



KEY BUSINESS OBJECTIVES ADDRESSED

- = System specifically designed for real estate, highly scaleable with industry objectives in mind
- = Seamless integration of property information with email campaign system which can be easily accessed and managed from anywhere at anytime
- = Hosted email campaign solution free of maintenance and management
- = Individual secured broker accounts with consistent brand identity

FEATURES:

1. EMAIL CAMPAIGNS AND TRACKING

- = Create unlimited campaigns of any size in text/html format
- = Deliver and track web links, PDF documents, flyers, availability, plans, presentations, etc.
- = Campaigns can be created and managed from anywhere at anytime
- = Achieve quantifiable campaign results through detailed tracking by property and recipient
 - o Open rate / Hit Rate
 - o Date and time visited
 - o Number of times information was viewed
 - o Flyer Hits
 - o Lead interest level

2. CUSTOM EMAIL TEMPLATES

- = Enterprise custom templates can be created to match your needs
- = Create templates for newsletters, property teasers, websites, specific offices, etc.
- = Existing templates already in place for property teasers, html, images, and messages

3. OUTLOOK/CRM PACKAGE INTEGRATION

- = Brokers gain efficiency through seamless integration of property information with Outlook
- = Contacts can be uploaded directly into Vision 3.0 from Outlook or other data files

4. CONTACT MANAGEMENT AND ADMINISTRATION

- = Office wide email lists created and managed by administrators
- = Personal contact lists and groups established by individuals in their own accounts

5. LEAD INTEREST AND REPORTING FOR OWNERS/MANAGERS

- = Aggregate reports detailing marketing statistics can be generated for building owners and internal managers
- = Reports can be generated by property, group of properties, and by user.

6. LIVE DESKTOP REPORTING WITH HIT TRACKER

- = Brokers receive real time statistics on email campaigns right from their desktop with Hit Tracker