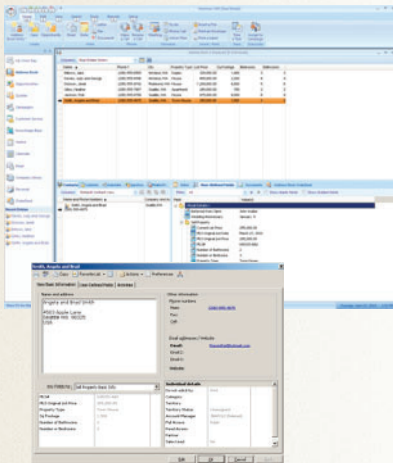


Real Estate

Highlights

- Award-winning sales & contact management, time management, and communications used by top realtors
- Includes Real Estate industry template
- Integration with Microsoft® Office, your mobile device, and QuickBooks® accounting software
- Quick and easy set-up and use
- Collaboration with assistants and partners to share customer information and schedules
- Track Buyers & Sellers
- Action Planner
- Time Management
- Synchronization with mobile device
- Document Management
- Reporting with Crystal Reports®



Offer Exceptional Service. Build Client Loyalty. Accelerate Sales Growth.

With over one million licences sold, many to top realtors, Maximizer enables real estate professionals to succeed by effectively managing your time, clients and sales. Even in unpredictable markets, move your deals forward with Maximizer CRM.

Real Estate Template

Get up and running quickly and stay focused on the business of selling.

- Apply the real estate industry template to your database to maximize productivity, time and customer focus.
- Use built-in document templates like "Seller Home Preparation Checklist" and "Buyer Loan Process Overview" to keep clients informed and aware of all steps involved with their transaction.
- Communicate effectively with clients, prospects and other agents with various letter and fax templates, such as "Seller – Listing Agreement Letter."

Client Management

Manage your client and prospect relationships to become their preferred realtor.

- Manage an unlimited number of contacts, including buyers, sellers, mortgage brokers, home inspectors and escrow companies, all profiled with your choice of custom fields.
- Use pre-set fields such as "Property Type" or "MLS Original List Price" to help you track important buyer and seller information.
- Stay on top of potential buyers or sellers for each client by linking records to track relationships.
- Work seamlessly with partners and assistants with access to complete history of a client interactions, including emails, calls, letters and faxes in one place.
- Keep your lists clean with duplicate record checking and mandatory fields.
- Keep track of who is on the "Do Not Call" registry to ensure you comply.
- Search on any field, and create one-click access to frequently accessed lists of buyers and sellers.
- Get the word out and track referrals.

"As a real estate professional, Maximizer has significantly increased the volume of my business, not only in terms of referrals, but also repeat business. Past clients are coming back to me for their real estate needs because they appreciated the personalized service I was able to provide."

Diane Cardoso, Managing Broker,
Prudential United Realty Jesani



Mobile Access to Client Information

With Maximizer Mobile CRM, including MaxMobile for BlackBerry® and Windows Mobile®, access and update client information, notes, tasks and appointments on your smartphone — anytime, anywhere.

- Deploy MaxMobile on your staff's BlackBerry® smartphones quickly and easily, for a seamless start.
- Get real-time online access to entire Maximizer CRM database content.
- Enable collaboration among team members on the road to set up multi-user appointments and assign tasks.
- Work efficiently saving BlackBerry emails and logging phone calls with one-click to Maximizer CRM.
- Receive and send automatic email notifications for appointments and task assignments.
- Get one-click access to maps and directions from client records.
- Plan your optimal day of appointments and activities by mapping multiple customers to your BlackBerry GPS to get turn-by-turn directions.
- Improve productivity on the road by viewing, creating and editing new documents on your BlackBerry.
- For a list of support devices, please visit:
<http://www.maximizer.com/supported-products/handheld.html>

Task Management & Action Planner

Stay on top of required tasks for each transaction.

- Plan a series of tasks and appointments in one action.
- Manage day-to-day processes with one of eight pre-configured templates such as "Listing Property for Seller" or "Buyer Loan Application."
- Assign tasks to yourself, assistants or colleagues to ensure that critical tasks and requirements are met for each transaction.
- View all upcoming tasks at a glance for any given client.

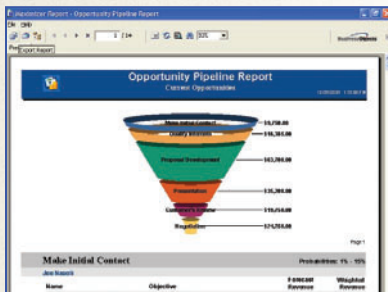
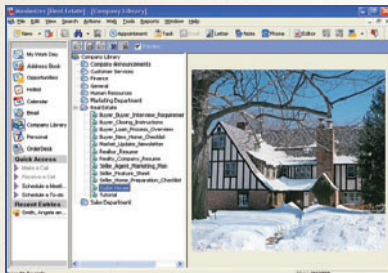
Time Management

Effectively manage your busy schedule and ensure nothing slips through the cracks.

- View appointments for the day, week or month at a glance, with direct links to the contact record.
- Prioritize activities and set up reminders or alarms to prompt you about deadlines and appointments.
- Collaborate seamlessly with your team, enabling your assistant to book appointments or view your colleagues' schedules at a glance.
- Choose daily, weekly or monthly views for your calendar and print to your daytimer.
- Stay on top of appointments while on the road by synchronizing your calendar with your mobile device.
- Get one-click access to maps & directions for properties using the built-in Microsoft® mapping tool.

"With Maximizer, I can always stay up-to-date with client information, appointments and deadlines such as open houses, possession and completion dates even while I'm away from the office. It synchronizes information with my Palm so I'm always prepared to face clients and opportunities. Maximizer helps me stay on top."

Shirley Clarke, Real Estate Agent,
RE/MAX Crest Realty



Communications with Microsoft® Office & Outlook® Integration

Communicate effectively and easily, using familiar programs.

- Create your own or use built-in templates to send letters, faxes, and emails with ease.
- Save correspondence to relevant records to build a 360-degree view of your client.
- Use Microsoft Word or Maximizer's built-in word processor for your communications.
- Personalize your communications by merging fields from client records into letters, proposals, envelopes, labels and more.
- Keep your schedule and contact information up-to-date with two-way synchronization between Maximizer & Microsoft Outlook.
- View Outlook® messages within Maximizer and save important emails to client records.
- Import or export contacts between Maximizer and Outlook.

Document Management

Manage and gain quick access to your electronic documents.

- Centralize your electronic documents including listing sheets, photos, and contracts for easy access.
- Access and email documents directly from Maximizer's Company Library.
- Stay organized with custom folders and convenient document preview.
- Store personalized documents against client records for easy retrieval.
- Utilize out-of-the-box Real Estate document templates such as "Seller Feature Sheet," "Home Preparation Checklist," and "Buyer Loan Overview."
- Keep your documents in existing formats including Word®, WordPerfect®, Excel®, PowerPoint®, Acrobat Reader and other standard programs.

On-the-Fly Reporting

Instantly produce reports to see a snapshot of your business.

- Produce comprehensive real-time reports enhanced with corresponding graphics and publish in your choice of formats including PDF, HTML, or RTF.
- Over 175 pre-built reports in Maximizer, including task lists, account activities, phone logs and sales pipeline.
- Includes Crystal Reports® templates - the world's industry standard reporting format.
- Export data lists to Excel® with one click for further analysis in a familiar environment.

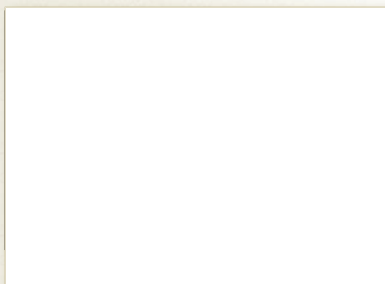
Maximizer CRM 11 Features

- Account and contact management
- Time management
- Task management and automation
- Sales force automation
- Sales forecasting
- Marketing automation
- Email marketing
- Customer service management
- Microsoft Office integration
- Outlook & Exchange synchronization
- Accounting integration
- Business Intelligence
- Workflow automation
- Partner relationship management
- Access options: mobile devices, web, Windows desktop, remote synchronization

Technology Partners



Certified Solution Provider



Use Alone or in a Groupⁱ

Easily network with colleagues or your assistant with Maximizer CRM.

- With several editions to choose from, use Maximizer CRM to keep a standalone database of your clients, shared with your small office of assistants and associates or with a large nationwide group.
- Select from Windows desktop, Web Access and mobile CRM options to access information from any location, at any time.
- Set security rights to specify who can see one another's client records, notes, and other information.
- View and schedule meetings with your colleagues and have your assistant book appointments for you from his or her own computer.

Contact Maximizer Software to learn how you can mobilize your workforce with Maximizer CRM 11 All Access.

i. Networking with multiple users/colleagues requires additional licenses and a workgroup license available from Maximizer Software (up to 10 users).

Why Maximizer CRM 11?

1. **Simple & quick** to deploy, learn, use and maintain
2. **Access options** through the Web, desktop and mobile smartphones
3. **Value.** Best value for a full-featured CRM, low total cost of ownership.
4. **Expertise.** More than 20 years as a pioneer and leader in CRM.

Visit www.maximizer.com for:

- Information based on your role: sales, marketing, service, executive, IT
- Information on CRM and Contact Management
- An overview of features and technology
- Online demos and free trial software
- White papers and webinars on CRM best practices.

Maximizer CRM helps small and medium-sized businesses maximize sales, customer satisfaction and profitability through increased business productivity and optimization of limited resources.

Maximizer Software
Simply Successful CRM

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