 2 mins 53 secs	Mathew Applegate	(971) 439-9722
Total		2 Calls	0 hrs 25 mins 0 secs		
MLS# 5002190 DNIS : 4554 (Billboard Advertisement)					
1/5/2006	3:26 PM	In	0 hrs 12 mins 46 secs	Jane Smythe	(928) 474-4514
1/5/2006	3:44 PM	In	0 hrs 2 mins 53 secs	John Jalastone	(908) 419-9722
1/5/2006	4:14 PM	In	0 hrs 5 mins 46 secs	Monica Potter	(516) 455-1722
Total		3 Calls	0 hrs 21 mins 25 secs		
MLS# 6412035 DNIS : 9722 (Website Listing)					
1/5/2006	8:44 AM	In	0 hrs 1 mins 53 secs	Mathew Applegate	(971) 439-9722
1/5/2006	9:47 AM	In	0 hrs 30 mins 7 secs	Nancy Duhon	(800) 216-6186
1/5/2006	9:21 AM	In	0 hrs 2 mins 16 secs	Pete Scola	(541) 533-3818
1/5/2006	9:26 AM	In	0 hrs 2 mins 4 secs	Arnold Heikkinen	(435) 453-2277
1/5/2006	10:52 AM	In	0 hrs 42 mins 50 secs	Thomas Finar	(614) 834-5614
1/5/2006	11:46 AM	In	0 hrs 12 mins 2 secs	Mary Susan	(604) 544-7012
Total		6 Calls	1 hrs 31 mins 12 secs		
Agent Total		11 Calls	2 hrs 17 mins 37 secs		
Report Total		11 Calls	2 hrs 17 mins 37 secs		

Detailed text reports for effective analysis

Agents

Agent performance is a key factor in the success of a brokerage. With CallAnalyst Realty Edition, managers can easily view the call activity for the DID/DNIS and listings associated with each agent to analyze success. With insight into performance and call activity, managers can provide the tools needed to increase agent success and retention in the company. The same analysis also identifies areas of improvement. Understanding and increasing agent activity and performance is key for all realty managers to grow the bottom line.

For example, agent Smith is responsible for 10 listings throughout the city. A single DID number has been assigned to each listing agent Smith is responsible for. With CallAnalyst Realty Edition, the brokerage manager can easily run a report regarding agent Smith's call activity to analyze success and determine what additional tools can improve performance. With automated reports, this analysis can be conducted on a regular basis to maintain and increase sales levels.

Realty Edition Benefits

- Understand call activity generated by listings & agents
- Increase sales with listing activity reports
- Retain strong performing agents
- ROI – Quick and measurable

CallAnalyst Realty Edition is an easy to use, low maintenance software that works with any phone system. Streamline your marketing expenses by understanding promotional effectiveness through analyzing changes in call activity and DID/DNIS tracking. It is the perfect software for any brokerage to provide the tools to help your agents be more successful and drive additional sales and revenues.

For more information about Hotelecom or any other TriVium products, please email us at:

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Or visit us on the web at: www.triviumsys.com

