



## **Save time on managing customers and spend it making sales**

Why waste time tracking down and matching up your all information when iFlow can record all your customers' data in one place?

iFlow enables you to constantly track every customer's progress, be more responsive and prevent leads going cold.

You can store a customer's personal information, buying preferences and what properties they've viewed for clear visibility of their progress. And it has never been easier to generate matches, with automatic notification of properties that match a customer's details.

When a possible match has been identified, it's simply a case of whizzing across an email or text message, awaiting their feedback and then arranging a viewing. You can even send them a route map so they won't get lost. Driving the sales process has never been quicker or easier.

The web based interface also allows customers to update their own profiles, conduct property searches and request a viewing. All tasks previously performed by you.

So, the time you save on admin can be spent on what earns you money – selling houses.

Being a successful modern agency is all about being more productive, responsive and plugged in to your customers' needs. iFlow provides you with the tools to constantly track every customer's activity, and makes it quicker and easier to help them find a home.

- Combines your customer and property data
- Constantly tracks every customer's activity
- Stops leads going cold
- Arrange viewings at the click of a button

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## **Using your data smarter means you can make more sales faster**

Being successful in real estate isn't just about who's got the most data, but who can use that data most efficiently. iFlow enables you to get your properties listed quicker, and in front of more buyers, than ever before.

iFlow's database wizard allows you to upload photos, floor plans, logos and any other document to help sell the property. The wizard creates professional adverts in super quick time, and images can be edited to ensure houses are looking their very best.

By logging in over the internet, sellers can perform their own admin. They can edit their own listing, upload their own photos and track their own progress, giving you more time to spend on closing sales.

Buyers can search your database online, with every click recorded so you know exactly how every listing is performing, and track which buyers are interested.

iFlow also expands your property pool with access to the iFlowXchange virtual marketplace. Your data can be shared with other iFlow agents, so you can collaborate in exchanging properties and customers to generate more matches. Your listings can be published on other advertising sites to get them in front of more buyers, and increase the chances of making a sale.

iFlow's property database is quick, easy to use and harnesses the internet to ensure your maximising the use of your data to generate more matches than ever before.

- Create quick, professional listings
- Sellers can perform their own admin
- Track every property's popularity
- Collaborate with other agents

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## **Never lose a customer again, or the chance of a sale**

In order to be more responsive to your customers, and prevent leads going cold, you have to be able to constantly track their progress.

iFlow's sales tracking gives you total visibility of every property's popularity, records every customer's activity and frees up time for you to spend closing sales, rather than micromanaging every account.

As soon as buyers have registered their details, the software will automatically email matches to their preferences. This saves you the time of having to wade through the database yourself to suggest viewings.

Once customers have been provided a list of suitable properties, you can arrange viewings at the click of a button and then keep track of their follow up activity. This means you can prevent leads going cold because you'll be constantly on top of their account, and be able to continue suggesting further viewings until they've found a property they're happy with.

When a house has been found, you can immediately purchase contracts from iFlow's library of templates, or upload your own, streamlining the process even further.

iFlow synchronizes your tasks and appointments with most popular calendars (such as Outlook or Lotus Notes) to ensure you're always up-to-date on your customers' activity, and making the best use of your time.

- Auto match buyers to properties
- Arrange viewings at the click of a button
- Purchase contracts from a library of templates
- Constantly track every potential sale

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## **Access the largest network of sales partners**

If you're not taking full advantage of the internet to reach more customers and improve your efficiency then you're going to get overtaken by the competition and left behind.

iFlow is not just standalone software, but gives you access to an online network of real estate agents and service providers.

The iFlowXchange is a virtual marketplace in which you can list your properties on other agents' websites, exchange customer information and gain access to their own property lists. This means you can form sales partnerships and reach customers in areas you'd never normally be able to reach. The centralised database system will also be able to block properties as soon as they've been reserved.

iFlowXchange includes a directory of pre-approved service providers, such as mortgage brokers and lawyers, all ranked by agency reviews and available to contact at the click of a button.

Conducting smart, efficient business is not just about your own people, but who you can reach in your larger business network. iFlowXchange harness the internet so you can make new, profitable connections, and work smarter and faster in generating matches and driving up sales.

- An online virtual marketplace
- Expand your network of partners
- Exchange customer and property data
- View directory of providers rated by other agents

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## **Discover how well your business is performing**

To improve how your business operates, you need to know your strengths and weaknesses.

iFlow's reporting function provides you with complete visibility of your performance in every area, so you can identify where you can improve and increase profits.

The reporting functions are easy to use and easy to understand. With all your data contained on one place, it's easy to connect the dots and run reports that highlight where you're acquiring customers, how many are converting and who is creating the most sales.

With clear reporting, you can focus your efforts on closing deals in the right areas, and ensure you're taking full advantage of every opportunity.

The reporting feature provides a unique ranking system for monitoring the performance of your individual team members. This will give them the motivation to improve, and you can also identify in which areas your staff need further training.

Developers and sellers will be delighted with the reports and data you can supply them with to help pinpoint the best price for their property.

iFlow acts as a central databank for all your information, and with its smart and clear reporting you can harness your data to learn how you can improve and increase profits.

- Easy to use, clear reporting
- Identify your strengths and weaknesses
- A unique employee ranking system
- Provide reports to developers and sellers

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