

Real estate software
that works the way
YOU do!

Save time and money by
managing your business
easily from one place.

ARO 

Keeping you ahead of the competition.

ARO Real Estate Software is unlike any other real estate software program you may have seen or used before.

It was developed over a number of years working in a real agency setting to capture the actual day to day flow of real estate office activities. It's designed to eliminate the real frustrations of time-consuming paperwork and follow-up procedures that plague real estate offices.

The ARO system ensures your business operates faster and more efficiently. All your data can be accessed from anywhere, and the system keeps track of what's being done.

You're free to do what you do best.

It's a system designed to get you out of the office and spending more time with clients. That means faster, smoother sales, happier clients and less working time for you. Best of all, the program is simple, user-friendly and does not require high level computer skills to operate.



Simple. Automatic. Fast

The beauty of this program is that you **ENTER DATA ONCE ONLY** and it is then ready to go to work for you.

Through a range of brilliant features, the system will then automatically undertake tasks such as updating your own website as well as sites like realestate.com.au, domain.com.au and Google.



A system that does most of the thinking for you.

ARO software will automatically respond to the one-time entry of new data:

New property listed?

- Auto email with property details to all buyers in your system who match criteria.
- Auto email to salespeople with matched buyers' contact details.
- Auto email to all your staff to advise of new property available.
- Auto email to your website manager – a reminder to simply click a button to upload the new property.



Photos added to the system?

- Pics automatically resized for best reproduction.
- Relevant staff automatically notified when pics are ready to choose for window cards, brochures, ad pages and website.
- Window cards and brochures can be created in just minutes.

Price change on a property?

- Sends an email with all details to everyone involved.
- Sends a request to the admin team with a link to print a new window card.

A system that's your virtual assistant with reminders.

ARO Software follows up your salespeople automatically:

- Sends an email with all contact details of matching buyers for a new property, so they can get to those prospects instantly.
- Sends a reminder to order signboards, do window cards, choose web pics and upload properties to websites.
- Sends a reminder to book all advertising and open homes.
- Sends a reminder to send thank-you letter for listing with you, with link to the right letter.
- Each step is ticked off when complete, so you know what's done – whether you're out of the office or on holidays.
- You can personalise these reminders to suit your agency's minimum standards.

A system that manages every event with the right letter.

ARO Software quickly produces correspondence for every possibility:

- Scans, finds and generates letters, forms and notifications.
- Upload all your real estate office's own letters for easy management of regular correspondence for all events.
- Customise and format your letters for thank-you's, to solicitors and for marketing purposes.
- Create automatic reminders for all correspondence.

A system that keeps your finger on the pulse.

ARO Software enables fast and easy analysis to maximise your sales efforts:

- Entries into data base are linked to source of enquiry and recorded.
- Use 'Source Report' feature to view areas generating enquiries and producing actual sales.
- Analyse results to invest marketing spend in successful areas.

Summary	Trade	Commission	Agent	Total
Contingencies	\$4,200.00	\$2,280.00	\$170.00	\$6,650.00
Fees	180.00	-400.00	-400.00	-620.00
Payments	80.00	80.00	80.00	160.00
Amount currently owing	\$4,200.00	\$1,960.00	\$350.00	\$6,510.00
Cost of sales	-4070.00	-400.00	-400.00	-8,870.00
Total net result	\$1,280.00	\$1,280.00	\$160.00	\$3,720.00

A system that streamlines processes for you.

ARO Software eliminates complicated and time-consuming processes:

- Simple query calculates sales commission sheets within 30 seconds.
- System calculates commission sheets, payments and deductions.
- Automatically produced ready to email and print.
- Can be viewed from the salesperson's home page.
- Editable for expenses, tax and GST.
- Automatic superannuation calculation.



A system that keeps you ahead of your advertising.

ARO Software sends out automatic reminders and provides easy tools:

- Book advertising in approved publications, with cost records.
- Advance reminders for placements – no missed deadlines.
- Create advertising by selecting photos, text and open home details.
- Write and update line ads with a handy character counter to check costs.
- Customise and print a marketing campaign for sellers.
- Preview all ads for a selected week by publication or property type.
- View advertising costs and income and project your cash flows accurately.

Description	Date	Cost	Income	Net	Comments/Reference
Line 1 - [unclear]		\$1,100.00		\$1,100.00	[unclear]
Line 2 - [unclear]		\$1,100.00		\$1,100.00	[unclear]
Line 3 - [unclear]		\$1,100.00		\$1,100.00	[unclear]
Line 4 - [unclear]		\$1,100.00		\$1,100.00	[unclear]
Line 5 - [unclear]		\$1,100.00		\$1,100.00	[unclear]
Line 6 - [unclear]		\$1,100.00		\$1,100.00	[unclear]
Line 7 - [unclear]		\$1,100.00		\$1,100.00	[unclear]
Line 8 - [unclear]		\$1,100.00		\$1,100.00	[unclear]
Line 9 - [unclear]		\$1,100.00		\$1,100.00	[unclear]
Line 10 - [unclear]		\$1,100.00		\$1,100.00	[unclear]



Time is Money!

- Managers, are you weary of hearing complaints from administrative staff about sales staff?
- Administration staff, are you tired of chasing sales staff for missing files and documentation?
- Sales consultants, are you sick of being hassled by management and administration staff for paperwork?
- Do you hate doing paperwork?
- Do you forget paperwork and have to run back to the office?
- Sales consultants, would you like a program that your PAs could customise your business with?
- Would you like to be able to access your entire client database from home, the car or the beach?
- Ever lost a buyer to another agent due to poor follow up procedures?
- Have you ever needed a contract drawn up in a hurry?
- Do you ever need to get work done but can't make it into the office?
- Have you had administration staff off sick but need paperwork produced quickly?
- Do you worry that your business information is unsafe or at risk?
- Have you ever missed important and costly advertising deadlines?
- Have you ever run over your advertising budgets due to lack of records?
- Are you sick of paying overheads for procedures that could be automated?
- Do you hate the time consuming sales commission calculation process?
- Do you wonder how much time it takes to repeat, transfer and copy information to many places?

***If you answered 'yes' to any of the above,
then ARO Software is your answer!***



Add to your ARO Real Estate Software with these additional products that take your business even further.

Premium Website – Design and Build

Many businesses end up with an inferior and out of date website because it's too difficult and too costly to keep it fresh and professional with 'hot off the press' content. But a stale website is a business liability and equals money down the drain.

Our Premium Website design and build gives you:

Customised site with innovative design.

Quick and easy content management – make your own changes with no ongoing fees or costs for updates or changes.

Dominate online searches

Do it before a competitor does! We know the vast majority of people looking for real estate services look first on the internet. So if you're there dominating the first page of a search, think about how much more business will come to your company.

Our Search Engine Marketing team offers ONE business per suburb the chance to:

Get your business listed 5-7 times on the first Google search page.

Call about our special offer!
1300 134 858

WWW.AROSOFTWARE.COM

