

## New "Analysis" A Hit at NAR Convention



Customers Could View the New "Analysis" at the REAL/Easy Booth #1538 San Francisco

A lot of improvements have been made to REAL/Easy this year - not the least of which is the new "Analysis" reporting module.

Now, more than ever, it will be important for broker/owners and branch managers to have a good feel about company sales and productivity swings.

The "Analysis" reporting

"comes just in time" stated many customers viewing the new reports. Included are:

**Quartiling Analysis** - Learn answers to questions like "What percentage of our agents generate 80% or our company dollar?" Or, "What percentage have little or no production?"

Sort agents by any production figure and observe positions of

all producing and non-producing agents.

**Comparison Analysis** - Are we getting stronger with in-house sales? How is our volume changing in our different market segments? How are our branches and agents doing this YTD versus 2004?

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## Upgrade Today to Version 14 and Save \$\$\$.

For a limited time, REAL/Easy is introducing the new BOS and FOS Version 14 at a big discount for users of all older versions of REAL/Easy.

For those with BOS/FOS versions, 2000, 2001, 2002, 12, and 13, up to a 40% discount can be obtained if ordered within the next 30 days.

For REAL/Easy DOS version 10 users, the discount is 20% if ordered in the next 30 days.

And, your DOS data can be converted into the new Version 14 format!

After one year of work, the new REAL/Easy BOS and FOS Version 14 is ready! With over 200 improvements, REAL/Easy can improve the efficiency of your staff and offers many new reports to help owners and managers throughout your company.

The new Annual Subscription

plan bundles three services:

1. Upgrade to BOS and/or FOS version 14 -time saving features.
2. One year of unlimited phone and email support.
3. One year of BOS and/or FOS software updates.

Call 1-800-REALEASy today or visit realeasy.com for more details.

### Don't Wait, Upgrade today -- Comments from Customers who have Upgraded to New REAL/Easy Version 14:

*"We are happy someone is taking over the program - it is a good system."* Prudential Utah Real Estate, Orem, Utah

*"This made my day!"* Avery Hess Realtors, Vienna, Virginia

*"Best News I heard at the convention."* Coach Realtors, Long Island, New York

*"Congratulations, we are very happy you have taken this over."* Coldwell Banker The Real Estate Group, Appleton, Wisconsin

*"God Bless You Stan!"* Century 21 Comstock, Waldorf, Maryland

*"We like all the new features we have seen!"* ERA TitleTown Realtors, Green Bay, Wisconsin

*"The Multi-Office controls have saved us from maintaining over 40 Office setup files!"* FIRST TEAM Realty, Costa Mesa, California

*"We are discovering new features almost daily, thank you."* Prudential Network Realty, Jacksonville, Florida

*"The New User Controls are saving us alot of time and the new non-legal sized reporting is great."* Century 21 Maki, Chicago, Illinois

**800-REALEASy (800-732-5327)**

[www.realeasy.com](http://www.realeasy.com)



At the N.A.R. Convention, San Francisco: Larry Finn of Coach Realtors, Long Island, Carol and Stan Chmielewski discussing new Analysis Reporting benefits.

## Completed for Version 14: Over 100 Customer Suggestions

Soon after bringing REAL/Easy back to Milwaukee, customers were asked “What would you like improved”? The emails flooded in and we got to work.

First, electronic and printed 1099’s, then the Prudential databridge, next, the company dollar reports.

Throughout 2005, over 100 suggested enhancements were completed and distributed to customers on our new annual service plan.

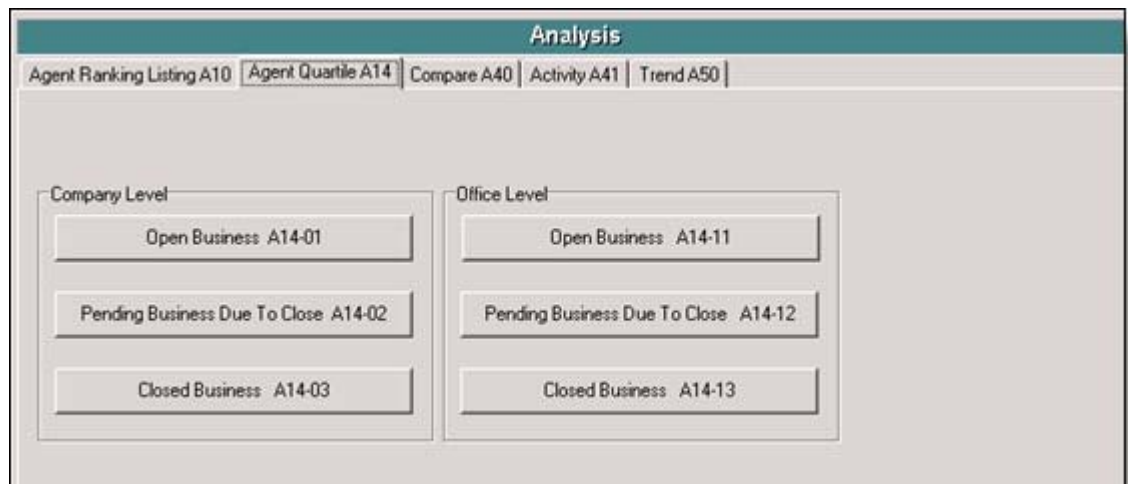
“We are finding convenient new features every day” stated the staff at Prudential Network Realty in Jacksonville FL.

Some of the more popular:

- Tenfold expansion of the commission plan calculator.

- Addition of the new “Analysis” module.
- Re-programming of all legal sized reports to letter size (over 50 reports).
- Re-organization and simplification of all setup options.
- Addition of “Tools” to enhance the value of your data.
- Updated 1099 printing and electronic format. New “define 1099 amount” setup.
- Addition of new company dollar reports to help assess profits.

Read more about Version 14 additions at [realeasy.com](http://realeasy.com).



**Want to learn about the new features?**

Visit [realeasy.com](http://realeasy.com)

**Want to see how the new system can help you run your business?**

Call **800-REALEASY** to see online via your internet connection.

## New Analysis Reporting - “Just In Time”

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**Trend Analysis** - View entire years of any production statistic month by month. Learn who is growing, sustaining and losing production.

**Agent Ranking Listing A10** - With the market changing fast, tracking listing production and sales will become more important

in the near future. Use the new Agent Ranking Listing A10 to help learn how well your agents are adjusting. You can also selectively concentrate on newly hired agents.

**Agent Ranking Sales** - new options have been added to rank agent production for new recruits, seasoned agents only, production

only counting towards the commission plan and many others!

**Summary Reports** - Company Wide and Agent Levels are added in Version 14. Now you can see how everyone is doing!