

iQ office – IT'S MORE THAN A CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE (CRM), IT IS A COMPUTER CLOUD, SALES FORCE AUTOMATION TOOL (SFA) BUILT FOR REAL ESTATE PROFESSIONALS.

Our iQ office serves as an intranet with a Customer Relationship Manager, Lead Distribution Manager, Listing Manager, Web Site Manager, Drip Marketing Campaign Manager, Document Storage Manager and more. All of which is manageable by a centralized control center.

SALES & MARKETING

We offer a set of sales and marketing tools that is comprehensive of today's real estate professionals' needs. Our tools can work synergistically to assist real estate brokers and agents in generating, capturing and managing leads. Our tool set is managed in one location that serves as a company intranet called iQ office. iQ office allows the user to manage their listings that appear on IDX broker and agent web sites, blogs, single listing web pages and mobile sites developed by our team. Users can create and manage drip (email) marketing campaigns, prepare print ads, build print and email flyers using iQ office. For a full list of iQ office sales and marketing tools and features, please see our "feature list".

LEAD MANAGEMENT

We offer a flexible lead distribution and management center that delivers notifications to users five different ways: SMS (text messages), email, phone, desktop widget and inside iQ office. Through iQ office, we give the broker the ability to manage multiple lead sources, to customize lead statuses, to generate reports, create lead groups, to assign default users, to create user response business rules, to manage black lists and to toggle direct to user leads on or off--giving the broker full control over each lead if desired. See our "feature list", our lead source sheet, or our Sales & Marketing sheet for more information on our lead generating tools that feed our lead management functionality.

ORGANIZATION

We offer a complete office suite through iQ office which includes a contact manager, a task manager, a calendar and a document/resource storage and sharing area. Our contact manager allows users to store individuals' contact information, add notes, store files, create a history log, create tasks, track the lead source and view drip marketing campaigns pertaining to each contact. Our property watch feature stores properties viewed and emailed, as well as saved watches. You can also use our system to create contact lists, share contacts, perform mail, email and label merges with our contact manager. Our most unique feature is two way syncing with iQ office from multiple computers, allowing users to maintain consistent contact data across the board.

BACK OFFICE

iQ office allows for the management of many aspects of a real estate business. Manage listings, do not call lists, office profiles, user controls, business rules, account settings, quick links, iQ office users, user permissions and employee rosters. Customize business rules, dashboards, print statistics reports, share contacts, use loan calculators, send in-house messages and make in-house announcements all with iQ office.

CUSTOMER SUPPORT

realist*iQ* takes customer support seriously. Beyond our agent direct video tutorials, we have full time tech support as well as a support ticket system that exists within iQ office. realist*iQ* has also been known to develop per customer request, if we feel it makes sense for all of our customers. We strive to please every client individually, but stress industry standards when necessary. realist*iQ* also believes offering a user friendly solution is a part of customer service. That is part of the reason why we offer all of our tools collectively under iQ office. We are currently working to launch a powerful AJAX powered interface that will further simplify our system, improving the end user experience.