

# 12 Reasons why you'll never miss a sales or listing opportunity!

With hundreds of users in Australia and New Zealand, Utopia is a proven, profit generation tool that guarantees buyers are matched to every listing and instantly notified.

## Utopia is the goods!

First National Meers and Shelton (Tamworth, NSW) Liz Shelton

INTEGRATED  
WITH  
PLATFORM

### 1. Work smarter!

See who is opening your emails and which listings they find interesting via the clever campaign tracking available in Utopia.

### 2. Set and Forget!

Utopia has features that make your phone ring with buyer enquiry. It assures automatic delivery to your client database of weekly OFI lists and new property alerts - sent automatically via email, SMS or MMS.

### 3. Let the vendor choose you!

Allow potential vendors to conduct matching buyer searches via your website. Then, nail the listing with a supporting Buyer Demand report.

### 4. No Missed Opportunities!

Utopia guarantees your sales and property management team never miss an opportunity to tell potential buyers and tenants of new listings.

### 5. Productivity!

Alerts prospects in minutes, not hours.

### 6. Consumer Control!

Consumers are in control of what information they wish to receive.

### 7. Build Profile!

Utopia guarantees top-of-mind status through regular communication.

### 8. Modern!

Utopia's powerful suite of eMarketing tools includes attractive and interactive eNewsletters and eCard templates. New templates are developed regularly.

### 9. Add Value!

Utopia's unlimited customer database builds a valuable asset, increasing the capital value of your business.

### 10. Sky's The Limit!

Utopia allows unlimited email quantities.

### 11. Economy!

Utopia provides cheap business grade SMS - 8 cents each

### 12. Training!

Utopia comes with regular First National webinar training sessions

For more information please contact  
your Member Services Manager or  
Mauro Colaci on 1800 032 332



first  
national  
REAL ESTATE

We put you first