

Realty Edition White Paper

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Realty Edition – Real Estate protocols

Introduction

Call tracking is vital in the Real Estate industry to maintain agent productivity, measure promotional success, and determine listing popularity and activity. Realty Edition provides users with the tools necessary to meet these needs as well as capture additional customer knowledge and insight into market trends. Built on the framework of the award winning CallAnalyst Enterprise Server, Realty Edition provides scalability to meet growth needs. As a back office tool, Realty Edition helps brokerages recover costs, improve sales, and improve promotional effectiveness to maximize success.

Realty Edition allows Real Estate brokerages to group agents, listings, and/or promotional activities quickly and easily for most effective reporting. Analyzing this information based on an associated Direct Inbound Dialing (DID) number or Dialed Number Identification Service (DNIS) number, agents can maintain the best insight into market trends, listing/style popularity, and impact of promotional mediums. Increase market knowledge to drive revenues and profits with Realty Edition.

Determine agent performance by analyzing call traffic as reported by Realty Edition. Quickly and easily view, analyze, and compare calls handled versus sales activity to establish productive agents. Retain the best agents by understanding their needs and workload to provide the tools necessary to increase their productivity and job satisfaction.

Realty Edition works with most phone systems to capture and report call data. DID and DNIS usability information is described below.

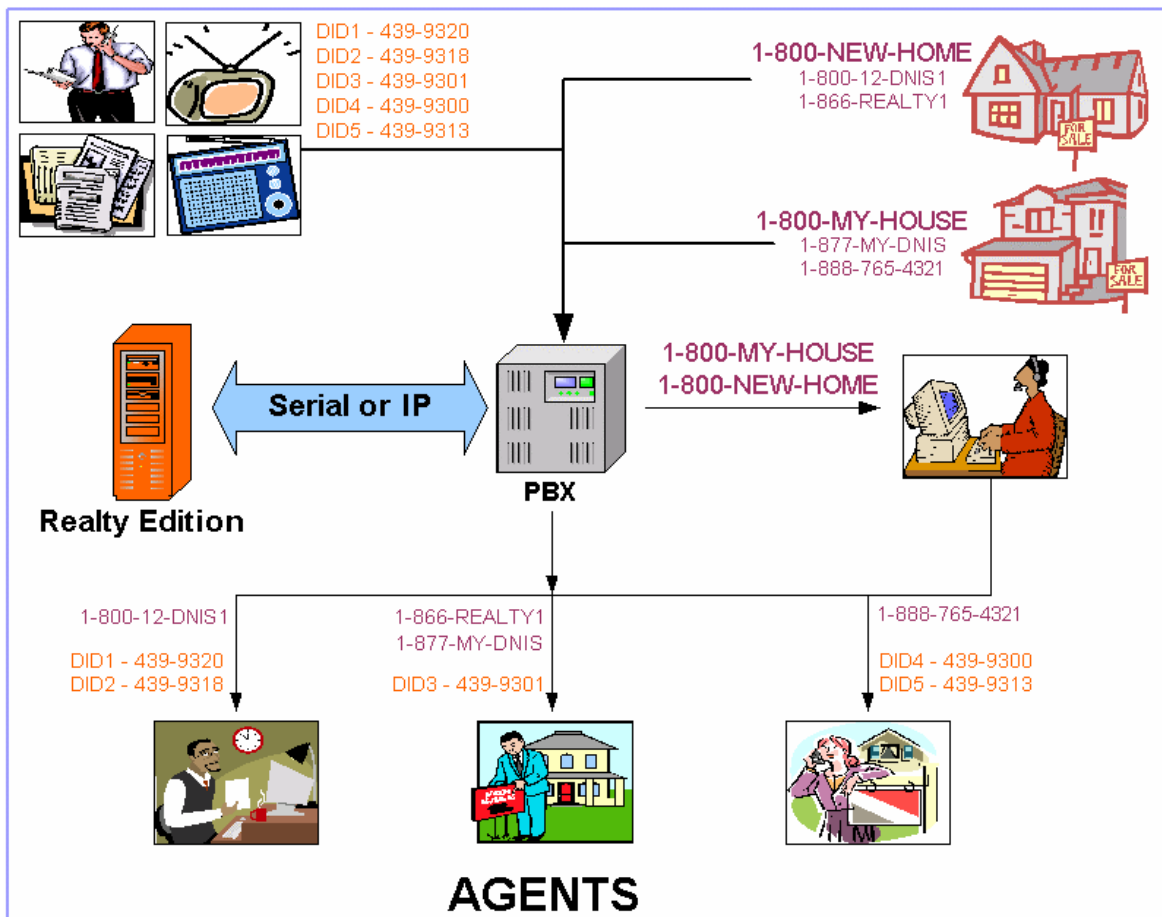


Figure 1: Options for Realty Edition layouts

Direct Inbound dialing – DID

Direct Inbound Dialing (DID) is a number associated with an agent and/or listing. For example, DID1 (439-9338) in **Figure 2** is related to a specific MLS property listing. Thus, any customer calling about the listing will dial 439-9338 (DID1) to speak with the agent responsible. For Real Estate agencies associating, tracking, and reporting call data through Realty Edition provides great insight into customer interest in the property as well as agent activity.

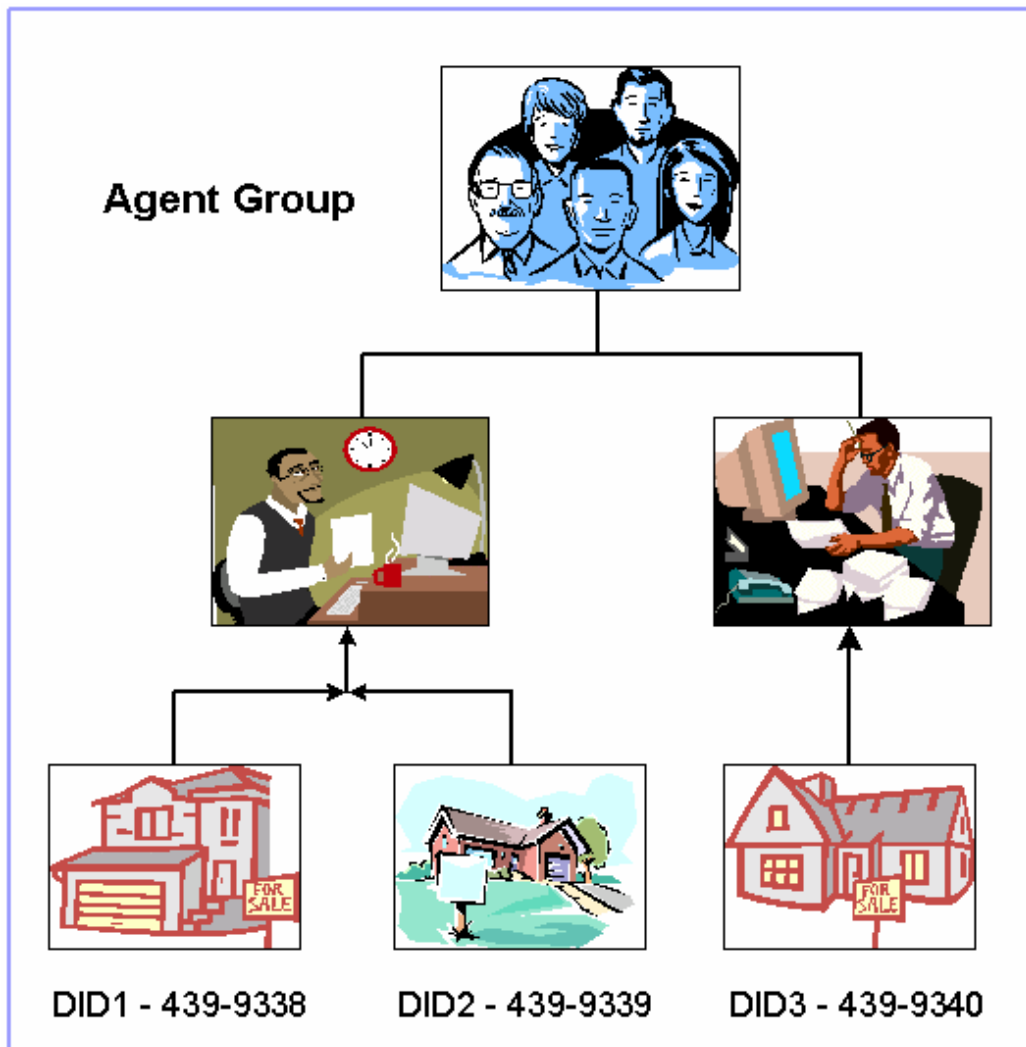


Figure 2: DID Layout

Along with reporting insight, managers can quickly and easily reassign DID numbers to other listings, as properties sell, with a few clicks of the mouse (See **Figure 5**). This easy DID/Listing association/re-association provides the ability for agencies to maximize reporting accuracy and effectiveness.

Dialed Number Identification Service – DNIS

Dialed Number Identification Service (DNIS) is a way for Real Estate agencies to track umbrella numbers that customers have dialed to reach an agent, office manager, or receptionist. For example, 1-800-NEW HOME in **Figure 3** is associated with a group of homes and the promotional materials associated with them. With Realty Edition, agents and managers can quickly link the DNIS with the correct listings to better understand how groups of properties are selling.

Along with MLS listing association, DNIS numbers can be easily used to monitor promotional performance. Realty Edition tracks the DNIS information from customers regardless of which agent, office manager, or receptionist answers the call. Associating a DNIS number with specific a campaign or medium provides great insight into their effectiveness and success. Understand how your customers are exposed to listings to maintain the best promotional mix through DNIS tracking.

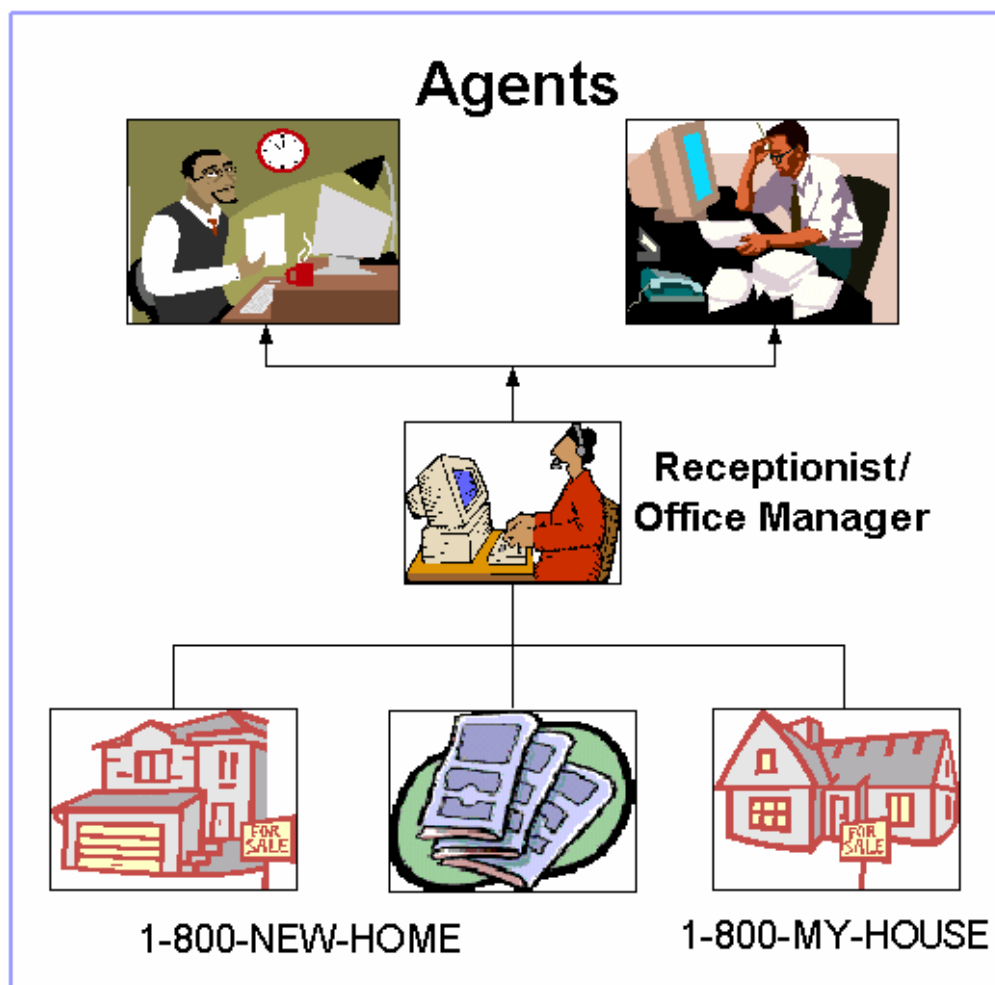


Figure 3: DNIS Layout

Getting Started

To open the edit screen, start Realty Edition and click on the edit menu. Select the “MLS-DID/DNIS Association” choice to open the DID/DNIS Manager screen.

Within the edit menu, you can accomplish many different things including:

- Enter new agents
- Enter new listings
- Enter new DID or DNIS numbers
- Associate listings with agents
- Associate DID or DNIS numbers with listings
- Group agents
- Generate agent or listing report criteria

Agent – MLS Association

The Agent – MLS association screen is an intuitive and easy to use interface. The tree structure allows for quick expansion of agent groups and their listings for a high-level hierarchical view. In this menu listings can be assigned or reassigned to new agents and/or groups to maintain the most up to date structure. It should be noted that an agent can be assigned multiple listings, however, listings can only belong to one agent.

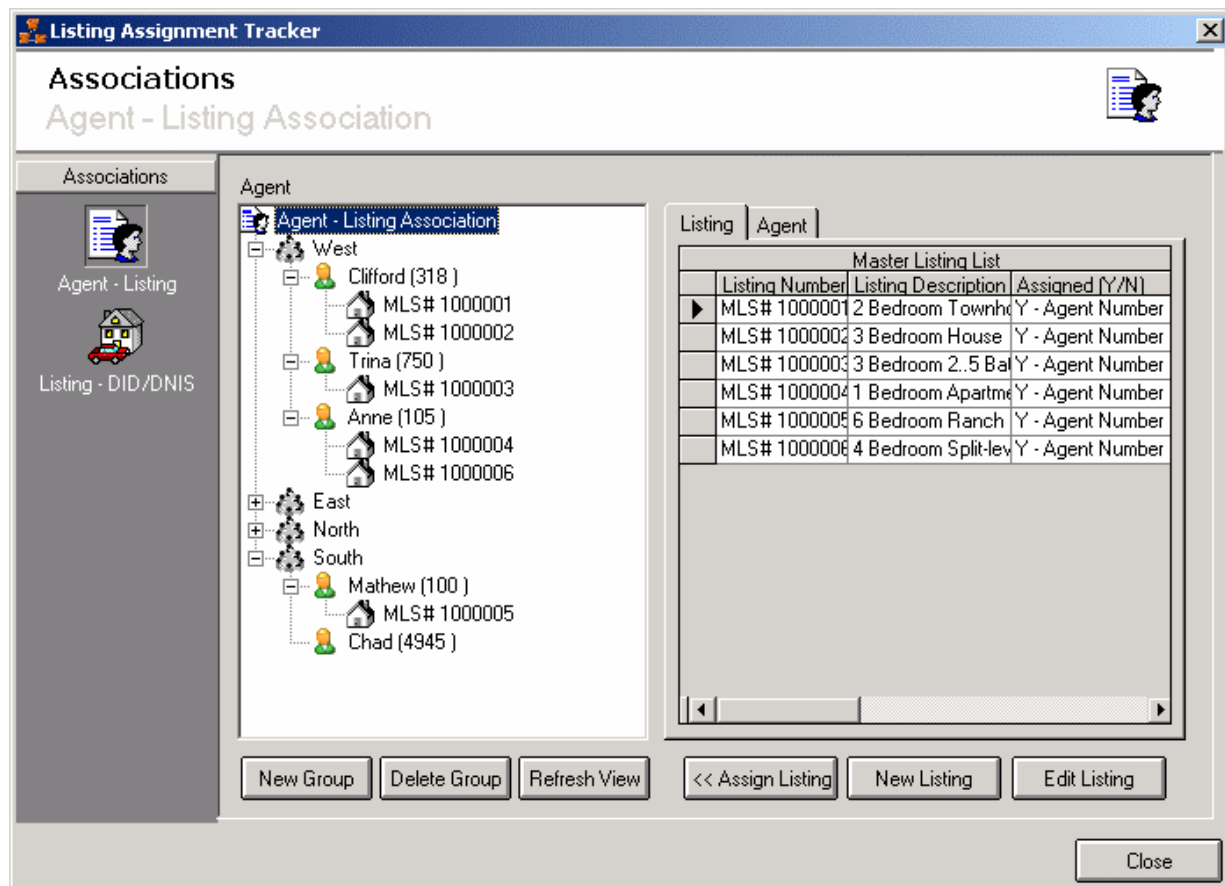


Figure 4: Agent – MLS association screen

New MLS listings are created in the “MLS” tab on the right half of the menu. Users can enter listing numbers along with a short description of the property. Additional agents are created in the “Agent” tab on the right half of the menu also. Users can enter agent names, extensions, and site locations within this menu. With this information in place, the hierarchy can be created.

Another feature of the agent – MLS association menu is the ability to generate report criteria for a single agent with a few clicks of the mouse. Double clicking on any agent’s name will create the necessary criteria to report on all the DID/DNIS numbers associated with a single agent. This convenient functionality provides easy access to complex report criteria.

MLS – DID/DNIS Association

The MLS – DNIS/DID Association screen provides a hierarchy similar to the previously mentioned Agent – MLS Association menu. Managers can quickly create and assign new DID or DNIS numbers to listings allowing Realty Edition to associate call data with the proper MLS listing. It should be noted that a single DID/DNIS number can be associated with multiple MLS listings, however, those listings must belong to the same agent.

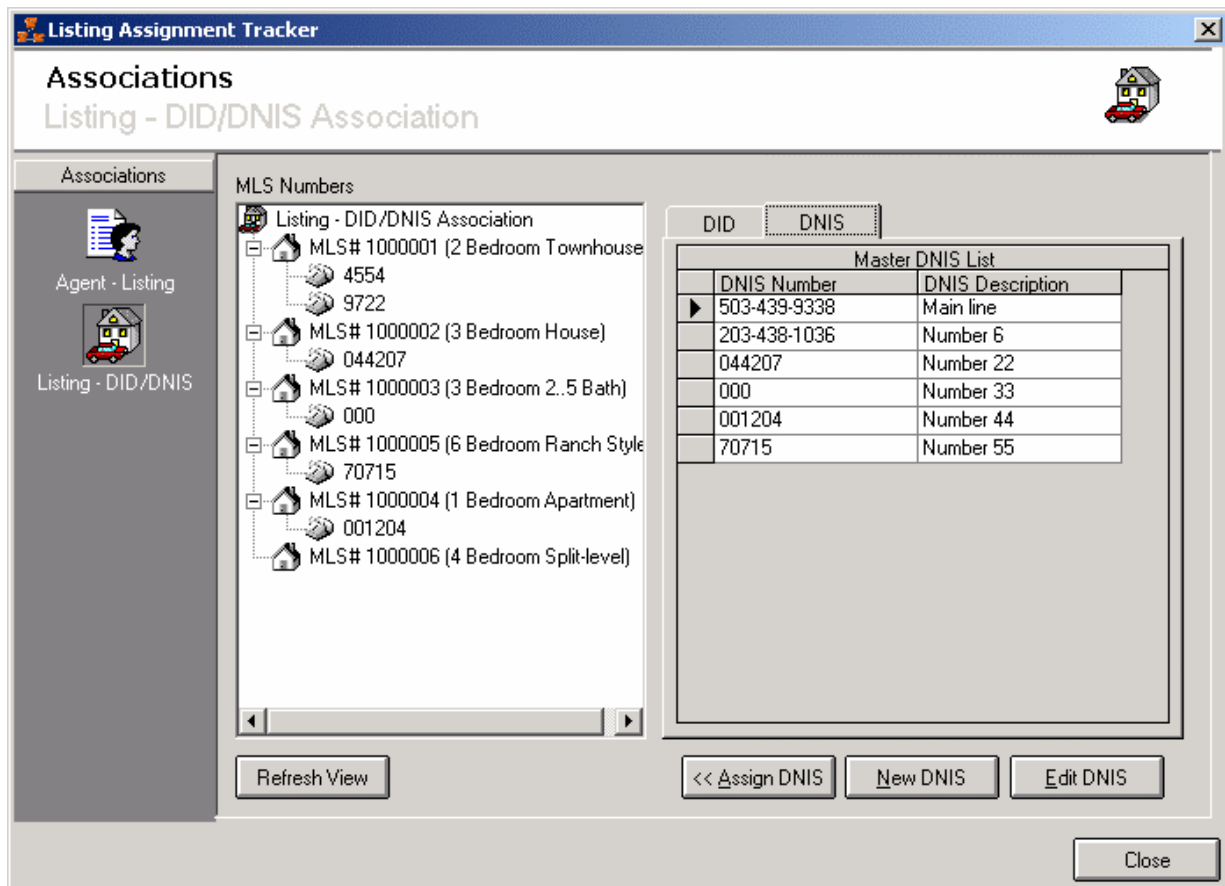


Figure 5: MLS - DID association screen

New DID/DNIS listings are created on the right half of the screen with the “New” button. The DID/DNIS number is entered along with a short description. This description is especially useful for DNIS numbers that may be associated with promotional activities or mediums, making analysis much more convenient.

INTEGRATION

Obtaining the Realty Edition is an easy and straightforward procedure. Just follow these steps:

1. Procure Realty Edition from your TriVium reseller, or contact TriVium directly (see PROCUREMENT for more information).
2. When you procure the software, make sure to specify that you need to have Realty Edition.
3. The TriVium reseller will take the steps necessary to install and integrate the phone system with the Realty Edition.

Don't hesitate to give TriVium a call if you have any additional questions at 877-439-9338.

PROCUREMENT

Procuring Realty Edition is a quick and easy process. If you have a TriVium reseller, please contact this dealer to get the Realty Edition.

If you do not have a TriVium reseller or heard about TriVium through another source, please contact TriVium directly. Our Account Managers help you find a certified CallAnalyst reseller to walk you through the procurement process. Our Technical Support Team will help to make sure your installation goes smoothly.

If you have any questions feel free to call us at 877-439-9338 or visit our website, we're happy to help!

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