

REAL ESTATE

EXECUTIVE

TECHNOLOGY PROFILE



Smart Realtors are taking a LEAP

How a New Type of Software Can Help Agents Grow
Their Businesses and Reap Even More Success



PHOTO COURTESY OF ROB WEHMEIER; WWW.WEHMEIERPHOTO.COM

Paul Lazarre demonstrating new LEAP reporting options to Kristin Godfrey, Angela Glyda and Emily Cuddihee — all members of the Jenny Ames team.

A new type of software can help top agents grow their businesses and reap even more success.

It takes more than a large referral base and a nice car to be a star in the real estate industry. In fact, it takes a lot more and thanks to one software genius, some Realtors are reaping the rewards of true success and then some.

What LEAP Does:

- Keeps you in constant contact with your clients (by showing reminders, feedback and activity reports)
- Facilitates the scheduling of your listings
- Solicits feedback from showings
- Maintains a database to organize and track your listings
- Creates reports showing your active and sold listings, including the number of showings on a weekly basis, suggesting the need for price changes and/or additional marketing
- Tracks your marketing effectiveness
- Directly integrates with the most popular e-mail, contact and calendar software, Microsoft Exchange/Outlook
- Synchronizes with a BlackBerry, cell phone or PDA.

View Properties				
Status: All Enter to edit or delete				
Buyer (Outgoing)				
Listing Data (Date)	Address (Date)	List Price (Date)	Buy Price (Date)	
9/22/05	Lakewood, 2632 N. Glenview	379,000	379,000	
6/1/05	Michigan, 3063 E. Lincoln #102	463,000	463,000	
4/4/05	Palmdale, 2611 E. Oakley	899,000	899,000	
4/8/05	Duluth, 240 W. Oakwood #5	474,500	474,000	
Total (3 properties)		2,315,500	2,315,000	
Average (3 properties)		771,833	771,667	
Seller (Incoming)				
Est. Close Date	Address	Original Price		
9/15/05	Darien, 311 N. Highland	2,700,000	2,700,000	
9/15/05	Duluth, 302 N. Glenview	3,476,000	3,200,000	
Total (2 properties)		6,176,000	5,900,000	
Average (2 properties)		3,088,000	2,950,000	
Listing (Active)				
Listing Data (Date)	Address (Date)	List Price (Date)	Under Price (Date)	Cancel
9/17/04	Duluth, 221 W.	2,800,000	200	
9/17/04	Lake Shore, 3803 N. #102	1,375,000	276	
9/16/04	Stur, 210 E. #C	2,700,000	276	
9/16/04	Lakewood Park View, 2030 W. #1A	799,000	241	
9/16/04	Lake Shore, 3803 N. #102	800,000	206	
9/16/04	Lakewood, 2632 N. #102	1,295,000	178	
9/16/04	Hamden, 501 W.	1,299,000	178	
11/4/04	Duluth, 376 W.	2,700,000	162	
9/16/05	Lake Shore, 3803 N. #102	1,725,000	100	
9/16/05	Darien, 311 N.	1,800,000	88	
9/16/05	Palmdale, 2611 W.	1,800,000	88	
10/4/05	Hamden, 501 W.	4,500,000	81	
9/16/05	Michigan, 311 N.	4,900,000	74	
2/5/05	Arden, 2001 W. #1	404,000	66	
2/4/05	Darien, 531 W.	3,195,000	48	
2/19/05	Stur, 216 W. #101	760,000	47	
3/17/05	Palmdale, 2611 W. #1C	870,000	47	
2/19/05	Stur, 212 N. #B	1,700,000	37	
2/18/05	Washington, 372 W. #101	1,725,000	36	

The property database provides a comprehensive Web-based interface to create and edit your listings and buyer contracts.

Agent Showing Survey - Jennifer Ames

Property details

 2140 N. Kosmos
\$4,500,000
[View this property online](#)

Client Feedback:

1. Does your client have further interest? Yes No

If no or unsure, why? (check all that apply)

Too big Location Condition View
 Too small Style Price
 Other (please specify): _____

2. Where is your client coming from? _____

3. How long has your client been looking for a new home? _____

Agent Feedback:

4. Would you show this property to another buyer? Yes No

5. Overall, how would you rate the quality of your experience with our team (including, but not limited to, brochures, agent knowledge of property, etc.)? _____

Comments? _____

6. Do you think the list price is... _____

Comments? _____

The showing feedback system allows you to customize up to 10 questions that you wish to ask agents and sellers about your listing. The information is automatically collected via an e-mail and Web system.

Kai Schirmacher and Jenny Ames take a break to review agent feedback on her BlackBerry.



Take Jennifer Ames of Coldwell Banker Residential Brokerage, one of the Windy City's top-producing real estate professionals. She has been using the LEAP Real Estate System since 2003. While using this system, she has grown her sales from \$42 million in 2002 to more than \$70 million in 2004. And she is still on a roll. In the first quarter of this year, Ames wrote almost \$40 million in new contracts.

LEAP Real Estate System founder Paul Lazzarre has created a product that truly helps Realtors in the day-to-day management of their business. An entrepreneur from a young age, Lazzarre has extensive experience in identifying gaps in products or services, and creating businesses using software to fill those gaps. He got his start at age 11, when he was given his first computer. A southern California native, he taught himself programming when not in school or at the beach surfing. By 17, Lazzarre was already working more than 70 hours a week with a client base that included health care providers, banks and the American Cancer Society. At 20, Lazzarre was offered an opportunity with a start-up venture that he "couldn't refuse." Lazzarre quit college, moved to Chicago and joined MasterChart, a start-up venture that developed software for physicians. He and his partners

subsequently sold that company in 2000 for a substantial sum. Needless to say, Lazarre has never looked back.

Lazarre met Ames several years ago when he was looking for investment property in Chicago. While working with Ames as his agent, he was surprised by her antiquated organization system. Although she had a computer, Ames kept track of her entire business in a thick black Day-Timer, where she jotted down client contact information and appointments in pencil. “Paul looked at me like I was a dinosaur,” Ames recalled.

Needless to say, when Lazarre saw Ames’ system, the wheels started spinning, and LEAP was conceived with Ames serving as the “guinea pig,” so to speak. “His first reaction was ‘you’ve got to get rid of that thing,’” Ames remembered. “Within months, he replaced my Day-Timer with a customized version of Microsoft Outlook and a hand-held computer.”

Lazarre started talking to other top real estate agents and discovered that the need for productivity software was universal. “The LEAP Real Estate System was created with extensive input from Realtors. It was designed to support top-producing agents with assistants, who wish to increase their productivity, marketing effectiveness and overall level of customer service,” Lazarre explained. “The way the system is designed, it is most helpful for agents with at least one assistant.”

AMES SPEAKS

So yes, Ames tossed her outdated organizational system for the higher technology, but not without thinking twice. “I was not quick to embrace technology, but the software that Paul created has without question saved time and helped my business run more smoothly. The more efficient we can be with administrative stuff, the more capacity we have to sell. Also, adding these services to the array that I offer my sellers gives me a leg up in a competitive marketplace,” she said.

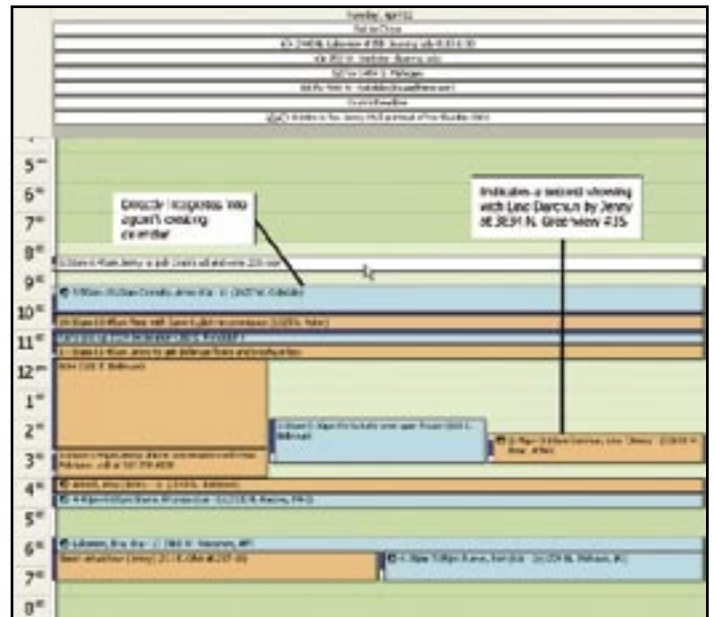
With her busy schedule, Ames is someone who doesn’t have a lot of time to waste, and that’s why she finds LEAP is so helpful. To date, Ames and her team has been using three LEAP products — the property database that tracks her listings and sales, scheduling software and feedback software. “Technically they are interconnected, but their purposes are very different: two are internal and the other is external,” Ames said.

Ames’ Executive Assistant, Kristin Godfrey, finds the LEAP Real Estate System easy to use, as well as helpful in her daily duties of assisting Ames. She uses the scheduling software to upload showings into the team calendar. “Each appointment is color-coded, based on who will be hosting the showing. Everyone on the team can access our calendar from any computer or wireless handheld device,” she said.

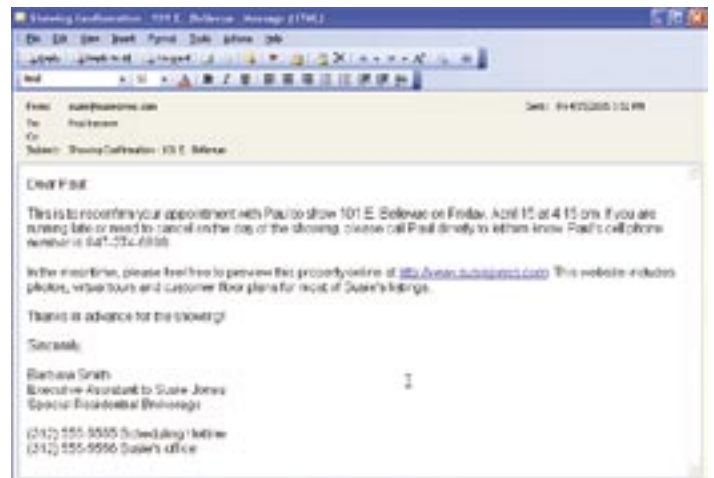
At the time she uploads an appointment, a confirmation e-mail

Agent Name	Address	Market Price	List Price	Days on Market	Status
Robert, 1117 W. 81st	1117 W. 81st	6	1	1	2
Bellevue, 131 E.	131 E.	4	1	1	2
East, 130 W. 40th	130 W. 40th	37	2	1	5
Chicago, 841 W.	841 W.	98	2	2	2
Franklin, 1623 W.	1623 W.	30	2	2	2
Frank, 122 S.	122 S.	28	2	3	2
Lincoln, 1121 S.	1121 S.	29	2	1	3
Lincoln, 300 S. 4th St	300 S. 4th St	17	5	17	4
Lea Show Place, 1020 S. 83rd A.	1020 S. 83rd A.	36	4	1	4
Lea Show, 1110 S. 49th	1110 S. 49th	18	2	4	7
Lea Show, 2200 S. 44th	2200 S. 44th	33	3	2	4
Lea Show, 448 S. 94th	448 S. 94th	49	1	2	3
Lea Show, 338 S. 45th	338 S. 45th	36	1	2	2
Lincoln, 2102 S. 85th	2102 S. 85th	30	2	2	2
Lincoln, 1812 W.	1812 W.	47	1	1	3
Lincoln Park West, 2130 S. 45th	2130 S. 45th	1	3	1	3
Lincoln, 1210 S. 46th	1210 S. 46th	18	4	1	2

Schedule a showing that allows you to track all the showings for a given listing. This information is helpful in determining marketing campaign effectiveness, and is also useful in that showing confirmations can be sent to agents and buyers.



The calendar data can be automatically synchronized with a PDA / cell phone or BlackBerry.



Confirmation e-mails are automatically sent to the agents confirming the address, time, who is meeting them, and their contact information. Additionally, the agent’s Web site can be linked into the e-mail.

is sent to the buyer's agent reconfirming the day, time and who they will meet. This helps avoid mistakes. "It is great, because it serves as a check and balance system. It reminds the other agent of the appointment and allows us to catch the occasional error before anyone is inconvenienced."

"Also, after the showing, the buyer's agent gets a personalized thank you e-mail from Jenny with a request to fill out a brief online survey about the property. About 40 percent of the agents take the time to respond, which is a higher rate than we get when we leave voicemail messages asking for feedback. It is easier to get people to hit reply than to pick up the phone," Godfrey said. "We forward the feedback we receive along to our clients. The main benefit is that they are hearing what the buyer thought directly from the buyer's agent. Sometimes, that is a more effective strategy to get a price adjustment or to get a seller to take action to solve an objection."

Ames also likes the fact that the system keeps track of everyone who has shown each of her listings, making it easy for her to communicate with them later, if there is a price reduction or other material change that they might want to pass along to their clients.

"Better yet, it only took [Godfrey] a few hours to learn how to use the system, and she mastered it with ease," Ames said.



CompuWiz, an Authorized LEAP Distributor in Chicago, provides installation and training services on the LEAP System. Realtors rely on the CompuWiz for all types of computer installations, repairs and training, including complete support from implementation to repairs to software and hardware upgrades. Best of all, the CompuWiz personnel come to you.

Schedule a home or office appointment with one of their technicians or trainers by calling (773) 856-5521, or visit: www.thecompuwiz.com.

THE IDEA

The actual idea for the LEAP Real Estate System was developed over time and underwent a number of versions before it became what it is today. LEAP directly integrates with the best-selling e-mail, calendar and contact program in the world: Microsoft Outlook.

Rubloff agents Lisa Peck, Rachael Thompson, Robin Miner and Quinn Steigerwald — all LEAP users.



